

**Name of the Faculty: Mr.Kadambini Katke**

<b>Sl.No</b>	<b>Conference / Seminar / Symposia / Workshop etc.,</b>	<b>Year</b>	<b>Name of the Paper/ Presented</b>
1	<b>International Conferences</b>	2007	"Impact of Television Advertisements on child health and family spending" -A Case study :2007 during the proceedings of International Conference on Marketing Conference on Marketing and Society, IIM Kozhikode.
		2006	"Cross Culture Competency and Indian Software Industry" during the proceedings of HR in enhancement of People capability
			"Consumer Segmentation of Mobile Phone Industry in the Global Competitive Market" in the proceedings on International Conference on the Emerging Competitiveness Paradigms
2	<b>Faculty Development Program</b>	2006	Organized and conducted by IIM, Kozhikode for Marketing Teachers  Academic Staff College of Bangalore University, Bangalore
3	<b>Presentations and Talks</b>		1. Impact of Advertisement on Society 2. Team Building and Leadership  Academic Staff College, Osmania University, Hyderabad 1. Impact of Advertising on Purchase of Men cosmetics 2. Comparitive study of Life Insurance Corporation of India before and after Liberalization