



NAME: DR. PRATHAP B N

Designation: ASSOCIATE PROFESSOR

Department: MBA

Date of Joining	09/01/2008		
Professional Experience	Teaching	Industry	Research
	16 YEARS	0.6	5 YEARS

Contact Details	
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Academic Background
<ul style="list-style-type: none"> Ph.D – A Study on Customer Shift from Unorganised to Organised Food Retailing in Tier II and Tier III Cities of Karnataka” from VTU, Belagavi, Karnataka
<ul style="list-style-type: none"> MBA – Marketing, from Siddaganaga Institute of Technology, Tumkur
<ul style="list-style-type: none"> BE – Industrial Engineering and Management, from Siddaganaga Institute of Technology, Tumkur

Areas of Interest	
<ul style="list-style-type: none"> Retailing 	<ul style="list-style-type: none"> Investment Management
<ul style="list-style-type: none"> Operations Research 	<ul style="list-style-type: none"> Statistics

Significant Publications

No. of Papers Published in Journals : 20

1. Published Paper on **“CSR and Social Marketing”** In the Conference Proceedings of ‘Seshadripuram First Grade College’ Bangalore with ISBN: 978-93-5051-645-4.
2. Published paper on **“A Study on consumer Perception towards Store Image, Store Patronage & Store Loyalty in Tumkur City”** In the Conference Proceedings of ‘Rajarajeswari Engineering College’ Bangalore with ISBN: 978-93-5051-634-8.
3. Published paper on **“Green marketing Mix: Rethinking Competitive advantage During Climate Change”** In the Conference Proceedings of ‘Shridevi Institute of Engineering & Technology’ Tumkur with ISBN: 978-93-5097-624-1.
4. Published paper on **“Customer Relationship Measurement – An Element of Innovative HR Practices”** In the Conference Proceedings of ‘Shridevi Institute of Engineering & Technology’ Tumkur with ISBN: 978-93-5097-624-1.
5. Published paper on **“Effectiveness of Chips Advertisement on Consumer”** In the Conference Proceedings of ‘Shridevi Institute of Engineering & Technology’ Tumkur with ISBN: 978-81-923066-6-7.
6. Published paper on **“An Overview of Unorganized Retail Sector in India”** In the Conference Proceedings of ‘PES Institute of Technology & Management’ Shivamogga with ISBN: 978-81-926416-6-9.
7. Published paper on **“Comparative Study on Consumer Preference towards Colgate and Pepsodent Toothpaste”** In the journal of Huazhong University of Science & Technology, Volume 50 Issue 06-2021, ISSN: 1671-4512.
8. Published paper on **“Study on Customer Satisfaction Towards Hindu Newspaper”** In the journal of Emerging Technologies and Innovative Research, Volume 8 Issue 06- June 2021, ISSN: 2349-5162.
9. Published paper on **“A Study on Social Media Marketing”** In the journal of Emerging Technologies and Innovative Research, Volume 8 Issue 06- June 2021, ISSN: 2349-5162.
10. Published paper on **“Study on Investors Perception towards Mutual Funds”** In the journal of Emerging Technologies and Innovative Research, Volume 8 Issue 06- June 2021, ISSN: 2349-5162.
11. Published paper on **“A Study on Comparative Analysis of Yamaha Fascino with TVS Zest”** In the journal of Emerging Technologies and Innovative Research, Volume 8 Issue 06- June 2021, ISSN: 2349-5162.
12. Published paper on **“A Study on Working Capital Management and Control at Mysticgoldz private limited”** In the journal of Emerging Technologies and Innovative Research, Volume 8 Issue 07- July2021, ISSN: 2349-5162.
13. Published paper on **“Impact of Advertisement on Sales Towards Honda Vehicles”** In the Science and Engineering journal, ISSN: 0103-944X.
14. Published paper on **“A Study on Brand Preference and Comparative Analysis of Different Brands of Ready to eat Products with Reference to MTR Food Ltd”** In the Science and Engineering journal, ISSN: 0103-944X.
15. Published paper on **“A Study on Brand Awareness with Reference to Maruthi Suzuki Ciaz in Tumkur”** In the Science and Engineering journal, ISSN: 0103-944X.
16. Published paper on **“A Study on Performance Evaluation of Selected Equity Diversified Mutual Fund Schemes in India”** In the Science and Engineering journal, ISSN: 0103-944X.
17. Published paper on **“A Study on Customer Satisfaction Towards Bharath Benz Products”** In the Science and Technology Development Journal, Volume X Issue V- May 2021, ISSN: 0950-0707.
18. Published paper titled **“A Study on Customer Shift from Unorganized to Organized Food Retailing in Tier II and Tier III Cities of Karnataka”** in NIU International Journal of Human Rights (UGC Care Journal) Vol-8(XII) 2021 ISSN:2394-0298.
19. Published paper titled **“A Study on Impact of age group on Organized Retailing”** in Sambodhi Journal (UGC Care Journal) Vol-43 No.4 October-December 2020 ISSN:2249-6661.
20. Published paper titled **“Influence of Demographic and Exogenous Factors on Customer Shift from Unorganized to Organized Food Retailing”** Special reference to selected Tier II and Tier III cities of Karnataka in Design Engineering (Scopus Indexed) Issue 8 2021 ISSN:0011-9342.

