With its consistent efforts, FIIB Business Review in its 5th year, continues its endeavor to bring fresh insights to our readers in the field of management and public policy. This issue of FBR focuses primarily on finance, with articles on agriculture economics and marketing.

The first paper in the Perspective section “Assessing the Opportunities in Indian Market: Private Investments in Public Equity (PIPEs)” synthesizes the information on PIPE market in India by deliberating on numerous aspects of PIPE and its features by trying to identify various opportunities for investments by analyzing the past trend of investments made by the major Public Equity investors during the last few years. Microfinance has caught the imagination of many. This has resulted in opening of small banks. “Small Finance Banks: New Category of Differentiated Banks” looks at small banks which were set up by RBI in 2015 to promote financial inclusion by provision of savings and credit to small business units, small and marginal farmers, and other unorganised sector entities, through high technology-low cost operations. The last paper in this section, “Attaining Self-sufficiency in Edible Oils: Need for Strategic Action Plan” examines the importance, area, production, productivity, and import in light of government’s initiatives and suggests strategic action plans to attain self-sufficiency in edible oils.

With rising cases of obesity and related diseases, Indians are looking forward to healthier supplements in their diet. Quinoa is one such alternative. The case titled “Analyzing the Value Chain of Quinoa: A Case Study of Quinoa-The Queen” to be examines the scope of Quinoa to be included in the food bowl of India.

World has recently witnessed financial depression. In this context book review of “House of Debt: How They (and You) Caused the Great Recession, and How We Can Prevent It from Happening Again” enables the reader to understand implication of the mortgage debt crisis in USA during the last decade for Indian finance sector. Leadership is an important aspect of management. Review of “The Class Act: Learn. Teach. Be” authored by Dr. Debashis Chatterjee, leading innovator and academician in the field of management acts as catalyst in transformational learning. Website review presents a comprehensive review of “www.investopedia.com”, a website which is a virtual finance dictionary and encyclopedia for its users. Further, the conference review section presents review of “Finance Conclave: Financial Innovation in Indian Banking Sector”, the annual Finance Conclave organized by FIIB.

Financial investment is a risky exercise. The first paper in research section, “An Investigation of Relation between Risk Tolerance and Demographic, Socioeconomic Characteristics of Indian Individual Equity Investors” determine the financial risk tolerance level of Indian individual equity investors and discover the relationship between investors’ demographic & socioeconomic characteristics and financial risk tolerance level, and also analyze the impact it can have on the investors using multi regression statistical technique. The decision to invest also depends largely on the investment personality of the investor. This is explored in the next paper in research section which is titled “Impact of Heuristics on Investors’ Investment Personality”. It takes heuristic bias factors to find out whether the heuristics of investors determine their investment personality or not using multistage random sampling technique to gather the data from retail investors who are accessing the equity market in Tamil Nadu. The last paper in this section “Event Study on Stock Prices of Mahindra and Mahindra Ltd.: A Study on Launch of Mahindra e2o” attempts to identify cumulative abnormal returns (CAR) of Mahindra and Mahindra Ltd. and analyzes the after effects of launch of Mahindra e2o.

2015 has been a year of scaling new heights for the journal. Not only did FBR get its own space in the virtual world through www.indianjournals.com, it has now been indexed with Google Scholar, EBSCO Discovery and CNKI Scholar, thus coming a step closer to the academic community.

As the year draws to an end, we would like to extend our heartfelt gratitude to the people who have been a strong pillar of support and strength. To begin with, we would like to thank Ms. Radhika Shrivastava, Executive Director-FIIB and Dr. A.K. Sinha, Director-FIIB for their encouragement. We would also like to thank our authors, reviewers for their contribution and never the less, our readers for keeping us inspired to continue striving to make this journal achieve its aim to act as a vehicle of communication, between those who study management and those who practice it.

We present this issue of FBR to our readers. We welcome your feedback and suggestion.

Dr. Amiya Kumar Mohapatra
Editor