

Selection of Growth Strategy in The Different Market Swings, With Reference to Indian Financial Market

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Abstract

Growth investing strategies have gained a lot of importance in the recent times. The present study examines the performance of growth stocks during the two different market swings of Indian stock market bullish & bearish. The study focuses on the impact of strategy selection on the Total Returns (TR) earned by the categorized stocks. The objective of the present study is to understand when to select and when to avoid growth strategy considering the different swings of the market. The data is collected from secondary sources. The period under the study is 2003 to 2014, so as to cover the phases, upswing and downswing of financial markets. For analysing data, Chi-square Test is applied. The findings are depicted in the form of tables. The study concludes that one cannot always go for growth stocks only, as the investment management from a practical standpoint, encompasses a wide range of specific portfolio objectives. The selection of investment strategy depending on swings of the market may help to manage them better.

Keywords: *Growth strategy, Market Swings- Bullish and Bearish, Total Returns.*