No. of Papers Presented in Conferences: 14

1. Participated and presented a paper at the international level conference titled **‘Effectiveness of Chips Advertising on Consumer’** at SIET, Tumkur on 22nd & 23rd March 2016.
2. Participated and presented a paper at the international level conference titled **‘Changing Consumer Preferences from Unorganized Retailing towards Organized Retailing’** at SIET, Tumkur on 7th & 8th October 2013.
3. Participated and presented a paper at the international level conference titled **‘Emerging Trends & Opportunities in Retailing Sector – A Study’** at SIET, Tumkur on 7th & 8th October 2013.
4. Participated and presented a paper at the national level conference titled **‘Green Marketing Mix: Rethinking Competitive advantage During Climate Change’** at SIET, Tumkur on 9th November 2012.
5. Participated and presented a paper at the national level conference titled **‘Customer Relationship Measurement – An Element of Innovative HR Practices’** at SIET, Tumkur on 9th November 2012.
6. Participated and presented a paper at the National level conference titled **‘Marketing to Rural India – A changing paradigm’** at SIMS, Tumkur on 12th May 2012.
7. Participated and presented a paper at the National level conference titled **‘Innovations in Rural Markets’** at Vijayanagar Institute of Management Studies, Bellary on 30th & 31st March 2012.
8. Participated and presented a paper at the National level conference titled **‘A Study on consumer Perception towards Store Image, Store Patronage & Store Loyalty in Tumkur City’** at Rajarajeswari College of Engineering, Bangalore on 15th & 16th of March 2012
9. Participated and presented a paper at the National level seminar titled **‘Corporate Social Responsibility and Social Marketing’** held on 18th Feb 2012 at Sheshadripuram First grade College, Bangalore.
10. Participated and presented a paper at the National Level Conference titled **‘Rural women, Food, security and agricultural co-operative’** held on 22nd and 23rd Dec 2011 at Sambharam Institute of Technology, Bangalore.
11. Participated and presented a paper at the National Level Conference titled **‘The Impact of E-business Technologies on SCM’** held on Oct 14 2011 at JSS Institute of Technology, Bangalore
12. Participated and presented a paper at the National level Conference titled **‘Green Supply Chain Management for the development of vegetable retailing in India’** at SIET, Tumkur on 13th April. 2010.
13. Participated at the National level conference on **“Excellence in Business: Mapping the Future Ahead”** at SSIMS, Tumkur on 26th & 27th November 2009.
14. Participated at 11th ISTE State level Annual Convention & Two days National Seminar on **“Quality & Excellence in Technical Education”** at SIET, Tumkur on 28th & 29th November 2008.

List of Certificate Courses: 23

1. Completed the online course on **“E-Marketing”** by University of California Irvine.
2. Completed the online course on **“Identifying, Attracting, and Growing Your Digital Audience”** by University of California Irvine.
3. Completed the online course on **“Mobile Marketing, Optimization Tactics, and Analytics”** by University of California Irvine.
4. Completed the online course on **“The Strategy of Content Marketing”** by University of California, Davis.
5. Completed the online course on **“Strategies for Converting and Retaining Customers Online”** by University of California Irvine.
6. Completed the online course on **“Marketing in a Digital World”** by University of Illinois at Urbana-Champaign.
7. Completed the online course on **“Marketing in an Analog World”** by University of Illinois at Urbana-Champaign.
8. Completed the online course on **“Digital Media and Marketing Principles”** by University of Illinois at Urbana-Champaign.
9. Completed the online course on **“Digital Media and Marketing Strategies”** by University of Illinois at Urbana-Champaign.
10. Completed the online course on **“Digital Marketing Analytics in Practice”** by University of Illinois at Urbana-

Champaign.

