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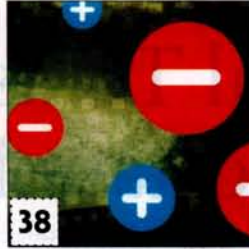
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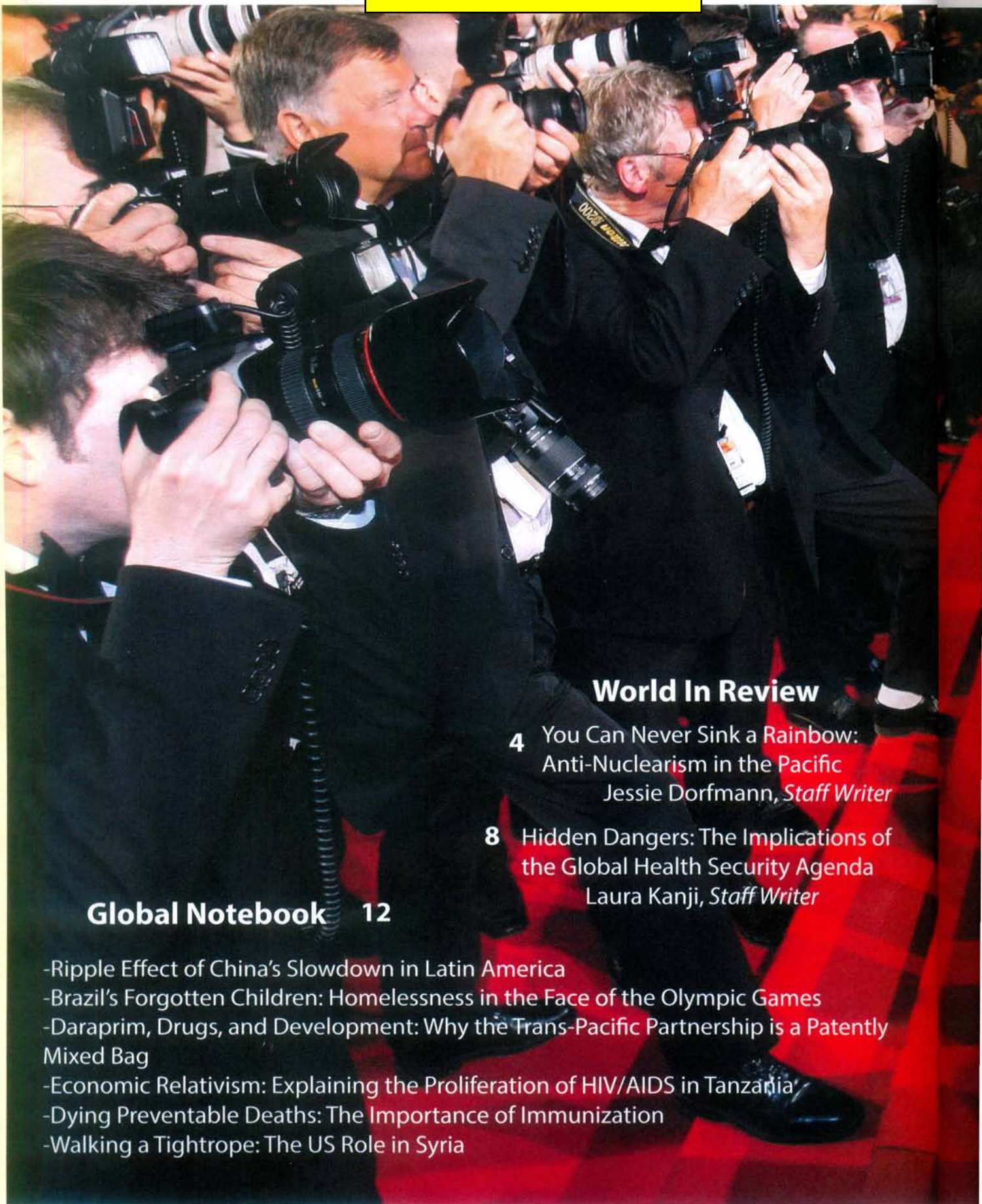
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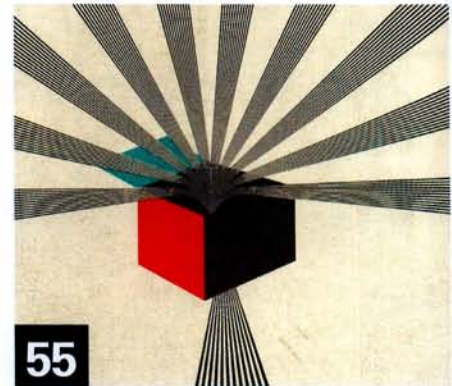
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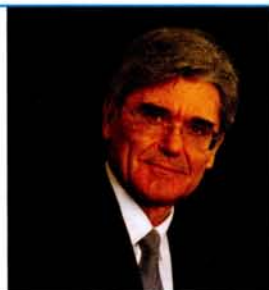
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*Purba H Rao, Sharad K Jain, and Alan Millin*

