**Determinants Impacting Efficacy of Organizational Blogs**

**Rajesh Sharma**

Research Scholar

Indian Institute of Management, Indore

F12rajeshs@iimidr.ac.in

**Kamal K Jain[[1]](#footnote-1)**

Professor

Indian Institute of Management, Indore

kamal@iimidr.ac.in

1. Corresponding Author [↑](#footnote-ref-1)