11. Completed the online course on **“Digital Marketing Analytics in Theory”** by University of Illinois at Urbana-Champaign.
12. Completed the online course on **“Introduction to Psychology”** by University of Toronto.
13. Completed the online course on **“Channel Management and Retailing”** by IE Business School.
14. Completed the online course on **“Operations Analytics”** by University of Pennsylvania.
15. Completed the online course on **“Customer Analytics”** by University of Pennsylvania.
16. Completed the online course on **“People Analytics”** by University of Pennsylvania.
17. Completed the online course on **“Social Media Management”** by Facebook.
18. Completed the online course on **“Introduction to Google SEO”** by University of University of California, Davis.
19. Completed the online course on **“Understanding Financial Markets”** by University of Geneva.
20. Completed the online course on **“Market Risk Management: Framework & Strategies”** by New York Institute of Finance.
21. Completed the online course on **“Advanced Content and Social Tactics to Optimize SEO”** by University of University of California, Davis.
22. Completed the online course on **“Global Financial Markets and Instruments”** by RICE University, Houston, US.
23. Completed the online course on **“Creating a Portfolio”** by Indian School of Business, India.

List of FDP's/Workshops: 13

1. Attended a Workshop on **“Case Study Teaching & Writing”** at SIMS, Tumkur on 16th April 2012.
2. Attended a Workshop on **“Academic Leadership Program”** in the stream **‘Professional & Academic Development’** at PESIT, Bangalore from 2nd to 4th March 2012.
3. Attended a Workshop on **“Business opportunities & First-Generation Entrepreneur's”** at Dr.M.V. Shetty Institute of Technology, Moodabidri from 21/02/2011 to 26/02/2011.
4. Attended a Workshop on **“High Value Research Methods”** at SIET from 7th to 8th of September 2010.
5. Attended a Workshop on **“Case Teaching & Case Writing”** at SSIMS, Tumkur from 10th to 13th February 2009.
6. Attended a Workshop on **“Fundamentals of Investments”** at SIT-PGDMSR, Tumkur from 10th to 11th October 2009
7. Attended a Workshop on **“Supply Chain Management”** at MSRIT, Bangalore on 04th April 2008.
8. Attended a Workshop on **“Recent Trends in Quality & Reliability for Total Business Excellence”** at MSRIT, Bangalore from 21st July to 1st August 2008.
9. Participated in International Webinar Series -II on **“Challenges and Opportunity in Higher Education beyond COVID-19”** organized by Dr. Ambedkar Institute of Technology on 27th June 2021.
10. Participated in National Webinar on **“Post Covid-19 Era in Education and Technology”** organized by Dr. Ambedkar Institute of Technology on 5th June 2021.
11. Participated in National Webinar on **“Make the habit... Habit will make you”** organized by Dr. Ambedkar Institute of Technology on 5th July 2021.
12. Participated in Virtual workshop on **“Sources of Research Grants and Art of Writing a Research Paper”** organized by R L Jalappa Institute of Technology on 3rd June 2021
13. Participated in National Webinar on **“Managing Your Finances- Covid Times”** organized by Don Bosco Institute of Technology on 10th June 2021.

Patents Published – 01

Granted Indian Design Patent for **“Device to Monitor Remote Workers”** on 20th January 2022.

Awards/Recognition – 03

1. **“Wipro Mission 10X International Certificate for Teaching Methodology”**
2. **Awarded “Best Young Faculty Award” by Novel Research Academy, Puducherry, India.**
3. **Awarded “I am Making India Employable” By Indian Education Forum, in the year 2023.**
4. **“Visionary Academic Leadership Award” by the Artificial Intelligence Medical and Engineering Research Society (AIMERS) , Hyderabad, India.**

Project Guided - More than 100 PG Projects

Achievements

- 1. Invited Speaker for: B.Com and BBM Colleges to deliver a talk on “ Recent Trends in Management” and “Statistics for Managers”**
- 2. Resource person for: Business Plan Competition in UG Colleges.**
- 3. In-house resource person for : Diploma College, Paramedical and Nursing students conducted Soft Skill training programme:**
- 4. Professional Membership –Life Time Membership for MISTE - LM**