ABOUT THE JOURNAL

*Journal of Management Research & Insight* is a refereed journal of Banarsidas Chandiwala Institute of Professional Studies. The journal provides a platform for dissemination of scholarly articles based on theoretical as well as empirical research based on different domain areas of management such as financial management, strategic management, marketing management, operations management, general management, business economics, organisational behaviour, accounting, total quality management, international business, information system management, business ethics, corporate social responsibility, entrepreneurship development etc.

The editorial team follows a peer review process in our endeavour to contribute significantly to development and sharing of knowledge for the benefit of society at large.

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From the Desk of the Chief Editor

It gives me immense pleasure to bring the inaugural issue of the Journal of Management Research & Insight, a biannual publication of Banarsidas Chandiwala Institute of Professional Studies. The journal aspires to bring to its readership engaging, stimulating as well as integrative issues and discussions in contemporary management research.

I also feel privileged to welcome the members of the Editorial Advisory Committee. The editorial team relies on their expertise in providing their invaluable guidance for shaping the future growth of the journal.

The first issue of the journal presents a rich blend of papers encompassing diverse management areas. Given the increased impact of globalization on business environment, the first paper - Short Term and Long Term Interlinkages between the Stock Markets Indices of BRICS, studies the integration of the Indian capital markets with the other constituents of the BRICS cluster. The authors observe a unidirectional causality whereby changes in Chinese and Russian stock markets impact Indian stocks. The paper Value Addition and Profit Planning - An Empirical Analysis applies the concept of value added as an alternative measure for profit planning. The approach challenges traditional accounting philosophy based on the annual financial data of Kribhco Ltd. Recognizing the fact that education is fundamental to human resource development, the nation’s central bank i.e. RBI promotes various educational loan schemes. The next paper - A Study on the Borrowers Perception of Reasons for rejecting Educational Loan Application, analyses the reasons for rejections as perceived by the borrowers in the Union Territory of Puducherry. The findings would be of particular interest to bankers as it would enable them to better understand the psyche of the educational loan borrowers and assist them in increasing their credit offtake. The fourth paper, The Alpha Generating Ability of Infrastructure Stocks: An Analysis in Indian context describes the risk-return properties of infrastructure portfolio in Indian stock market. Analysis reveals that investment in infrastructure stocks does not yield excess returns comparable to the broader market portfolio in the study period. The findings have important implications for investors, portfolio managers and investment advisors in their long-term investment decisions.

Human resource function is undergoing a paradigm shift where the objective is to strive for congruence between organizational goals and employees’ aspirations. In the paper Integrative People Management, the author emphasises that managers can achieve organizational goals only by integrating human resource planning, implementation, and validation firmly with their strategic activities, thus giving birth to the integrative people management. Organizations these days have realized the importance of knowledge management and effective knowledge management techniques. One of such essential technique is Customer Relationship Management (CRM). The authors discuss the role of information technology in convergence of knowledge management and customer relationship management in their study - Convergence of Knowledge Management and CRM: IT as a Tool of Competitive Advantage.

One of the predominant drivers and challenges in retail banking across the globe is the ongoing evolution towards direct models and channels, predominantly digital channels. The paper E-Banking Services in Selected Banks: Divergence in Perception and Actual Delivery discusses the challenges that need to be faced by banks. The authors identify that would aid in improving the delivery of e-banking services based on the survey of 400 respondents in Delhi NCR. Lastly, the paper Customer Relationship Management: A Comparative Study between Public Sector and Private Sector Banks highlights the importance of customer
relationship as an important tool for building long term symbiotic relationship with its main stakeholder i.e. its customers.

I would like to express my sincere gratitude and heartiest congratulations to all the authors for their valuable contribution.

Chief Editor