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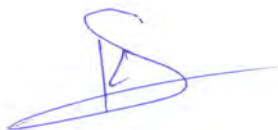
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This paper examines the performance of various investment strategies based on value, size, and momentum factors (Fama & French, 1993, 1996; Carhart, 1997) in Indian equities from 1994 to 2016. Factor investing using value and momentum is a viable investment strategy in India, but using size does not perform well. This remains true even if short positions are excluded and only value and momentum tilts to the market portfolio are considered. There may be a scope for mutual funds (or even exchange traded funds) that make these factors available at low-cost to retail investors.

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Factors Mitigating Firm-specific Information Asymmetry and Target Price Accuracy in India

Samie Ahmed Sayed and Latha Sreeram

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This study investigates whether the factors mitigating firm-specific information asymmetry improve analyst target price accuracy in India. The analysis of our dataset (equity research reports 2008-2012) show that higher frequency of corporate announcements creates short-term noise which reduces target price accuracy at the end of a one-year forecast horizon. Our results show that higher analyst coverage leads to better flow of firm-specific private information and improves target price accuracy anytime during or at the end of one year. We report that higher foreign institutional holdings possibly improve stock liquidity attracting more traders which eventually leads to better target price accuracy at end of forecast horizon. Our main finding is that analysts benefit from reduction in information asymmetry due to higher analyst coverage and higher institutional holding rather than higher disclosures by a firm.

Predicting Indian Shoppers' Malls Loyalty Behaviour

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Despite development of various forecasting techniques, predicting mall loyalty has remained under-explored in marketing literature. This paper addresses the gap by using neural network technique to predict shoppers' loyalty towards a particular mall. The study has also identified the relative significance of various antecedent factors contributing to mall selection. The findings of the study offer a number of implications for mall developers, mall managers, and retailers. From this, mall managers can decipher the critical differentiating value for the shoppers at optimal level of investment. Limitation and future research scope have also been addressed.

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