

Dr. ALOK KUMAR RAI

Vice Chancellor, University of Lucknow

Professor(Management), FMS, Banaras Hindu University, Varanasi

Teaching Area: Marketing Management, Customer Relationship Management, Entrepreneurship Development

Research Area: Customer Relationship Modeling, Customer Loyalty Engineering, Service Quality Architecture, Customer Satisfaction Portfolio Design

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Mentioned below are the credentials and accomplishments in the professional career.

I. TEACHING:

- Teaching courses of Marketing Management, Customer Relationship Management, and Brand Management to the classes of Ph. D., MBA and MBA (IB).

II. ACADEMIC ADMINISTRATION:

- Coordinator of Post Graduate Diploma in Business Administration (PGDBA) Program of IMS, BHU.
- Professor Incharge of Training Department of IMS, BHU.
- Incharge and member of various academic and administrative committees of BHU.
- Member Executive Council, University of Jammu, Member, Academic Council, University of Allahabad, Member Board of Governors, Giri Institute of Developmental Studies, Visitor nominee for selections of faculty and statutory positions in "Central University of Punjab".
- Chairman for Search Committee for Vice Chancellor's appointment, Expert for assessment and accreditation for NAAC, expert for MHRD for different committees, expert chairman/members of different committees for several regular and technical universities of the INDIA.
- Member of Board of Studies/faculty selection/curriculum development committees of several universities and management colleges of the country, including Central University of Sikkim, NIT Kurukshetra, NIFTEM, Sonapat, MANIT, Bhopal to name a few.
- Member Policy and planning committee, Faculty Council, Departmental Council and Departmental research committee of Faculty of Management Studies, BHU.

III. RESEARCH CONTRIBUTION:

- 5 IPR (Copyright) in the subject area of relationship management.
- Established mathematical foundation for computation of constructs in the area of relationship management for the first time in the relationship management research.
- Credited with standardizing the curriculum content of "**CUSTOMER RELATIONSHIP MANAGEMENT**" in INDIA by authoring the best selling title "**Customer Relationship Management: Concepts and Cases**" published by PHI.

- Also credited with establishing the subject of “**CUSTOMER LOYALTY**” by authoring first book in the country on the subject “**Customer Loyalty: Concept, Context and Character**” published by McGraw Hills.
- Extensively involved in research pursuits in the areas of Marketing, Customer Relationship Management, Customer Satisfaction, Customer Loyalty, Service Quality and Management Education, which are widely cited in the management literature.
 1. **Publications:** Have over 80 publications of books, research papers, book chapters and articles.
 - i) **Books:** 7 authored and 4 edited books, published from leading publication houses of India and abroad including Cengage, McGraw Hills, PHI, McMillan, Himalaya, Excel and others. Established the course of Customer Relationship Management and Customer Loyalty in the country.
 - ii) **Research papers/articles:** Published over 55 papers and articles in leading journals from North America, Europe, Australia and Asia and also from leading institutions of the country including IIMs published by leading publishers of the world as Elsevier, Springer, Emerald, Inderscience, Westburn, IGI Global etc.
 - a. Published over 20 articles in books, magazines and newspapers on literary and contemporary issues published from leading publishers of the country including “The Hindu Business Line”, Times of India, “Outlook”, “Millenium post”, “Governance Now”, “Firstpost.com”, Dainik Jagran, “Panchjanya” etc.
 - b. Delivered invited talks, chaired conferences and presented papers in over 30 international and national conferences/workshops/seminars.
 2. **Research Projects:** Completed 3 research projects funded by AICTE and UGC.
 3. **Ph.D. Supervision:** Supervised/ Supervising 9 Doctoral Research students.

III. EXTENSION ACTIVITIES:

1. Delivered Keynotes and Invited lectures to FDPs, Conferences, Seminars and Workshops in different parts of the country in the area of Marketing, Customer Relationship Management, Customer Loyalty, Business Communication and Research Methodology.
2. Provided professional training and consultancy services to governments departments as Ministry of Defense, Dept. of Post and Telegraph, Central School Board etc., leading PSUs as BSNL, NTPC, ECGC, UPPCL, REC etc. and several private companies.
3. Organized 3 International conferences, 8 National Conferences, 5 National level FDPs.

I certify the validity and reliability of the information furnished above.



Alok Kumar Rai

Varanasi