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• 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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CORPORATE GOVERNANCE AND ITS IMPACT ON STOCK MARKET: A CASE STUDY OF SELECT PHARMACEUTICAL COMPANIES OF INDIA

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ABSTRACT

The issue of Corporate Governance began to become an important discussion, especially in India which has experienced a prolonged crisis since 1998. The parties who said that the length of the process of repairing the crisis problem that occurred in India was caused by the very weak Corporate Governance implemented in companies in India, both the government and investors who began to give significant attention in the practice of Corporate Governance. Corporate governance is a process used by company managers to increase corporate accountability in realizing value to shareholders in the long run to consider the interests of the company. This study aims to evaluate the application of good corporate governance to the stock prices of Indian Pharmaceutical companies. It is used a descriptive method with a quantitative approach. The population in this study is the Pharmaceutical companies in India from 2018-19 to 2022-23. The research data uses secondary information, and financial statements of the companies. The results of the study indicate that the Independent Commissioner and Managerial Ownership have an impact on stock prices, while the Institutional Ownership does not have an impact.

THE IMPACT OF DIVIDEND POLICY ON SHARE PRICE VOLATILITY IN THE LONDON STOCK MARKET

G. SIREESHA STUDENT DEPARTMENT OF MANAGEMENT STUDIES MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE ANGALLU (V)

ABSTRACT

The impact of dividend policy on share price volatility in the London stock market. Dividend policy is an important aspect of corporate finance that determines the distribution of profits to shareholders. The objective of this research is to analyse how different dividend policies affect the volatility of share prices. The study utilizes a sample of companies listed in the London stock market and considers their dividend policies over a specific period. The dividend policies are categorized into three types: high dividend payout, low dividend payout, and no dividend payout. Share price volatility is measured using standard deviation and other relevant statistical techniques.

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