



**Institute of
Management Technology**
Ghaziabad

May 2016, Issue-32

Library & Information Services

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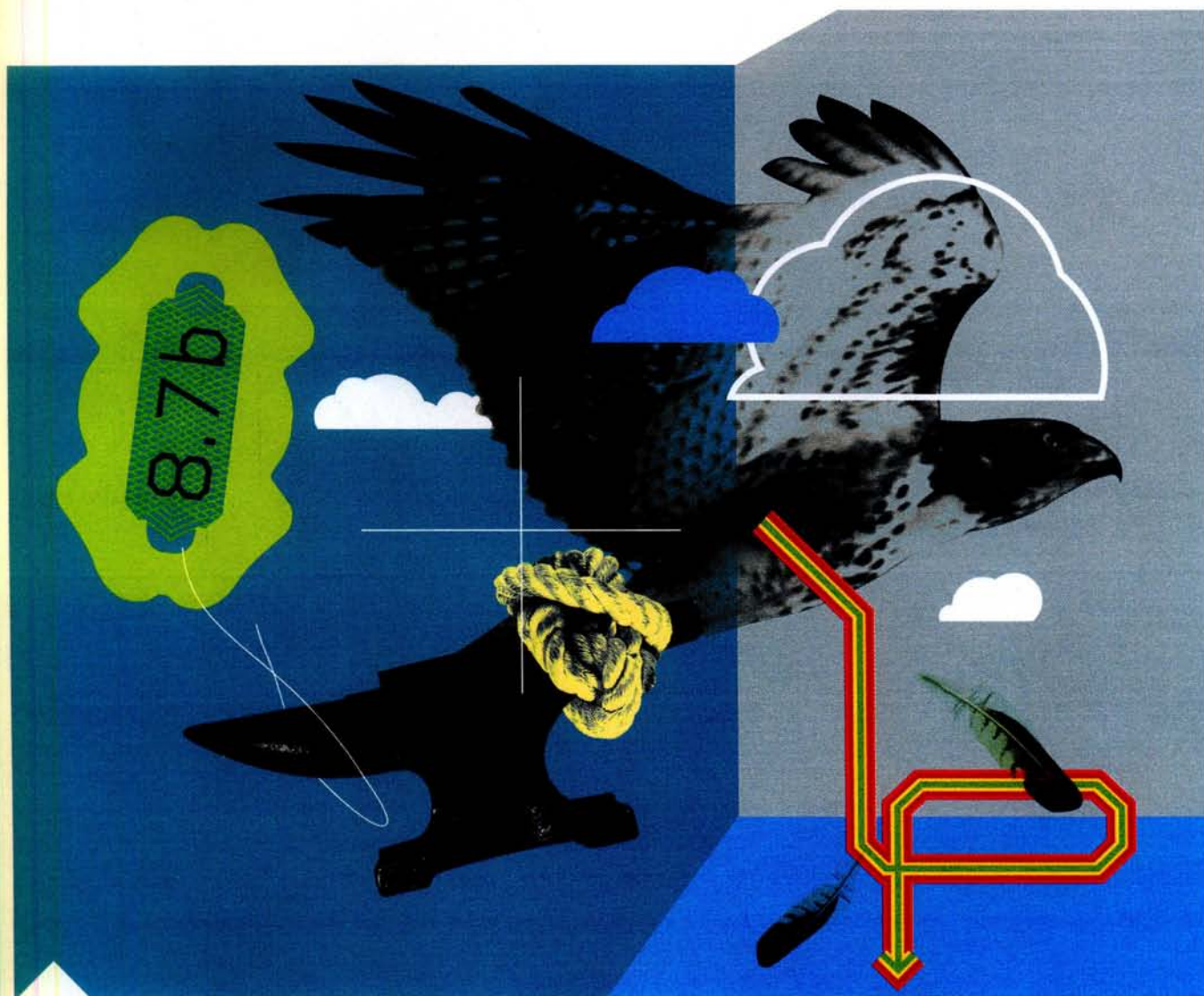
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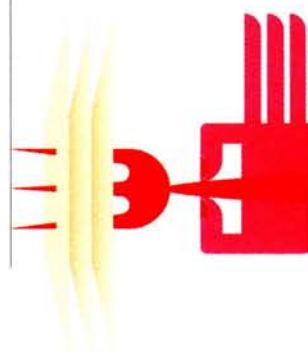
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'Cooling-off' and the Consumer Protection Bill, 2015: Drawing from the European Union Consumer Directive

Akhileshwar Pathak

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The Consumer Protection Bill, 2015 gives the right to the consumer to cancel a consumer contract within 30 days. This is called 'cooling-off' in other jurisdictions. The European countries have had laws for more than a decade giving the right of cooling-off in 'distance contracts', including contracts made online. The right has been further extended to several forms of service contracts made face-to-face. This paper explores the basis for the idea of cooling-off in other jurisdictions and in business practices in India.

Research

Purchase Preference Factors for Traditional Rural Retailers: A Cross-sectional Conceptual Study

Dev Narayan Sarkar, Kaushik Kundu, and Himadri Roy Chaudhuri

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This paper presents an integrative analysis of the evidences on the purchase preference factors of rural traditional retailers in developing countries. It provides valuable information to rural marketers about the areas that need attention in order to tap into rural markets using rural retailers. Furthermore, it seeks to develop an analytical framework of factors influencing purchase preference of rural traditional retailers along with a ranking of the importance of each factor.

Statutory Auditors' Independence in India: An Empirical Analysis from the Stakeholders' Interest Perspective

Mitrendu Narayan Roy and Siddhartha Sankar Saha

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Impairment of statutory auditors' independence has led to several corporate accounting scandals. This paper identifies variables influencing statutory auditors' independence in their professional engagement. Procedure of appointment, tenure of service, and close relationship with management emerged as the major influencing factors of statutory auditors' independence. Rotation of auditors, strong disciplinary framework, external review of audit work and all the activities that improve ethical orientation of statutory auditors are considered to be important safeguards to statutory auditors' independence.

A Study of Impact of Ownership Structure and Disclosure Quality on Information Asymmetry in Iran

Mahmoud Mousavi Shiri, Mahdi Salehi, and Ali Radbon

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Information asymmetry and agency problem lead to inefficient allocation of resources in the capital market. This paper examines the impact of ownership structure and disclosure quality on information asymmetry phenomenon among firms listed on the Tehran Stock Exchange, during the years 2007-2012. The results show more information asymmetry in firms with more concentrated ownership structure, higher institutional ownership, and lower disclosure quality.

Measurement of Intellectual Capital in the Indian Banking Sector

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Hardeep Chahal and Purnima Bakshi

The present study aims to develop, establish, and empirically validate the intellectual capital scale in the banking sector in the context of emerging economies like India. It establishes the intellectual capital scale as a multi-dimensional scale comprising human capital, relational capital, and structural capital. All the three dimensions are found to significantly contribute to the intellectual capital, among which relational capital contributed relatively more, followed by human capital and structural capital.

Exploring Predictive Switching Factors for Mobile Number Portability

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Gurjeet Kaur and Ritika Sambyal

The present study focuses on consumers' switching intentions after the introduction of Mobile Number Portability (MNP), factors affecting consumers' switching intentions, and also the relationship between switching intentions and actual switching or staying behaviour of consumers. The findings reveal that after the implementation of MNP, consumers' switching intentions have not enhanced as they appear to be satisfied with the services of their current service provider; those who have already switched, did so without MNP.

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