India is increasingly becoming vulnerable to the impacts of water crisis due to the rising sea-level, floods and droughts, water pollution, and the associated health hazards. The objective of the empirical research was to assess the awareness levels of Indian private sector to the water related concerns and to evaluate if it would lead to initiatives to address them. The study reveals that there is significant awareness of the private sector and that it could help in recycling and treatment of wastewater and in conservation initiatives through voluntary participation.

- Relationship between Biopsychosocial Factors and Financial Risk Tolerance: An Empirical Study** 117  
*M Kannadhasan, S Aramvalathan, S K Mitra, and Vinay Goyal*

Accurate assessment of financial risk tolerance (FRT) is critical for an investor. This study identifies the factors that are related to risk tolerance from outside the financial services domain, most specifically the biopsychosocial factors. All the three biopsychosocial factors considered – self-esteem, personality type, and sensation-seeking – are found to be positively related to FRT. The study suggests that consideration of these three factors along with the demographic factors would improve asset allocation decisions.

- Volatility Dynamics in Oil and Oilseeds Spot and Futures Market in India** 132  
*Meenakshi Malhotra and Dinesh Kumar Sharma*

This study investigates the volatility dynamics in spot and futures markets of select oil & oilseeds commodities. The authors observe that though there is bidirectional volatility spillover, the volatility of spot market has greater impact on the volatility of futures market, indicating that informational efficiency of oilseeds spot market is stronger than that of futures market. The analysis provides evidence of destabilizing impact of futures trading on the volatility of physical market prices in three out of four commodities analysed.

- Consumer Response to Brand Placement in Movies: Investigating the Brand-Event Fit** 149  
*Komal Nagar*

The purpose of the study is to examine the extent to which brand-event fit would succeed in generating positive consumer responses in terms of positive brand attitude and intention to purchase the placed brand. It also explores the effect of brand placements in terms of the context of the entertainment industry. Results reveal that brands placed in a national event will create more positive brand evaluations than the international events.

## Colloquium

### Competition Law in India: Perspectives

*Manas Kumar Chaudhuri, Payal Malik, Ram Tamara, Avaantika Kakkar, Chirantan Chatterjee, Shamim Mondal,  
D Daniel Sokol and Viswanath Pingali (Coordinator)*

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This colloquium puts together articles that deal with different facets of the Competition Law enacted in 2002 – its evolution from the MRTP Act of 1969, the current goals, how economics plays a role in evaluation of cases, its applicability across international boundaries, its relationship with intellectual property regime, and compliance programmes that need to be in place in order to comply with this law.

## Book Review

### Corporate Champions: Excellent Companies of India

*Poornima Sreeraghavan*

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