

# INDIAN JOURNAL OF ECONOMICS & BUSINESS

Volume 17

No. 1

January-June 2018

## EDITORS-IN-CHIEF

Dr. TAPAS MISHRA

Dr. SANJAY K. SINGH

## ASSOCIATE EDITORS

Prof. Asit Mohanty

Dr. Eng-Truc Jeremy Cheah

Dr. Mamata Parhi

Dr. Phanindra Goyari

Dr. Rakesh Jory

Dr. Vimal Kumar

Dr. Vinod Mishra

## EDITORIAL BOARD MEMBERS

Dr. Chandan Sharma

Prof. Claude Diebolt

Dr. Kun Jiang

Dr. Mohd Irfan

Dr. Monika Gupta

Dr. Nalin Bharti

Dr. Rosen Chowdhury

Dr. Sanjay K. Kar

## CONTENTS

Interaction of Job Resources and Demands in Predicting Job Engagement – Empirical Evidence from Indian Port trusts using Job Demands Resources Perspectives

*C. Subramaniam and R Krishnaraj*

Influence of Attitude and Behaviour on Road Traffic Accident Risk among Indian Drivers

*T. Sivakumar and R. Krishnaraj*

Are Interests of Minority Shareholders in India Protected? - A Study of Tunneling in Indian Business Groups

*Nivedita Sinha*

Microfinance in India A Fannie Mae in Indian Microfinance: Why does it make sense? A Comparative Analysis

*Prantik Ray*

Swap Markets in India

*Prantik Ray*

Assessing the Influence of Participative and Empowering Leadership Styles on Employees' Commitment to Service Quality

*Dr. G. Saravana Kumar and Dr. R. Krishnaraj*

An Empirical Study on Adaptability of Agile for Enterprise Resource Planning Implementations

*R. Saravanan and C. Sundar*

Upstream Social Marketing Strategy in the Reduction of HIV/AIDS-related Stigma

*R. Ragu Prasadh*

"Dynamic Illiquid Asset Pricing using Low Frequency Accounting Information for Understanding Size-effect Anomaly"

*Rohit Malhotra*

Cashless Economy Adoption Intention – An Integrated Model of Tam with Perceived Risk Theory

*A. R. Shanmuga Priya, V. Suresh and R. Krishnaraj*

Impact of Macroeconomic Instability on Foreign Trade in Vietnam

*Trinh Quoc Tuy and Sheeba Kapil*

Impact of Liquidity on Profitability: A Study of JK Cement Ltd.

*Sumana Bandyopadhyay and Surajit Sengupta*

Will They, Won't They? A Predictive Study on Gold Buying by Retail Consumers in India

*Dr. Swati Shrikant Godbole and Gita Sashidharan*

2017: Ericsson on the Crossroads

*Hilsa Mishra and Puja Chhabra Sharma*

Gender Perspective of Utilitarian and Hedonic Shopping Values: An Empirical Study

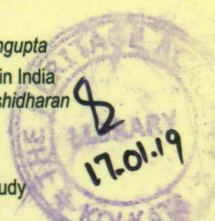
*R K Jena*



**SERIALS PUBLICATIONS (P) Ltd.**

[www.serialsjournals.com](http://www.serialsjournals.com)

New Delhi (India)



# INDIAN JOURNAL OF ECONOMICS & BUSINESS

Volume 17

No. 1

2018

## CONTENTS

- Interaction of Job Resources and Demands in Predicting Job Engagement – Empirical Evidence from Indian Port trusts using Job Demands Resources Perspectives  
*C. Subramaniam and R Krishnaraj* 1-11
- Influence of Attitude and Behaviour on Road Traffic Accident Risk among Indian Drivers  
*T. Sivakumar and R. Krishnaraj* 13-30
- Are Interests of Minority Shareholders in India Protected? - A Study of Tunneling in Indian Business Groups  
*Nivedita Sinha* 31-53
- Microfinance in India A Fannie Mae in Indian Microfinance: Why does it make sense? A Comparative Analysis  
*Prantik Ray* 55-62
- Swap Markets in India  
*Prantik Ray* 63-75
- Assessing the Influence of Participative and Empowering Leadership Styles on Employees' Commitment to Service Quality  
*Dr. G. Saravana Kumar and Dr. R. Krishnaraj* 77-91
- An Empirical Study on Adaptability of Agile for Enterprise Resource Planning Implementations  
*R. Saravanan and C. Sundar* 93-107
- Upstream Social Marketing Strategy in the Reduction of HIV/AIDS-related Stigma  
*R. Ragu Prasadh* 109-122
- “Dynamic Illiquid Asset Pricing using Low Frequency Accounting Information for Understanding Size-effect Anomaly”  
*Rohit Malhotra* 123-138

