

BUSINESS ANALYST

A REFEREED JOURNAL OF SHRI RAM COLLEGE OF COMMERCE

Volume 42

Issue 2

July – December 2021

ISSN 0973-211X

CONTENTS

ARTICLES

- Measuring the Attitudes and Behavioural Dynamics of Consumers towards online shopping amidst Covid-19: Insights from Kolkata..... 5-24
Samuel S Mitra , Shivaji Banerjee , Peter Arockiam. A. & Joseph Kulandai
- Relationship between Brand Experience and Brand Loyalty, Mediators – Satisfaction and Brand Trust: A Conceptual Framework..... 25-42
Ruchika Ramakrishnan
- Bank Monitoring as an Alternative Corporate Force and its Impact on the Value of Borrower Firm..... 43-64
Neeraj Kumar , Madhu Vij & Narain
- Liquidity Aggregates in India: An Empirical Analysis of Recent Trends..... 65-92
Ritu Ranjan
- Impact of Dividend Decision on Company Performance: An Empirical Study of Select Nifty-50 Index Companies..... 93-116
Haritika Chhatwal & Rachna Mahalwala
- Consumers' Level of Organizational Trust When Buying from Locally Owned Businesses Vs. Corporations..... 117-136
Andy Bertsch , Mohammad Saeed , James Ondracek , Joanna Claire Miranda , Tyler Boettcher , Briley Crissler , Jacob Burckhard , Tanner Crissler & Joshua Drew

BOOK REVIEW

- Money: What It Is, How It's Created, Who Gets It, And Why It Matters..... 137-140
Annabhajula J C Bose

We thank Indian Council of Social Science Research (ICSSR), Ministry of Education, Government of India, for providing Financial Assistance for the Publication of this Journal 'Business Analyst'.

Editorial Advisory Board

Aditya Bhattacharjea	:	Professor, Delhi School of Economics, University of Delhi, Delhi, India; aditya@econ.dse.org
Arup Mitra	:	Professor, Institute of Economic Growth, Delhi, India; arup@iegindia.org
C.P. Gupta	:	Professor, Department of Finance and Business Economics, University of Delhi, Delhi, India; guptacp@gmail.com
I.M. Pandey	:	Former Professor and Dean, Indian Institute of Management, Ahmedabad, Gujarat, India; impandey@gmail.com
Madhu Vij	:	Former Professor, Faculty of Management Studies, University of Delhi, Delhi, India; madhuvij@hotmail.com
Parthapratim Pal	:	Professor, Indian Institute of Management, Calcutta, West Bengal, India; parthapal@iimcal.ac.in
P.K. Jain	:	Honorary Professor, Indian Institute of Technology, Delhi, India; pkjain.iitd@gmail.com
R.K. Singh	:	Professor, Department of Commerce, University of Delhi, Delhi, India; rksingh@commerce.du.ac.in
Sunil Kumar	:	Professor, Faculty of Economics, South Asian University, Delhi, India; skumar@econ.sau.ac.in
Vijay P. Ojha	:	Professor, Indian Institute of Foreign Trade, Delhi, India; vpojha@gmail.com

MANUSCRIPT SUBMISSION

Manuscript should be submitted online. A declaration that the paper has not been published or submitted for publication elsewhere needs to be sent along with the manuscript. The soft copy of the manuscript in word format only should be sent through email at business.analyst@srcc.du.ac.in with cc at naveen.mittal@srcc.du.ac.in.

The following points need to be taken into consideration before online submission of the article/book review:

Format/ Style

1. It is to be typed in English on A4 size paper and double spaced. The length of the paper must not exceed 6000 words (including end notes and references). The font size should be 12 and in Times New Roman.
2. Use a clear readable style without much of jargon. Technical terms of acronyms must be included, define them when they are used firstly. Use non-racist, non-sexist language and plurals rather than he/she.
3. Avoid excessive use of italics for emphasis, but use it for book titles, journal names, and foreign words.
4. Format of the article on the front page must be:
 - a) Title
 - b) Name(s) of the contributor(s)
 - c) Abstract
 - d) Keywords
5. The designation of the author(s) should be mentioned in footnote style on the first page of the article.
6. A research article should be ideally divided across five sections which consist of (a) Introduction (b) Review of literature (c) Research methodology (d) Analysis of data and interpretation (e) Conclusion and policy implication.

Abstract

It should capture the essence of the article and entice the reader. Abstract should typically be of 100-200 words. It should be in italics.

Keywords

Keywords should be written after Abstract.

Endnotes

Endnotes should be serially arranged at the end of the article well before the references and after conclusion.

Table/ Figures

The first letter of the caption for table, figure and graph should be in capital letter and the other words to be in small letter, e.g., Table 1 and Figure 1.

Citation of images

Due permissions should be taken for copyright protected photographs/ images. Even for photographs/ images available in the public domain, it should be clearly ascertained whether or not their reproduction requires permission for purposes of publishing.

References

The contributors have to follow Publication Manual of the American Psychological Association for in-text citation and references. References actually cited should be placed immediately after endnotes. Please refer the following link to read about APA style referencing:

<https://apastyle.apa.org/>

Book Review

Business Analyst publishes 2-3 book reviews in each issue. The book reviews should be of newly published books. Every book review must provide the following information: name of the author, title of the book, place of publication, year of publication, name of the publisher, number of pages (Roman and Arabic figure to include preliminary pages), and price with binding specification (soft or hard).

GUIDELINES

Article Processing Charge (APC)

Shri Ram College of Commerce covers the APC itself for the purpose of promoting quality research articles. There is not even a single penny payable by the authors.

Publication Ethics

Business Analyst is seriously committed in upholding the integrity of academic ethics. We do not compromise on any type of academic fraud. Any type of academic fraud, if comes to the knowledge of the Editorial Team of Business Analyst, will be dealt with very strictly. Authors must submit their manuscript only at the designated email id business.analyst@srcc.du.ac.in with cc at naveen.mittal@srcc.du.ac.in. No other mail id should be used by the authors so as to make sure that their identity is not disclosed to anyone before publication of their article, if accepted.

Plagiarism

Every article submitted to Business Analyst is checked for Plagiarism. Articles having more than 10% similarity are not accepted for publication.

Review Process

Every article submitted to Business Analyst goes to the Editor at first stage. If the Editor finds it worthy, it is being sent to the Editorial Board for review at the second stage. If the Editor finds any article not worthy of being published, the opinion of the Editorial Board is taken before rejecting that article. All the articles approved by the Editorial Board are sent to the Review Panel for further comments. A double-blind peer review process is followed for every article. It is to be noted that the name of the author is removed before any article is sent to the Editorial Board or to the Review Panel for their comments