

Dr. ALOK KUMAR RAI

Professor in Management

Faculty of Management Studies

Banaras Hindu University, Varanasi - 221005

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

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

Residence : N 6/2 B-7, Indira Nagar Colony, Chitapur, Varanasi-221005

Phone No. : +91 9415684935, +91 7355408515, 0542-6701221 (Direct)

E-mail : alok.fmsbhu@gmail.com/alokrai@fmsbhu.ac.in

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

I. TEACHING:

- Teaching Papers of Marketing Management, Customer Relationship Management and Entrepreneurship Development to the classes of Ph. D. , MBA and MBA (International Business).
- Examiner for Ph.D. theses and for different management programs including Ph.D. Course work exam, MBA, MBA (IB), PGDM etc. for different universities (India and Abroad).
- Expert examiner for theory and practical exams of different competitive exams for central/state governments and leading private institutions.

II. ACADEMIC ADMINISTRATION:

- Member, Executive Council, "Vikram University", Ujjain, Madhya Pradesh.
- Visitor nominee for selections of faculty and statutory positions in "Central University of Punjab".
- 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 UP Technical University, Lucknow, National Institute of Technology Kurukshetra, National Institute of Food Technology and Entrepreneurship Management Sonapat, Faculty of Management Studies BHU, Faculty of Vocational Studies, MG Kashi Vidyapith to name a few.
- Coordinator of Post Graduate Diploma in Business Administration (PGDBA) Program of FMS, BHU.
- Member, Policy and planning committee, Faculty Council, Departmental Council and Departmental research committee of Faculty of Management Studies, BHU.
- Professor Incharge of Training Department of FMS, BHU.
- Professor Incharge of Library Committee of FMS BHU.

III. RESEARCH CONTRIBUTIONS:

- 5 IPR in the subject area of customer relationship management.
 - Credited with pioneering work of establishment of mathematical formulae for computation of constructs i.e. Customer Life Time Value and Customer Satisfaction in the area of customer relationship management.
 - 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 Learning.
 - 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:** Over 75 publications of books, research papers, book chapters and articles.
 - i) **Books:** 6 authored and 4 edited books, published from leading publication houses of India and abroad including McGraw Hills, Cengage Learning, PHI Learning, McMillan, Himalaya, Excel and others in the area of Customer Relationship Management, Customer Loyalty,

Customer Satisfaction, Business Ethics and Management education etc. 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 published by leading publishers of the world as Elsevier, Springer, Sage, Emerald, Inderscience, Westburn etc.

a. Published 18 articles in books, magazines and newspapers on literary and contemporary issues published from leading publishers of the country including “Outlook Magazine”, “Millennium Post”, “The Hindu Business Line”. “Governance Now”, “Firstpost.com”, “Panchjanya” etc.

b. Presented papers in 21 international and national conferences.

2. **Research Projects:** Completed 3 research projects funded by AICTE and UGC.

3. **Ph.D. Supervision:** Supervised/ Supervising 9 Doctoral Research students.

- Reviewer for 08 leading International and National Journals published by Elsevier, Sage, Inderscience etc.

IV. 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 Defence, 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.

4. Membership on various Professional bodies:

i) Association of Management Development Institutions in South Asia (AMDISA)

ii) CRM Academy of Asia

iii) ISOL Research Foundation