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**DOES CORPORATE GOVERNANCE IMPACTS BETTER IN  
PUBLIC FIRMS? AN ANALYSIS OF THE HOUSING SECTOR**



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## ABSTRACT

The objective of the study was to examine the impact of corporate governance on firm performance in public and private firms making investments in housing sector of Pakistan. This study has considered board size, CEO duality, and operational control, representing corporate governance as independent variables. Whereas, firm performance is recognized as the dependent variable within this study in order to testify their relationship in housing sector of Pakistan. Structured questionnaire based on 5 Likert scale has been the research instruments used by researcher in this study for collection of data from respondents (officials of public and private firms making investments in housing sector of Pakistan). The researcher selects a sample size of 250 respondents to represent the entire population. The questionnaires were distributed in officials of public firm (House Building Finance Company) and private firms (United Bank Limited, Habib Bank Limited, and MCB Bank) by the researcher to gather the data. Collected data was then analyzed through statistical instruments such as correlation and regression by using SPSS Software. Based on the findings, it has been concluded that corporate governance (board size, CEO duality, and operational control) has significant impact on firm performance. Based on the findings, it has been obvious that corporate governance is having more significant impact on private firms' performance in comparison to the impact that corporate governance has on public firm's performance in housing sector of Pakistan.

**Keywords:** Corporate Governance, Board Size, CEO Duality, Operational control, Firm Performance, etc.

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