

FACULTY PROFILE



Dr. Harshavardhana. B

Assistant Professor,
Department of Commerce and Management
Hindustan College
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1. EDUCATIONAL QUALIFICATION

PhD	Department of Business Administration, University of Mysuru, Mysuru, 2016. Thesis: Social Advertising by Karnataka State Government: An Impact Study In Select Districts
K SET	Qualified in the Karnataka State Eligibility Test (KSET) for Lecturer/ Assistant Professorship held on 8th December 2013
MBA	Siddaganga Institute of Technology, Visvesvaraya Technological University, Tumkur, 2009.
B.Com	JSS College of Arts, Commerce and Science, University of Mysore, Mysuru, 2007

2. WORK EXPERIENCE:

- Worked as UG Faculty in Department of Commerce, JSS college, Ooty road, Mysuru from September 2009 to January 2010
- Worked as a member of BOS and Valuation Co-ordinator In JSS College, Ooty Road.
- Worked as Regional Sales Officer in Dulux Paints from February 2010 to May 2012
- Worked as Lecturer and student mentor, Department of Commerce, Jnanadeepa First grade College, Mysuru from June 2012
- Worked as UG Faculty in Department of Commerce, JSS college for women, Saraswathipuram, Mysuru from to July 2013
- Worked as PG Faculty in Department of Commerce, Saraswathipuram, Mysuru from November 2014 to 2019

- Currently working as Asst.Professor of Commerce and Management, Hindustan First Grade College from July - 2019

3. PUBLICATIONS

Harshavardhana.B & Dr. C. Sumangala. (2015). “Awareness of Health related advertisement: A comparative study of Mysore and Chamarajnagar District”, *Acme Intellects International Journal of Research in Management, Social Sciences & Technology*.Vol. 11, Issue – 11.Issn: 2320 – 2939.

Harshavardhana.B &Dr. C. Sumangala. (2015). “Health Schemes Of Government Of Karnataka And The Extent Of Its Usage”. *International Journal In Management And Social Science*. Vol.03, Issue-07. ISSN: 2321-1784.

FIELDS OF EXPERTISE

- **Marketing Management**

- **Advertising : Commercial Advertising, Social Advertising, Channels of Advertising, Contents and Messages**
 - **Retailing: Store and Non Store retailing, Store Patronage, Private labels, Channels of retailing**
 - **Branding: Brand equity, Portfolio, Positioning**
 - **Sales Promotion: Tools and Techniques, Team, Events**
 - **Rural Marketing: Marketing Mix**
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- **Other Related Interests**

- **Research methodologies**
 - **Supply chain management**
 - **Business ethics and corporate governance**
 - **Human resource management**
 - **Strategic management**
 - **Entrepreneurship Development**
 - **International Business Management**
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