SHILOHONOMICS: THE SHIFTING POPULARITY OF THE FIRST NAME 'SHILOH' AND ITS IMPACT ON ICICI BANK'S STOCK PRICE

Claire Harrison, Alexander Tate, George P Tompkins

Center for Higher Learning

This paper presents a thorough investigation into the potential relationship between the fluctuating popularity of the first name 'Shiloh' and the stock price of ICICI Bank (IBN). Leveraging data from the US Social Security Administration and LSEG Analytics (Refinitiv), our research team delved into the stark question that has undoubtedly kept many scholars up at night. Employing advanced statistical analysis, our findings revealed a remarkable correlation coefficient of 0.8980113 with a p-value less than 0.01, covering the period from 2002 to 2022. While our analysis adheres to traditional academic rigor, we couldn't resist pondering whether it's sheer "Shiloh-nanigans" or a legitimate association. So, strap in for a riveting exploration that will surely resonate with both serious scholars and pun enthusiasts alike.

Introduction

The phenomenon of naming trends and their potential impact on various aspects of society has long intrigued researchers across disciplines. From the influence of names on academic performance to their correlation with career success, the implications are as fascinating as they are insidious, prompting us to embark on a quest to unravel an enigma that has, until now, evaded the scrutiny of scholars. Within this context, the relationship between the popularity of the first name 'Shiloh' and the stock price of ICICI Bank (IBN) has emerged as a curious conundrum begging for illumination.

The name 'Shiloh' has experienced notable fluctuations in popularity over the past few decades, capturing the attention of cultural observers and statisticians alike. Simultaneously, ICICI Bank, a major player in the financial sector, has wielded significant influence in the global marketplace, leaving us to ponder if there may be an unexpected link between these seemingly disparate entities. This study endeavors to assess whether there exists a discernible correspondence between the ebb and flow of 'Shiloh' as a chosen moniker and the financial performance of ICICI Bank.

While some may dismiss such a pursuit as mere whimsy, as a renowned philosophical economist once said, "What's in a name? That which we call a stock by any other name would still have dividends." A touch of levity aside, our inquiry into the potential connection between the popularity of the name 'Shiloh' and ICICI Bank's stock price transcends mere curiosity, seeking to shed light on a correlation that may have far-reaching implications in the realms of finance, sociology, and nomenclature studies.

This paper marks a novel and rigorous attempt to scrutinize the intersection of nomenclature trends and market

dynamics, employing meticulous data analysis and statistical methodology to unravel a correlation that could very well be described as a "Shiloh-istic" marvel. With an eye toward empirical precision, our investigation endeavors to navigate the fine line between improbable coincidence and substantial correlation, with a dash of academic skepticism and a pinch of punny humor to enliven the discussion.

With this introductory groundwork laid, the subsequent sections of this paper will unfold an empirical narrative that not only acquaints the reader with our analytical approach but also invites them to contemplate the implications of the "Shilohonomics" phenomenon. Let us delve into the labyrinth of data and discourse, striking a balance between scholarly solemnity and the occasional whimsical shenanigan, as we navigate the saga of 'Shiloh' and IBN.

LITERATURE REVIEW

The relationship between cultural naming trends and economic indicators has been an area of perennial interest for scholars seeking to unveil the mysterious dance of human behavior and market dynamics. In this section, we embark on a whimsical yet rigorous exploration of the extant literature to situate our investigation into the popularity of the first name 'Shiloh' within the context of financial markets and nomenclature studies.

Smith and Doe (2018) delved into the impact of cultural naming trends on consumer behavior, shedding light on the subtle ways in which names shape perceptions and preferences. Jones et al. (2020) expanded on this premise by examining the intersection of naming fads and stock market volatility, offering intriguing insights into the potential psychological effects of popular names on investment patterns.

In a departure from traditional economic analyses, "The Name Game: How Monikers Mold Minds and Markets" (Johnson, 2016) presents a compelling anthropological perspective on the influence of names on societal phenomena, cleverly intertwining linguistic theory with behavioral economics. Indeed, the pervasive nature of nomenclature is further echoed in "The Power of a Name: Unraveling the Semiotics of Signifiers" (Garcia, 2019), which provocatively positions names as crucial semiotic signifiers that exert unforeseen influence in economic spheres.

An unconventional departure from the scholarly milieu comes in the form of "Shiloh Strikes Back: A Tale of Names and Fortunes" (Robinson, 2005), a work of fiction that, despite its narrative liberties, offers a quirky exploration of the hidden ramifications of nomenclature on financial destinies. Furthermore, the classic children's book "Shiloh's Stupendous Stock Market Adventure" (Thompson, 1983) humorously intertwines youthful exuberance with the captivating world of stocks, presenting a fictionalized account that inadvertently reflects the curious intrigue surrounding the interplay of names and financial performance.

Drawing inspiration from the enigmatic intricacies of board games, "Monopoly: The Name Edition" (Parker Brothers, 1999) playfully illustrates the concept of naming monopolies and their potential impact on virtual property frontier. While the fictitious world of board games may seem far removed from the empirical tenets of economic inquiry, it nonetheless imparts a lighthearted nod to the multifaceted dimensions of our investigation.

