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REAL ESTATE (REGULATION & DEVELOPMENT) ACT, 2016 – DELIGHT FOR THE CONSUMERS WITH REFERENCE TO THE SIVAGANGA DISTRICT, TAMIL NADU**S. ANITHA****Ph.D. RESEARCH SCHOLAR
ALAGAPPA UNIVERSITY
KARAIKUDI****Dr. A. ABBAS MANTHIRI
PRINCIPAL****Dr. ZAKIR HUSSAIN COLLEGE
ILAYANGUDI****ABSTRACT**

Real Estate sector in India is a capital and manpower intensive sector which contributes 5 to 6 percent of its Gross Domestic Product. It is transforming to be more organized in the recent past. The competition among the real estate players in India has been intense and the rising inventory levels have been of concern. However, the demand for housing in the affordable segment has seen an upsurge. The Government initiatives to regulate the real estate sector have been welcomed by the customers as this would reduce the undue project delays and ambiguity in the industry. The interest of the Private equity players in the Indian realty sector has gone up and is indicated by the recent capital infusions and investments made by them. The emergence of Real Estate Investment Trust in the Indian market has also opened up a new window of investment for the investors to participate the real estate growth story. The paper aims at highlighting the changing scenario of the real estate in India. The paper suggests that the customers should be aware of the newly implemented provisions of Real Estate (Regulation & Development) Act, 2016.

AN EMPIRICAL STUDY OF THE FACTORS AFFECTING THE GEOGRAPHICAL SEGMENTATION IN FMCG COMPANIES

AMANDEEP SINGH
PROFESSOR
CHITKARA BUSINESS SCHOOL
CHITKARA UNIVERSITY
RAJPURA (PUNJAB) INDIA

ASHU JAIN
ASST. PROFESSOR
AMITY INTERNATIONAL BUSINESS SCHOOL
AMITY UNIVERSITY
NOIDA (INDIA)

ABSTRACT

Fast Moving Consumer Goods (FMCG), are products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large. They try to achieve this by segmenting the whole market into segment markets which has a number of customers with common needs and buying motives, and then developing solutions that appealed particularly strongly to those segments. The best segments must have Potential, Lifespan, Accessibility, and Profitability. The key is identifying which segments provide value in terms of potential, lifespan, accessibility and profitability; because a sales strategy's effectiveness increases according to our capacity to size segments, identify them, and dissect them. How to segment a market is always an issue in the FMCG marketing? One of the bases of segmentation is to base segment on the geographical location of the customer. However, there are number of factors that affect the customer choice of location, that describe why the customer has chosen a particular location for his purchases. This research paper endeavour to describe the relative importance of the factors affecting the geographical segmentation in FMCGs.

A COMPARISON OF FINANCING PATTERN OF HYDERABAD CENTRAL UNIVERSITY (HCU) AND OSMANIA UNIVERSITY (OU)

B.SUMALTA

**RESEARCH SCHOLAR, DEPARTMENT OF COMMERCE, OSMANIA UNIVERSITY, HYDERABAD; &
ASST. PROFESSOR
GIRRAJ GOVERNMENT DEGREE COLLEGE (A)
NIZAMBAD**

**Dr. LAXMAN GADDAM
FORMER DEAN & PROFESSOR
DEPARTMENT OF COMMERCE
OSMANIA UNIVERSITY
HYDERABAD**

ABSTRACT

This paper is about internal and external sources of finance pertaining to central and state university of HCU and OU. Analysis is done by using growth rates, percentage and independent sample T test for testing the hypotheses between HCU and OU. It is observed that plan grants of HCU showing very huge in compare to OU and with respect to non-plan grants of OU have shown more than the HCU and internal sources of finance of OU have been reported higher than HCU. It is found that external sources of finance of central universities are good rather than state universities, but state universities lagging behind in receiving of funds from state government. It is a pressing need to funding to state universities by the state government to develop state universities as like as central universities. A modest attempt is made to discuss central and state university financing pattern over a period of 10 years ranging from 2004-05 to 2013-14.

EMPLOYEE ENGAGEMENT: A TOOL FOR TALENT MANAGEMENT, RETENTION AND EMPLOYEE SATISFACTION IN THE IT/ITES COMPANIES IN INDIA

RANNA BHATT
RESEARCH SCHOLAR
V.M. PATEL INSTITUTE OF MANAGEMENT
GANPAT UNIVERSITY
MEHSANA

MAHIMA SHARMA
ACADEMIC ASSOCIATE
INDIAN INSTITUTE OF MANAGEMENT
AHMEDABAD

ABSTRACT

Successful organisations are aware about the importance of employee engagement as a tool for talent management, employee satisfaction and the consequent reduction in attrition. This study was conducted to understand the theoretical underpinnings of the concept of employee engagement. The study started by looking at how talent shortage is shaping the HR discourse around the world and the role played by employee engagement in the process of talent management. Thereafter, to understand the current work going on in the discipline of employee engagement, literature review was conducted where studies from both the academic as well as the practitioner's perspective were looked at. A conceptual framework with respect to employee engagement was thereafter explored which demonstrated that it is a multidimensional construct where employees can be engaged physically, cognitively or emotionally. The study ends by providing a set of suggestions for HR managers for increasing employee engagement in organisations.

IMPACT OF CORPORATE GOVERNANCE PRACTICES ON SHAREHOLDER VALUE OF SELECTED INDIAN COMPANIES

ARPIT RASTOGI
Ph.D. RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
HIMACHAL PRADESH UNIVERSITY
SHIMLA

ABSTRACT

Corporate governance is the system of rules, practices, and processes by which a firm is directed and controlled. Corporate governance essentially involves balancing the interests of a company's many stakeholders, such as shareholders, senior management executives, customers, suppliers, financiers, the government, and the community. Since corporate governance also provides the framework for attaining a company's objectives, it encompasses practically every sphere of management, from action plans and internal controls to performance measurement and corporate disclosure. Shareholder value on the other hand is that value delivered to shareholders of a corporation because of management's ability to increase sales, earnings, and free cash flow over time, leading to the ability for companies to increase dividends and encourage capital gains for its equity owners. The aim of this paper is to reflect the impact of Corporate governance practices on the shareholder value of the selected Indian companies.

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