



**ISME**  
BANGALORE

In association with  
**AIMS**  
ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

**International School of Management Excellence**  
(Approved by AICTE)

ISBN:978-93-88805-18-6

**EXPLORE**

**Proceedings of 7<sup>th</sup> International Conference  
on Contemporary Issues in Management  
held on 22<sup>nd</sup> & 23<sup>rd</sup> February 2019**

First Edition: February 2019

©International School of Management Excellence, Bangalore

*7<sup>th</sup> International Conference on Contemporary Issues in Management*

ISBN: 978-93-88805-18-6

No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

#### **DISCLAIMER**

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

## Contents

56. BEHAVIOURAL FINANCE: AN CONTEMPLATION OF ANGEL INVESTOR  
ENTREPRENEUR SENSIBILITY 67  
*Jayaram. A*
57. IMPACT OF SEBI MEASURES TO DISCOURAGE F&O SPECULATION: AN  
EVENT STUDY 68  
*Kiran Kumar K V Sreenivasa K M*
58. THE ANOMALY OF UNIVERSAL BASIC INCOME SCHEME IN INDIA 69  
*Vikku Agarwal*
59. HR ROLE IN VUCA SCENARIO 71  
*Argo Justin Anil DRozario, Danica Lobo, Prof. Sujeesha Naidu*
60. HIGH PERFORMANCE WORK SYSTEM AND TURN OVER INTENTION:  
THE MEDIATING ROLE OF HAPPINESS AT WORK PLACE 72  
*Shurllly Tiwari*
61. MEASURING EMPLOYER'S EXPECTATIONS ON SKILLS FOR HR  
ANALYTICS ROLES 73  
*Swarnalakshmi Umamaheswaran, Dr. Anju Kumar, Shurllly Tiwari*
62. THE DIFFERENT AVATARS OF INVOLVEMENT IN ONLINE SHOPPING 74  
*Haritha S*
63. BANKRUPTCY PREDICTION USING ANN- AN EVIDENCE FROM USA  
RETAIL SECTOR 75  
*Jainy Sethi, Dr. Suresha B*
64. "CUSTOMER IS THE KING" - A FACT OR MYTH? AN EMPIRICAL  
RESEARCH BASED ON BENGALURU 76  
*S. Shyam Prasad PhD, Shampa Nandi PhD*
65. "I SAW IT IN THE WEB SERIES": AN EVOLUTION OF PRODUCT  
PLACEMENT 77  
*Vishal Yadav, Mahesh Reddy, Haritha S*
66. FORECASTING FOREIGN EXCHANGE AND ITS IMPACT ON THE INDIAN  
IT INDUSTRIES PROFITABILITY 78  
*Anil Prabhakaran, Kiran Kumar K V*
67. A STUDY ON "GUERRILLA MARKETING TECHNIQUE"- AN  
INNOVATIVE MEANS OF MARKETING 79  
*M. Pranesh*
68. ANALYZING THE EFFICIENT MARKET HYPOTHESIS OF INDIAN  
STOCK MARKET RETURNS: A SELECTIVE INDUSTRY ANALYSIS 80  
*Jaspreet Singh, Gnanendra M*



## IMPACT OF SEBI MEASURES TO DISCOURAGE F&O SPECULATION: AN EVENT STUDY

**Kiran Kumar K V**

*Faculty-Finance, ISME, Bangalore, Karnataka*

*E-mail: kirankvk@isme.in, mailto:sreenivaaskm@gmail.com*

*Tel: +91-99644-02318*

**Sreenivasa K M**

*Research Scholar, Tumkur University, Tumkur, Karnataka*

*E-mail: sreenivaaskm@gmail.com*

*Tel: +91-98867-11255*

---

### ABSTRACT

Financial derivatives are most effective tool for risk management in various asset classes. But these assets are not wisely used by Indian retail or individual investors. Various studies including market regulators SEBI shared their concerns about trading technique of retails or individual investor. The recently said individual investors many of them not financial fit to bear the loss caused by equity derivative market due to various factors associated with derivative segment. In order to curb the retails trading volume SEBI has done various changes in equity derivative segment. This research paper is an attempt towards studying the impact on such events on individual investor's volume. Event study methodology has been used along with T-test. The data for the study has been taken from SEBI and NSE official website from 2015 to 2018. The results showed that most events of the SEBI have not brought any significant change on individual investors' volume.

**Keywords:** Equity derivative, Individual investors, SEBI Events, Hedging, Event Study.