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JOURNAL OF REAL ESTATE STUDIES

ISSN: 1800 – 3524

Editorial Note

Dear Readers,

It is with immense pleasure that I present the 20th Volume, Issue 01 of Journal of Real Estate Studies (JRES), a publication of the Centre for Real Estate Studies, Department of Estate Management and Valuation, University of Sri Jayewardenepura, Sri Lanka. This publication is a transformation from the earlier Sri Lankan Journal of Real Estate published under the same authority since 2006. This version displays an enhanced structure allowing to capture comprehensive information in each article. The journal welcomes submissions encompassing research outcomes, relevant concepts developed in real estate studies, and book reviews in the field. Both local and international authors are encouraged to contribute, catering to various aspects of Real Estate Valuation, Real Estate Planning, Real Estate Development and Real Estate Management. We are pleased to inform you that all publications are made free of charge.

Real estate research plays a pivotal role in any nation, as all development rests on land, a foundation stone of a country's wealth. Unveiling the realities within this domain heavily relies on effectively managing both primary and secondary data. Therefore, we extend an invitation to the organizations maintaining reliable real estate data to open their databases for publications in our esteemed journal.

Commenting on the contributions by the respective authors to this issue of JRES, despite numerous initiatives introduced by various countries, the issue of affordable housing persists intensified by the escalating population. Governments play a major role in bridging the gap between supply and demand through implementation of effective policies. Taking insights from India, the authors examine into whether the existing policies tailored to address the right groups emphasizing the necessity for an integrated approach rather than the mere constructions.

Further, special attention is drawn to the critical importance of maintaining public open spaces as an integrated segment of human life. The influence of open spaces on land value within the vicinity is explored, shedding light on the changes observed in residential land values.

The uncertainties brought about by the Covid-19 pandemic continue to echo within the real estate markets, resulting in economic crisis. In this context, the strategies employed by condominium developers to mitigate the economic shocks are examined using qualitative methodologies through in-depth interviews with the leaders in the real estate industry.

As the world transitions into a digital era, the adoption of digital tools is becoming increasingly prevalent in various fields including real estate marketing. Authors viewed the substantial use of digital tools in marketing luxury apartments, specifically focusing on web-based promotions and the effective utilization of social media to reach a broader audience.

In conclusion, I invite you to enjoy reading and harness the knowledge shared and contribute to further research in the realm of real estate thus, broadening our understanding and insights within this dynamic field to ensure a better future.

Warm regards,

Prof. Nishani Wickramaarachchi
Editor in Chief
Journal of Real Estate Studies