

## Editorial

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We take pleasure in releasing and placing before you the second issue of the thirteenth volume of the Journal. This issue covers six academically high-quality research papers and a book review, with orientation to management perspective. You may find below the salient features of the contents of this issue.

The very first article of this issue assesses the relationship between P/E Ratio, RONW and ROCE with an application to FMCG, IT and Banking sectors. The study concludes that for all the companies across the sectors, a positive relationship is reflected between the P/E ratio and RONW and ROCE. This research work is authored by R. Jeevitha and V. Rema.

In an exploratory study M. Indira investigated whether mandatory CSR interventions in India are demand-driven with a focus on Karnataka. The study observed greater CSR investments in developed districts and districts which are ranked low on the Human Development Index received a lower share. The analysis shows that CSR interventions are supply-forced rather than demand-driven.

An empirical research paper by Satarupa Misra attempted to analyze the impact of cash policy and cash holding patterns of Indian firms and also tried to uncover certain determinants of cash holding. The study highlights the relationship between variables such as cash ratio, leverage, and size of the firm by using panel data.

The next paper examines how privatization affects public corporations' corporate governance efficiency in the management of the liquidity ratio of the Nigerian cement industry. This work is authored by Bappayo Masu Gombe, Dahiru Hassan Balami, Sule Magaji and Ibrahim Musa.

Ravinder, Poonam and Vijender Pal Saini studied the trade flow among Association of South-East Asian Nations (ASEAN) countries using a trade intensity approach. The study identifies the under-developed bilateral trade areas among the region that need to be focused. The finding has significant policy implications.

A research paper of G. Bharathi Kamath examines the relationship between women representation on Board of Directors and the financial performance of the NSE-NIFTY50 listed firms. The study has interesting findings on gender diversity. The paper suggests that the representation should be more than the mandated number, to see its true impact on firm performance in the long run.

This apart, the issue has a book review. Balachandar Kaliappan reviewed Utpal Dholakia's best seller "Priced to Influence, Sell & Satisfy: Lessons from Behavioral Economics for Pricing Success". The reviewer lucidly narrates how the book guides the managers and entrepreneurs of a firm to set prices based on the recent findings from behavioral economics research.

Articles are selected for publication after rigorous review and quality check processes. The timely support from the reviewers was incredible. The SDM Education Trust ever encourages and inspires all academic endeavours of the Institute. My hearty regards to our Institute Director Dr. N.R. Parasuraman who is always a pillar of support. Faculty and the staff of SDMIMD readily contributed immensely to bring out the present volume. As usual, we enjoy working with our publication partner Informatics Publication Limited (IPL), who have done a meticulous work in the production of the current issue.

Congratulations to the authors and best wishes to the readers.

Dr. B. Venkatraja  
Editor-in-Chief