

Report on: Research publication by students

Name of Journal: International Journal of Management, IT and Engineering

Guide and mentor: Dr. Kadambini Katke

Name Student: Ayesha Siddika

A report prepared by: Dr. Kadambini Katke

Date: Sep 2016

Research club encourage students for project work and publish the paper based on the project during fourth semester. Topics with social concern and industry relevant are encouraged. Students have been trained on research methodology.

Quality projects converted into research publication.



Ms Ayesha Siddika's paper along with guide Dr. Kadambini Katke has been published.

Title: Impact of pediatric advertising on child health: A case study

Name of the journal: International Journal of Management, IT and Engineering

Double-blind peer reviewed refereed open access international journal-included in international serial directories indexed and listed at: Ulrich's periodicals directory, USA open J-gate and Cabell's directories of publishing.

Ms Ayesha Siddika has completed her project with great effort, extensive survey was been carried out to collect the primary data. The topic has necessitated researcher to conduct survey among 200 kids between age group of 2-12years and 200 parents.

Report on: **Students Research Club -2017- International Conference Report, Mar 2017**

Coordinator: Dr. Kadambini Katke

A report prepared by: Dr. Kadambini Katke

Date: Mar 2017

Student participants:

Mr Abhay Kamat, MBA-I Sm

Ms. Akshata Vibhute, MBA-I Sm

Ms. Jeevitha, MBA-I Sm

Theme of conference- International conference on contemporary challenges in business management

1. A Comparative Study on Visitor's Choice for Organic Search and Sponsored Search Advertising (PPCs)

Mr Abhay Kamat, MBA-II Sm

Dr. Kadambini Katke

2. Impact of mobile guerilla marketing: A case study approach

Ms. Akshata Vibhute, MBA-II Sm

Ms. Jeevitha, MBA-II Sm

Guide and mentor

Dr. Kadambini Katke

Venue- ISBR Bangalore

24th March 2017



Report on: Research publication by students

Name of Journal: **International Journal of Scientific Engineering and Research (IJSER)**

Guide and mentor: Dr. Kadambini Katke

Name Student: Abhay R Kamat

A report prepared by: Dr. Kadambini Katke

Date: 19/3/2017

It is important to develop research interest among Post graduate students. Students were mentored to present research paper in conference.

Objectives

- To prepare students for research activities
- To make students to conduct in depth study about a specific subject

Outcome

- Students have done the in depth analysis of concerned research topic- demonetization.
- Students were encouraged to carry out market survey to find out the impact of demonetization on the automobile industry.



Title of the paper -IMPACT OF DEMONETIZATION ON INDIAN AUTOMOBILE INDUSTRY: A SPECIAL REFERENCE TO CAR INDUSTRY

Name of Journal: **International Journal of Scientific Engineering and Research (IJSER)**

Index Copernicus Value (2015): 62.86 | Impact Factor (2015): 3.791, Volume 5 Issue 3, March 2017

Report on: Students Research Club -2017- National Conference Report, May 2017

Coordinator: Dr. Kadambini Katke

A report prepared by: Dr. Kadambini Katke

Date: May 2017

Student participants:

Mr Abhay Kamat, MBA-I Sm

Ms. Akshata Vibhute, MBA-I Sm

Theme of conference-

1. A Comparative Study on Visitors Choice for Organic Search and Sponsored Search Advertising (PPCs)

Mr Abhay Kamat, MBA-II Sm

Dr. Kadambini Katke

Ms. Akshata Vibhute, MBA-I Sm

2. Visitor's online navigation experience and its impact on conversion- A case study of Amazon.

Dr. Kadambini Katke

Ms. Akshata Vibhute, MBA-I Sm





Report on: Research publication by students

Name of Journal: Asia Pacific Journal of Research- A peer reviewed international journal ISSN- 2320-5504

Coordinator: Dr. Kadambini Katke

A report prepared by: Dr. Kadambini Katke

Date: 10-09-2017

Objectives

- To prepare students for research activities
- To make students to conduct in depth study about a specific subject

Outcome

- Students have done the comparative analysis of search engine optimization through paid search and organic search.
- Students have carried out the market survey on the visitor's choice on organic search and PPC's.
- The data is been analyzed using SPSS package.



Title of the Paper

A Comparative Study on Visitor's Choice for Organic Search and Sponsored Search Advertising (PPCs) among college students

Impact factor- 6.36