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**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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**A DETAILED STUDY OF THE KEY VARIABLES INFLUENCING HOUSING PRICES**

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**ABSTRACT**

*There are several factors which are responsible for the overall development of an economy. Among all such sectors, the real estate sector is a significant one. In order to understand the exact contribution of this sector, it's important to get an idea of its earnings. This can be determined from the final prices of the housing properties through which the earnings can be identified at the sales point. Here in this paper we have highlighted the key variables which help to influence the final housing prices. This will also help to exactly determine the importance of each variable in the process of the contribution to the total earnings of the housing sector. The data collection of the study is based on a structured questionnaire which has been further associated with an interview process. The sample consists of 400 builders from 4 major real estate hubs of Karnataka. However, secondary data sources have also been included for certain information. The statistical tool used here comprises Descriptive statistics and Chi-square test (where it is found necessary). The results highlighted from the data analysis and interpretation section shows that the majority of the variables which influence the prices of properties belong to factors like project amenities and legal documents. However, few variables also belong to the eco-friendly amenity factor. The current paper is an initiative to identify the major or the key variables which ultimately influence the real estate housing prices. This will help to understand the importance of the significant variables and will be helpful for further statistical analysis.*

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**HEALTH CARE SECTOR – A CRITICAL REVIEW: A STUDY WITH SPECIAL  
REFERENCE TO PROBLEMS AND PROSPECTS**

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**ABSTRACT**

*Health care sector is a segment within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative and palliative care. It is one of the largest and fastest growing sectors in the world. Health care sector of India constitutes government sector that is financed publicly providing promotive and preventive health services throughout the country from primary to territory level and the private sector providing curative care by levying fee. Health care sector can be expected that the numbers will increase with increased internet penetration and Smartphone usage. This paper provides a critical review of health care sector with reference to problems and prospects and also discusses the significance of the study, recent trends, problems, suggestions and conclusion.*

# **DYNAMICS OF HORTICULTURE PRODUCE MARKETING: A STUDY BASED ON HIMACHAL PRADESH**

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## **ABSTRACT**

*The fact is well known that fruits provides important vitamin and minerals, in some cases fruits are even considered as the healer for various diseases. Among all these benefits horticulture industry provides great benefit to the GDP of the country. Horticulture products plays and important role in commerce trade and food processing industry. However currently horticulture industry is not delivering according to its potential due to the problem and challenges it has with respect to the distribution and marketing channels in the state. Not only in the state, when it comes to the marketing and distribution of horticulture crop, it has been a major problem in India as well. Marketing is the process of movement of goods from produces to consumer at the desired time, place and form. In view of this, this research paper tries to express the dynamics of horticulture produce marketing in the state of Himachal Pradesh. This research paper also tries to put some emphasis on the marketing aspects of horticulture produce of the state as it is not to mention that livelihood of the state depends on it. The focus on the marketing aspect will enhance the potential of this industry and will generate enormous amount of opportunities.*

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Thanking you profoundly

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