

Dr. Kadambini Katke, Professor

	YEAR OF PUBLICATION	NAME OF THE JOURNAL WITH ISSN/ISBN NO.	LISTING /IMPACT FACTOR	FIRST/SECOND AUTHOR	TITLE OF RESEARCH PAPER
1	APRIL 2017	ASIA PACIFIC JOURNAL OF RESEARCH VOLUME I ISSUE L, APRIL 2017 PRINT ISSN 2320-5504 ONLINE-ISSN NO 2347-4793	PEER REVIEWED INTERNATIONAL JOURNAL UGC IMPACT FACTOR 6.58	FIRST AUTHOR-MANISH KATKE SECOND AUTHOR-KADAMBINI KATKE	ROLE OF HEALTHCARE INFORMATICS IN THE EFFECTIVE HEALTH CARE SERVICE DELIVERY: A CASE STUDY OF WRITZO HEALTH APP BY WENZINS INDIA PVT. LTD
2	NOV.2016	INTERNATIONAL JOURNAL OF SCIENCE AND RESEARCH (IJSR) ISSN ONLINE2319-7064 VOL.5 ISSUE 11 NOVEMBER 2016	INDEX COPERNICUS VALUE	FIRST AUTHOR-KADAMBINI KATKE SECOND AUTHOR-PADAMALATHA NA	SOCIAL MEDIA NETWORK FOR EFFECTIVE MARKETING COMMUNICATION-ASPECIAL REFERENCE TO VIRAL MARKETING
3	SEPTEMBER 2017	ASIA PACIFIC JOURNAL OF RESEARCH VOLUME I ISSUE LV, SEPTEMBER 2017 PRINT ISSN 2320-5504 ONLINE-ISSN NO 2347-4793	PEER REVIEWED INTERNATIONAL JOURNAL UGC APPROVED IMPACT FACTOR 6.58	FIRST AUTHOR-KADAMBINI KATKE SECOND AUTHOR-ABHAY KAMAT THIRD AUTHOR-KIRAN KOLLI	COMPARATIVE STUDY ON VISITOR'S CHOICE FOR ORGANIC SEARCH AND SPONSORED SEARCH ADVERTISING (PPPCS) AMONG COLLEGE STUDENTS
4	JANUARY 2016	BIMS INTERNATIONAL JOURNAL OF SOCIAL SCIENCE RESEARCH VOL. 1 ISSUE I, JANUARY 2016		FIRST AUTHOR-PADMALATHA NA SECOND AUTHOR-KADAMBINI KATKE	IMPACT OF INVESTMENT IN INFORMATION TECHNOLOGY ON PROJECT MANAGEMENT OF POWER GENERATION COMPANIES: THE CASE STUDY OF POWER GENERATION COMPANY IN INDIA.

Dr. Kadambini Katke, Professor

5	2016	ASIA PACIFIC JOURNAL OF MARKETING AND MANAGEMENT REVIEW	PEER REVIEWED INTERNATIONAL JOURNAL UGC IMPACT FACTOR 6.2 ISSN NO. 2319-2836	SINGLE	GUERRILLA MARKETING FOR EFFECTIVE MARKETING COMMUNICATION: A SPECIAL REFERENCE TO SOCIAL MEDIA MARKETING.
6	2016	IJMRA	PEER REVIEWED INTERNATIONAL JOURNAL UGC 6.269 ISSN NO 2249-0558	FIRST KADAMBI NI KATKE SECOND AUTHOR AYESHA SIDDIKA	IMPACT OF PEDIATRIC ADVERTISING ON CHILD HEALTH:A CASE STUDY
7	2016	INTERNATIONAL JOURNAL OF RESEARCH IN SOCIAL SCIENCE	PEER REVIEWED INTERNATIONAL JOURNAL UGC IMPACT FACTOR 6.27 ISSN NO- 2249-2496	SINGLE	ROLE OF CHILD PERSUASIVE TECHNIQUE IN FAMILY BUYING DECISION.
8	2016	INTERNATIONAL JOURNAL FOR MULTIDISCIPLINARY RESEARCH REVIEW	PEER REVIEWED INTERNATIONAL JOURNAL UGC IMPACT FACTOR 3.56 E-ISSN12395-1885	FIRST AUTHOR PADAMALATHA NA SECOND AUTHOR KADAMBI NI KATKE	IMPACT OF INVESTMENT IN INFORMATION TECHNOLOGY FOR ENHANCING THE QUALITY MANAGEMENT IN POWER SECTOR ORGANISATION.

Dr. Kadambini Katke, Professor

9	2016	INTELEGENCE INNOVATION INCLUSION ISBN:978-81-8209-446-8	REFEREED PROCEDINGS	FIRST KADAMBINI KATKE	CHALLENGES OF ICT ADOPTABILITY IN OR: A CASE STUDY OF INDIAN AGRICULTURE SECTOBILE ENABLED AGRICULTURE SERVICES.
10	2014	ACME INTELLECT ISSN.NO. 2320-2939 VOL.7,NO.7 PP32-42	INTERNATIONAL REFERRED JOURNAL IMPACT FACTOR-3.2	SECOND	IMPACT OF INVESTMENT IN INFORMATION TECHNOLOGY ON PERFORMANCE OF POWER GENERATION COMPANY
11	2012	INDORE MANAGEMENT JOURNAL SPECIAL ISSUE PP327-334	INTERNATIONAL REFERRED JOURNAL ISSN NO. 0795-1653	FIRST	INFORMATION NEEDS OF INDIAN AND MOBILE ENABLED AGRICULTURAL SERVICES:
12	2014	INTERNATIONAL JOURNAL OF MANAGEMENT AND HUMANITIES. VOL.2 ISSUE 2 PP.963	REFERRED JOURNAL ISSN NO. 2347-3274	FIRST	CHALLENGES OF MEDIA PLANNING: A CASE OF BANGALORE CITY
13	2014	JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE. VOL.1 PP4-19	REFERRED JOURNAL ISSN NO. 2348-6317	FIRST	MOBILE ENABLED AGRICULTURAL SERVICES, INFORMATION NEED OF INDIAN FARMERS AND AGRICULTURAL PRODUCTION:
14	2014	INTERNATIONAL JOURNAL OF MANAGEMENT AND HUMANITIES. VOL.2 ISSUE 2 PP397-401	REFERRED JOURNAL ISSN NO. 2347-3274	SECOND	INTERNET INFLUENCE IN RESIDENTIAL REAL ESTATE BUSINESS: CASE STUDY APPROACH:
15	2014	ASIA PACIFIC JOURNAL OF MARKETING AND MANAGEMENT REVIEW	IMPACT FACTOR3.2 ISSN NO. 2319-2836	SECOND	INTERNET INFLUENCE IN RESIDENTIAL REAL ESTATE BUSINESS: CASE STUDY APPROACH:

Dr. Kadambini Katke, Professor

		VOL.3(9)PP22- 35			
--	--	---------------------	--	--	--