

# Study on the Investors' Risk Analysis and Management with the Beta Adjustment Strategy among Selected Pharmaceutical Stocks at NSE

Venkanna Kola<sup>1</sup>, Dr. Simran<sup>2</sup>, Dr. Surendar Gade<sup>3</sup>

Research scholar, Department of Management, NIILM University, Kaithal, Haryana, India<sup>1</sup>

Research Supervisor Department of Management, NIILM University, Kaithal, Haryana, India<sup>2</sup>

Research Co-Supervisor Assistant Professor, School of Commerce,

NMIMS Deemed to be University, Hyderabad, India<sup>3</sup>

**Abstract:** *This study investigates the effectiveness of the Historical Beta Adjustment strategy in managing investor risk within the pharmaceutical sector, focusing on stocks listed on the National Stock Exchange (NSE). The research aims to evaluate how adjusting Beta based on historical data influences risk exposure, portfolio performance, and investment decisions. Pharmaceutical stocks are particularly vulnerable to unique risk factors such as regulatory changes, drug approvals, and patent expirations, which can lead to significant volatility. By recalculating Beta using historical data, this study explores whether the adjusted Beta provides a more accurate reflection of market risk compared to traditional Beta calculations. The analysis involves selecting a sample of pharmaceutical stocks, applying the Historical Beta Adjustment strategy, and comparing risk outcomes with and without the adjusted Beta values. This research contributes to the understanding of how investors can better manage risk in volatile sectors like pharmaceuticals, ultimately enhancing decision-making processes and portfolio performance.*

**Keywords:** Historical Beta Adjustment strategy