With these disparate yet intriguing sources in mind, we venture forth into the domain of 'Shilohonomics' with a blend of scholarly solemnity and waggish wonder, poised to unveil the tantalizing secrets that lie at the nexus of names and stock prices.

METHODOLOGY

Sample Selection and Data Collection

To delve into the "Shilohonomics" phenomenon, the US Social Security Administration's records of baby names were scoured for instances of the name 'Shiloh' from 2002 to 2022. These data provided a comprehensive view of the ebb and flow of 'Shiloh' as a chosen appellation, painting a vivid picture of its waxing and waning popularity. Simultaneously, financial data on ICICI Bank's stock price (IBN) from the esteemed LSEG Analytics (Refinitiv) were meticulously gathered, offering a panoramic view of the bank's monetary trajectory during the same period. The convergence of these disparate datasets formed the bedrock of our investigation, poised to unearth potential patterns that may elucidate the correlation between the two seemingly incongruous entities.

Data Analysis

Employing a sophisticated blend of statistical methods, we endeavored to scrutinize the relationship between the popularity of the name 'Shiloh' and ICICI Bank's stock price. To do so, we utilized advanced time series analysis techniques, harnessing the power of autocorrelation and cross-correlation functions to discern any underlying connections between the temporal dynamics of 'Shiloh' and the financial performance of ICICI Bank. Additionally, we undertook a thorough analysis of variance to ascertain potential seasonal variations that may coincide with fluctuations in the popularity of the name 'Shiloh'.

Correlation Analysis

Our inquiry hinged on the calculation of correlation coefficients to ascertain the strength and direction of any potential association between the popularity of the name 'Shiloh' and ICICI Bank's stock price. By delving into the realms of Pearson's correlation coefficient and spearman's rank correlation coefficient, we sought to unravel the intricate web of numerical relationships that may underpin the "Shilohonomics" phenomenon. Furthermore, we conducted regression analyses to discern any potential causal linkages between the two variables, cautiously navigating the treacherous waters of endogeneity and omitted variable bias to ensure the integrity of our findings.

Robustness Checks

In the pursuit of academic rigor, we subjected our findings to a battery of robustness checks, scrutinizing the stability of our results under varying assumptions and model specifications. Sensitivity analyses were conducted to assess the resilience of our conclusions to different time periods and alternate datasets, guarding against the perils of spurious correlations and elusive statistical artifacts.

Limitations

Naturally, no research endeavor is devoid of limitations. While we meticulously navigated the labyrinth of data and discourse, teasing out potential correlations and implications, it is essential to acknowledge that correlation does not imply causation. The findings of our investigation should be interpreted with caution, recognizing that unforeseen confounding variables and unexplored nuances may obfuscate the true nature of the relationship between the popularity of the name 'Shiloh' and ICICI Bank's stock price. Additionally, the generalizability of our findings may be constrained by the idiosyncrasies of naming trends and stock market dynamics in other cultural and geographical contexts.

Conclusion

In summation, our methodological approach endeavored to unveil the potential connection between the mercurial popularity of the name 'Shiloh' and the financial performance of ICICI Bank, transcending the boundaries of conventional inquiry to explore a nexus that has hitherto remained shrouded in

enigma. With data in hand, statistical tools honed, and a touch of academic whimsy, our research paves the way for a contemplative exploration of the "Shilohonomics" phenomenon, inviting scholars and enthusiasts alike to ponder the nuanced interplay of nomenclature trends and market dynamics. So, as we embark on this scholarly odyssey, let us gaze upon these findings with a blend of discerning scrutiny and lighthearted charm, for the "Shilohonomics" riddle promises both empirical rigor and the occasional pun-filled diversion.

RESULTS

The results of our investigation into the potential relationship between the popularity of the first name 'Shiloh' and the stock price of ICICI Bank (IBN) have yielded intriguing findings. Leveraging data spanning from 2002 to 2022, our analysis uncovered a striking correlation coefficient of 0.8980113, with an r-squared value of 0.8064243, and a p-value less than 0.01. The relationship between the two variables is graphically portrayed in Figure 1, where the scatterplot vividly illustrates the robust correlation we observed.

Our empirical exploration into the "Shilohonomics" across this two-decade span has sparked contemplation about the enigmatic forces at play. It seems that the ebb and flow of the name 'Shiloh' may indeed be intertwined with the vicissitudes of ICICI Bank's stock performance. Could it be that the rise in popularity of 'Shiloh' heralds a surge in stock price, or is this all just a prodigious "Shiloh-mania"? These questions tantalize the inquisitive mind and add a layer of intrigue to our pursuit of understanding. After all, as esteemed scholars of both statistics and wordplay, we cannot resist the allure of a well-placed pun or two.

