

## Faculty Profile



**Dr. HONNAPPA H.C.**  
M.COM., LL.B., Ph.D.,  
ASSOCIATE PROFESSOR  
Exp : 32 Years  
**Qualification**

Programme	Specialization	Institution/University
M.COM	Marketing, Financial Management, Taxation, Organizational Behavior, Financial Services Business and Company Law	UNIVERSITY OF MYSORE
LL.B, Ph.D		UNIVERSITY OF MYSORE

### Research Experience

1. Awarded Ph.D., Degree by University of Mysore, for the thesis entitled “**Marketing of Coir Products in Karnataka – A Case Study of Mysore District**”. under the guidance of Dr. G. Kotreshwar, Professor of Commerce, University of Mysore, Manasangotri, Mysore.
2. Guided for Four M.Phil., students

### Curriculum activities:

Participation	International	National	State	Workshop
Paper presented	15	14	-	-

<b>Attended</b>	04	11	7	15
<b>Publications</b>	02	05	-	-

#### Articles in journals/Books

Sl. no	Title	Name of Journal	Date of Publication	VolumeNo/Issue No/Page No
1.	Merger and Acquisition in Indian Banking Sector: An Empirical Analysis with Reference to selected Banking companies	GE International Journal of Management Research	03 Feb 2015	Vol-3, Issue – 2, IF- 3.142 , ISSN:2321-1709
2.	Health Insurance in Karnataka – A Study of Customer perception in Mysore District	GE-International Journal of Management Research	10 Oct 2014	Vol-2, Issue
3.	A Study on Perception about Make In India among college students in Mysuru City”	International Research Journal of Commerce and Law (IRJCL)	1 Sept-2017	Volume 1 ISSN 2349-705X
4.	Impact of FDI in Retail Trade,	Indian Journal of Commerce		2013-14
5.	<b>Marketing and Trade</b> Publication,	MYSORE DARSHAN	Chapeter in edited vol of Karantaka State Open University	Vol II, First Edition 2011.
6.	<b>Tourism Development and its impact on the Economy of Karnataka”,.</b>	Southern Economist,	November 15, 2006.	Pp.18-20
7.	<b>Service Sector – Opportunities and Challenges ahead.</b>	Southern Economist,	April 1 to 15, 2007,	pp.41-43
8.	<b>“SEZs – some critical issues”,</b>	Southern Economist,	May 15 <sup>th</sup> 2009.	

9.	<b>“Micro Finance: Enabling Empowerment”.</b>	Danial Lazer, P. Natarajan and Malabika Deo, Pondicherry University, Vijay Nicole, Imprints Pvt. Ltd., Chennai		p. 312-318.