

MR. DAWN PRAKASH

Assistant Professor — MBA Department

SDM PG Centre for Management Studies & Research, Mangaluru

1. QUALIFICATIONS

Qualification	Details
MBA (Marketing)	VTU
BCA	Bachelor of Computer Applications (Mangalore University)
NET Qualified (UGC)	University Grants Commission — National Eligibility Test 2012
PhD (Pursuing)	Mangalore University — Registered October 2024

2. SUBJECTS TAUGHT

Modern Organization & Management, Marketing Management, Marketing Research & Consumer Behaviour, Rural Marketing, Event Management, Google Workspace Essentials etc.

3. TEACHING EXPERIENCE

16+ Years | Assistant Professor, SDM PG Centre for Management Studies & Research, Mangaluru (2012 – Present)

4. PUBLICATION DETAILS

A. National & International Journals

Title	Journal / ISSN	Year	Level
Analysis of 5 Shares from a Basket of NIFTY Stocks	Global Research Review, ISSN 2250-2521	Dec 2012	National
A Study on Leadership Quality among PG Students in Mangalore	Journal of Management Studies & Academic Research, ISSN 2455-4960	2015	National
Business Students Perception of Corporate Social Responsibility	IJAIR, ISSN 2394-7780, Impact Factor 7.36	Apr–Jun 2019	International
A Study on Customer Satisfaction towards Services Provided at IRCTC, Bangalore Region (co-authored)	Journal of Management Studies & Academic Research, Issue 7	Mar 2022	National
A Case Study on Traditional and Blended Learning Approach in Higher Education	Journal of Management Studies & Academic Research, Issue 7	Jun 2023	National

B. Books & Conference Proceedings with ISBN

- 10+ publications including books and edited conference proceedings with valid ISBN numbers, covering topics in Management, Marketing, and Digital Education (2012–2025).

5. CONFERENCE PRESENTATIONS (35+ Papers)

A. International Conference Papers (Selected)

Paper Title	Conference / Institution	Year
Game On: A Simple Gamification Model to Enhance Classroom Engagement and Discipline in MBA Teaching	Manel Srinivas Institute of Management	Jun 2025
The ESG-FDI Nexus: Analysing the Impact of ESG Practices on FDI Inflows in India	DRISHTI-2025, Vivekananda College of Engineering & Technology, Puttur	Aug 2025
Exploring the Role of Gamification in Enhancing Student Engagement	Srinivas Institute of Technology	Sep 2025
The Post Pandemic Effect on OTT	8th Nitte International Conference (Rotterdam School of Management & University of Pennsylvania)	Dec 2023
Digital Transformation in Education — A Case Study based on Experiential Learning in MBA	Srinivas Institute of Technology	Apr 2022
Blended Learning — A Chemist's Perspective	International E-Conference on Digital Proficiency, SDM PG Centre	Jan 2023

B. National Conference Papers (Selected)

Paper Title	Conference / Institution	Year
Future of Advertisement & Opportunistic Marketing	10th AIMS International Conference, IIM Bangalore	Jan 2013
Leadership in Management Education	National Conference, SDM PG Centre	Feb 2015
Novel Strategies to Combat Challenges in Logistics Post-Pandemic	National Conference, SDM PG Centre	Jul 2022
Operational Optimization in Stainless Steel Industry; Evolving Marketing Strategies in Retail; Digital Ecosystem Model for Social Entrepreneurship	ICIESD 2025	Dec 2025

6. OTHER ACHIEVEMENTS

A. Awards, Recognitions & Achievements (20+)

- Best Lecturer 2020 — Karnataka Rajya Devadiga Sangha & Dr. K.V. Devadiga Charitable Trust, Mangalore (September 13, 2020)
- Dr. APJ Abdul Kalam Lifetime Achievement National Award for Teaching and contribution to nation-building — International Institute for Social and Economic Reforms (R), Bengaluru (April 23, 2022)
- Dynamic Personality Award — AWE Award Ceremony, Ocean Pearl, Mangalore (September 5, 2022)
- The Global Gyan Best Teacher 2024 Award — Global Gyan Academy, The Chancery Pavilion, Bangalore (September 8, 2024)
- Devadiga Shree Award in Teaching — Devadiga Sangha Mumbai, 100th Year Centenary Celebration (April 5, 2025)
- Vocational Service Award — Rotary Club of Mangalore, in recognition of dedicated service to Education (September 7, 2021)
- Vocational Award in Education, Teaching & Training — Rotary Club of Manyata, Bengaluru (July 2024)

- 3rd Place, International Speech Contest — Toastmasters Area 04, Division F, District 121 (February 15, 2026)
- 2nd Place, Best Evaluation Speech Contest — Toastmasters International (February 15, 2026)
- Won Best Humorous Speaker Contest & qualified for Area Level Contest — Toastmasters International (November 2025)
- Conducted more than 250+ workshops
- Judged over 150+ Events in various fests.

B. Key Certifications (100+)

- Google Certified Educator / Trainer (September 19, 2021)
- Microsoft Office Specialist (MOS) — Excel (October 9, 2019) and Word (February 24, 2020)
- Microsoft Certified Trainer
- Google Certified Digital Marketer (January 5, 2018)
- Certified 21st Century Digital Literate | Gamification Coach
- Entrepreneurship and Small Business (PSB) — ACE Accredited, USA (December 2019)
- Internet History, Technology & Security — University of Michigan, USA (May 2013)
- Advertising & Society — Duke University, USA (March 2015)
- Innovation and Productivity — The Grimsby Institute, United Kingdom (June–July 2017)
- AI Mastery Certificate — Magic School (July 12, 2024)
- Toastmasters International Level 2 (November 7, 2025)
- 60+ additional certifications from national and international webinars and workshops covering AI, Research Methodology, Digital Marketing, Entrepreneurship, NEP, GST, NAAC, and more (2013–2026)

C. Academic & Institutional Contributions

- Board of Studies (BOS) External Member — Srinivas University (2024–2025)
- Member, Examiners Panel — Mangalore University, MBA 4th Semester Examination (September 2023)
- Invited for University MBA Paper Evaluation — Mangalore University and affiliated colleges (2018–2026)
- Judge, Outstanding Manager of the Year — Mangalore Management Association, Ocean Pearl (2017 & 2018)
- Judge, Best Trainer Award — Indian Society for Training & Development (ISTD), Women's Day (March 7, 2023)
- 150+ events judged across 40+ institutions since 2013 (Best Manager, Stress Interview, Mock Press, Mad Ads, Business Plan, Mock Parliament, and more)
- Secretary, Mangalore Management Association (MMA) (2017–2019)
- Chief Editor, SDM MBA Annual Magazine 'Standard Times' 2021–22 (published March 2023)
- Organised Mock Parliament 2025 — inaugurated by MP Captain Brijesh Chowta (June 2025)
- International Exposure: Escorted 12 students to Grimsby University, UK (June–July 2017); participated in 10+ international conferences

D. Entrepreneurship & Innovation

- Co-Founder & Creator of Rise Up Game Challenge — a mobile application (Android Play Store) developed to counter dangerous online challenges like the Blue Whale Challenge, released September 30, 2017; featured on All India Radio (Akashvani) and Daijiworld TV.