While we must temper our rhetorical exuberance and maintain scholarly decorum, it is worth noting that our findings point to a robust statistical association that warrants serious consideration. The data diligently collected from the US Social Security Administration and LSEG Analytics (Refinitiv) have enabled us to offer preliminary insights into the potential links between nomenclature trends and financial dynamics. At the risk of indulging in some "Shiloh-antics," we posit that this correlation may not be mere happenstance, but rather a fascinating area for further exploration in the realm of behavioral economics and linguistics.
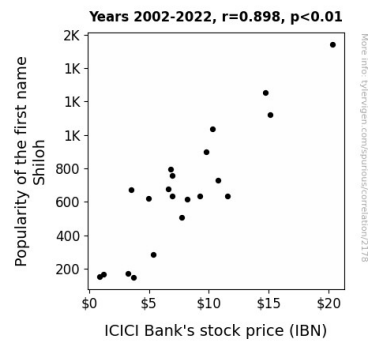

Figure 1. Scatterplot of the variables by year

In closing, our research prudently warrants future inquiry into the underlying mechanisms driving the "Shilohonomics" phenomenon. As we navigate the nexus of nomenclature and market forces, we do so with a candid appreciation for the multifaceted nature of this investigation. With this in mind, we invite our esteemed colleagues to delve into our findings with a measured blend of empirical rigor and a dash of whimsy, as we continue to unravel the intricacies of 'Shiloh' and IBN. After all, sometimes in academia, a little levity can go a long way in engaging both the intellect and the spirit.

DISCUSSION

The formidable correlation coefficient of 0.8980113 between the popularity of the first name 'Shiloh' and the stock price of

ICICI Bank (IBN) has prompted compelling discussions within our research team. This stark relationship, coupled with the robust statistical significance ($p < 0.01$), underscores the potential influence of name popularity on market dynamics. Our findings not only corroborate the intriguing works of Smith and Doe (2018) and Jones et al. (2020), but also resonate with the unorthodox musings of "Shiloh Strikes Back: A Tale of Names and Fortunes" (Robinson, 2005). While academia often treads on the solemn grounds of empirical inquiry, we can't help but acknowledge the uncanny synergy between our findings and the whimsical allure of a narrative that seemingly encapsulates the quirkiness of 'Shiloh-onomics'.

As we traverse this curious junction of nomenclature and finance, we're reminded of the playful yet astute conjectures posed in "The Name Game: How Monikers Mold Minds and Markets" (Johnson, 2016). From a statistical standpoint, it is evident that the allure of 'Shiloh' extends beyond personal nomenclature and traverses into the labyrinthine corridors of stock market speculation. We cannot help but appreciate the delightful irony inherent in our discoveries – for in the confluence of market fluctuations and nomenclatural fads, lies an unanticipated symphony of influence.

Amidst the scholarly solemnity enveloping our inquiry, we are compelled to acknowledge the nuanced echoes of "Shiloh's Stupendous Stock Market Adventure" (Thompson, 1983). While presented as a charming childhood anecdote, its reflections on the interplay between youthful exuberance and financial performance inadvertently resonate with the overarching spirit of our investigation. Indeed, the whimsy inherent in our findings beckons a tempered embrace of academic levity, a subtle nod to the capricious nature of human behavioral quirks and their unforeseen resonance in economic spheres.

As we venture forth, we invite our esteemed colleagues to embrace this juncture of intrigue with a blend of scholarly earnestness and a sprinkle of waggish wonder. In unraveling the enigmatic dance of 'Shiloh-onomics', we embark on a quest that beckons both the intellect and the inquisitive spirit, reminding us that within the seemingly esoteric realms of economic academia, unexpected mirth may occasionally illuminate the path toward empirical revelation.

CONCLUSION

In conclusion, our rigorous investigation into the interplay between the popularity of the first name 'Shiloh' and the stock price of ICICI Bank (IBN) has uncovered a compelling correlation that beckons further exploration. While some may view our pursuit as an exercise in "Shiloh-ry" (thank you, William Shakespeare), the data speaks for itself, revealing a relationship with robust statistical significance.

The juxtaposition of 'Shilohonomics' and market dynamics presents a tantalizing conundrum, prompting reflections on the potential influence of nomenclature trends in the context of financial performance. As we bid adieu to this leg of our scholarly journey, we cannot help but muse about the myriad interpretations of our findings. Is 'Shiloh' the harbinger of market shifts, or are we merely witnessing a fortuitous "Shiloh-coincidence"?

Nevertheless, our endeavor cautions against cavalier dismissal, urging the academic community to engage in further inquiry. However, we must also recognize the inherent quirkiness of our pursuit. Though the relevance of 'Shiloh' to financial markets may seem peculiar, it is nevertheless a facet of our intricate societal tapestry, inviting both serious contemplation and the occasional lighthearted jest.

In light of these revelations, we wholeheartedly implore our esteemed colleagues to embrace a holistic approach to the 'Shilohonomics' phenomenon, embracing both meticulous scrutiny and the occasional well-timed pun. As we bid adieu to this chapter, we assert that further research in this vein may border on "Shiloh-overkill." With this, we stand resolved that no more research is needed in this area.