



DR. PRAKASH H S

MBA, NET, Ph.D.

Principal / Director

Soundarya Institute of Management and Science

Experience: 17+ Years (Teaching) | 6 Years (Industry)

Faculty Profile

Dr. Prakash H. S., MBA, NET, Ph.D., is a distinguished academician, passionate teacher, researcher, corporate trainer, and motivational speaker with over 17 years of teaching experience and 6 years of industry exposure. He holds a Ph.D. in Management from Mangalore University, an MBA from VTU, Belagavi, and qualified the UGC-NET in Management in 2012.

Currently serving as the Principal/Director of the Soundarya Institute of Management and Science, Bengaluru, Dr. Prakash is also an Online Faculty for Southern New Hampshire University (USA). He contributes actively to academia as a member of various Doctoral Committees, Boards of Studies (BoS), and Boards of Examination (BoE). He is presently guiding two Ph.D. scholars and has mentored over 130 MBA projects.

He has published more than 14 research papers in reputed national and international journals, including Scopus-indexed and ABDC-listed publications, and has presented papers at prestigious forums organized by IIM Kozhikode, IIM Sirmaur, Symbiosis, Nirma University, and Prestige Institute of Management. He has also completed a funded research project and received a copyright for his research work.

A dynamic academic leader, Dr. Prakash has headed the Industrial Consultancy Cell, coordinated the Rotaract Club, and organized numerous national-level conferences, management fests, FDPs, SDPs, and study tours across India. He recently participated in an Academic Immersion Programme at the Singapore Institute of Management. Widely recognized as a resource person and keynote speaker, he continues to inspire through his commitment to excellence in teaching, research, leadership, and lifelong learning.

Major Publications

- Dr. Prakash H. S., et al. (2025). Application of "Perception and Satisfaction Model" on MBA Students of Karnataka State. *Advances in Consumer Research*, 2(2), 125–138. **ABDC Category B.**
- Prakash HS, Kavitha GC, et al. (2023). "Management Principles in Agricultural Activities" – a study with reference to Paddy crop in Southern Karnataka. *European Chemical Bulletin*, Vol. 10, Ed. 3, pp 5545–5558. **Scopus Indexed, Q3.** DOI: 10.31838/ecb/2023.12.s3.621.
- Prakash HS & Mustiary Begum. (2017). "An Effect of Selected Media's Advertisements on Consumers in Rural Market". *Journal of Rural and Industrial Development*, Vol. 5, Issue 1, pp 10–21. **UGC CARE listed.**
- Prakash HS & Mustiary Begum. (2016). "Rural Consumers Factors of Influence, Places of Influence & Decision Making Process". *Indian Journal of Marketing*, Vol. 46, Issue 12, pp 11–27. **Scopus Indexed, ABDC Rating C.**
- Dr. Prakash HS. (2022). "Rural Consumers' Preference Towards Online Shopping". *Third Concept – An International Journal of Ideas*, Vol. 36, No. 429, pp 50–54. **UGC CARE listed.**
- Joint paper: "Analysis of Virtual versus Physical Inventory of the Pharmacy with Special Emphasis on Stock Outs in a Tertiary Care Teaching Hospital in India". *International Journal of Scientific Research*, Vol. 13, Issue 9, 2024. ISSN 2277-8179.
- Dr. Prakash HS. (2020). "An Empirical Study to Understand the Rural Consumer Behaviour Cycle". Conference Proceedings, *Business Interventions for Effective Management of Technology and Innovation*, IIM Sirmaur. ISBN 978-93-89947-07-6.

- Prakash HS and Mustiary Begum. (2019). "Association and Correlation between the Independent Variables and Buying of Consumer Goods". In *Advances in Business Management – A Contemporary Perspective*, Emerald Publishing, pp 90–104.
- Dr. Prakash H.S. (2019). "Rural Opportunity: Conquer the Last Mile – A Case Study Based Analysis". *Journal of Management Studies and Academic Research*, Issue 4, pp 7–15. ISSN 24554960.
- Prakash HS. (2018). "Association and Correlation between the Independent Variables and Buying of Consumer Goods". *International Journal of Applied Marketing and Management*, Vol. 3, Issue 1, pp 1–7.

Major Achievements

- Participated in the **Leadership Development Programme** at the Singapore Institute of Management, Singapore.
- Awarded a **Copyright** to his research work by the Government of India.
- **Online Faculty** for Southern New Hampshire University, USA.
- As a **corporate trainer**, has trained 1,000+ staff members across various industries.
- Invited as a **Resource Person** in many FDPs and MDPs across the State.
- Handled a **funded research project** under the Seed Money Scheme of SDMCET, Dharwad.
- **Guided two research scholars** for Ph.D. from VTU.

Contact & Academic Profiles

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