

# **EFFECT OF ZODIAC SIGNS AND PLANETS ON INDIAN STOCK MARKET**

**Dr. PINKAL SHAH  
Dr. JAYDIP CHAUDHARI**

**2014**

**Scholars World**

*A Division of*

**Astral International Pvt Ltd**

**New Delhi-110 002**

# Contents

---

<i>Preface</i>	v
<i>Acknowledgements</i>	ix
<b>1. Introduction</b>	<b>1</b>
<b>2. Conceptual Framework</b>	<b>7</b>
What is Finance?	7
Branches of Finance	9
Financial Management and Investment	19
What is Investment?	19
Investment Management	21
Process of Investment Management	26
Security Analysis	29
About Equity Market (Stock Market/Share Market)	33
About Astrology	40
Economic Astrology	44
Utility of Financial Astrology in Stock Market	50
Financial Astrology - A Global Scenario	51
Flow Chart Demonstrating the Integration of Economics and Astrology into Financial Astrology	52
<b>3. Review of Literature</b>	<b>55</b>
<b>4. Research Methodology</b>	<b>72</b>
Research Design	72
Dimensions of The Research	72

Objectives of Research	75
Hypothesis of Research	75
Data Collection	76
Reliability of Data	77
Validity of Data	77
Tools and Techniques for Analysis of Data	80
Limitations of research	80
<b>5. Data Analysis and Interpretations</b>	<b>82</b>
Analysis Of Effect On Single and Double Planet Conjunctions With Zodiac Signs	83
<b>6. Findings of the Research</b>	<b>930</b>
<b>7. Conclusion</b>	<b>947</b>
<i>Bibliography</i>	957
<i>Annexure</i>	968