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**EFFECTIVE HRD PRACTICES IN CORPORATE HOSPITALS IN HYDERABAD REGION**

**Dr. SUHASINI PALLE**  
**ASSOCIATE PROFESSOR**  
**CSI INSTITUTE OF PG STUDIES**  
**SECUNDERABAD**

**ABSTRACT**

*The healthcare industry in India is reckoned to be the engine of the economy in the years to come. Growing at an enviable rate of 15% every year, the healthcare industry in India is estimated to be a \$60 billion by 2020. There are vast differences in medical expenses in western countries and that of India; India has become one of the favorites for healthcare treatments. Due to the progressive nature of the healthcare sector in India, several foreign companies are intending to invest in the country. Existing healthcare organizations are expanding by opening hospitals in new service areas and new organizations entering with state of art equipment's, latest technology and marketing strategies. Consequently, competition in the healthcare sector is on the rise. Increased incomes and awareness levels are driving the customers to seek quality healthcare. The providers in turn need to be more innovative in their approach and offer quality services at competitive price. All this necessitates the systematic Human resource Management by trained and professional managers and administrators. The Andhra Pradesh state known for 'Health Tourism spot' by raising their share in Indian health tourism and the same will be resembled in state economy contribution. In this regard, there is a need to study HRD practices followed in Hyderabad corporate hospitals and its contribution will be discussed in this paper.*

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# CUSTOMER'S AWARENESS AND PERCEPTION TOWARDS ELECTRONIC BANKING SERVICES: A STUDY OF SELECT CUSTOMERS IN KURNOOL TOWN

**Dr. REPALLE GIDDAIAH**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**CMR UNIVERSITY**  
**BANGALORE**

## ABSTRACT

*In the during IT era, the banking profile is now changing. there is fast decision making at the bank level, for which latest information system is essential as the customer respond quietly in global market is the need of the hour from both customers and bank employees. It is due to largest network, centralized data base system, number of channels, convenience, speed, safety and affordability. Even though the Indian banking offers many services, the preference and need of the customers are dynamic. It differs among the customers based on their level of income, gender, and ease of use, availability of services, age and other factors. As the needs of the customers vary, the reason for them to select core banking as convenient mode of access the service and products also varies. There are various factors which influence the customers to select banks as their mode of use among the various ways of accessing the banking service and products. In this aspect, this paper highlights the factors influencing the customers to prefer electronic banking as their mode of use. The research design undertaken for the study was descriptive research and convenience sampling method is used. The data were collected from 250 customers in Kurnool town. Henry Garrett ranking method was used to analyse the data collected and the results of the study.*

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