

Professor ALOK KUMAR RAI

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SUMMARY PROFILE:

Areas	Experience	Specialisation
Teaching	25 Years	Marketing Management, Customer Relationship Management, Entrepreneurship Development
Research	25 Years	Customer Relationship Modeling, Customer Loyalty Engineering, Service Quality Architecture, Customer Satisfaction Portfolio Design
Administration	10 Years	Governance and Policy Making of Higher Educational Institutions

TEACHING WORK:

- Taught courses 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, theory and practical examinations for different management programs including Ph.D. Course work exam, for various International and National universities and for different competitive exams for central/state governments and leading corporates.

RESEARCH WORK:

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.

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- Completed 3 Research projects funded by UGC and AICTE
- Supervised 8 doctoral theses which have been successfully awarded Ph.D. degree.
- Reviewer and Member, Editorial Advisory Committee for 08 leading International and National Journals published by Elsevier, Sage, Inderscience etc.
- 5 IPRs in the subject area of Customer Relationship Management.
- Credited with pioneering the establishment of mathematical formulae for computation of constructs i.e. Customer Life Time Value and Customer Satisfaction in the area of relationship management research.
- Credited with development of concepts and models in the area of Customer Loyalty.
- 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.
- 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.

PUBLICATIONS:

- Authored 06 books published from Cengage, PHI, McGraw Hills etc.
- Edited 05 books published by Cengage, MacMillan, Himalaya, Excel etc.
- Published over 60 research papers in web of science/Scopus/ABDC/UGC Care /Peer reviewed journals.
- Published over 10 book chapters in edited books published by leading publishers.
- Published over 25 articles and popular writings on contemporary issues in leading publications such as Outlook, The Hindu Business line, The Times of India, Firstpost, Governance Now, Millenium Post, Dainik Jagran etc.

ACADEMIC ADMINISTRATION:

- Vice- Chancellor (Second Term) of University of Lucknow, Lucknow from 30 December 2019- till date.
- Vice-Chancellor (Additional Charge) of Sampurnanand Sanskrit Vishwavidyalaya,

Varanasi from 23 May, 2021 to 09 June, 2021

- Vice-Chancellor (Additional Incharge) of Dr. B R Ambedkar University, Agra from 06 July, 2021 to 27 January 2022
- Vice-Chancellor (Additional Charge) of Khwaja Moinuddin Chishti Language University from 25 January 2022 to 30 April 2022
- Vice-Chancellor (Additional Charge) of Dr APJ Abdul Kalam Technical University in Lucknow from 05 February, 2023 to 16 May 2023
- Member, High Level Committee to commemorate 125th Birth Anniversary of Dr. Hare Krushna Mahtab chaired by Hon'ble Home Minister
- Member, General Council of NCERT from 2024 to 2027
- UGC Nominee, National Apprenticeship Training Scheme, Board of Apprenticeship Training (Northern Region) from 2025 to 2028
- Chancellor's Nominee, University Council, University of Jammu from 2024- 2027 Member, Senate of University of Kashmir till April 2028
- Member of Academic Council at MMMUT Gorakhpur since 2021
- Member of General Council (GC) National Assessment and Accreditation Council (NAAC), Bengaluru since 01 July, 2020 for 2 years.
- Chairman, Central Zone NEP Implementation Committee constituted by UGC Chairperson of UP State Ranking Development Committee constituted by Govt. of UP Chairman, Committee for Formulation of model Institutional Development Plan (IDP) by Govt. of Uttar Pradesh
- Chairman, Committee to propose Examination/ Verification and Recommendation in equivalence of degrees by government of Uttar Pradesh.
- Chairman, Steering Committee to organize Sustainable Development Conclave in the State of Uttar Pradesh and preparation of Sustainable Development Report (second edition) by Govt. of Uttar Pradesh
- Chairman, Committee to draft guidelines of NEP 2020 (multiple entry and exit in Academic Programs offered in HEIs) and guidelines for curriculum and credit framework for Under Graduate Courses by Govt. of Uttar Pradesh
- Chairman, Committee to draft Online Course Mapping and Credit Transfer policy as per the National Education Policy 2020 guidelines by Govt. of Uttar Pradesh Chairman, Committee to draft Framework for ranking HEIs in the state of Uttar Pradesh
- Chairman, Committee to draft Minimum Guidelines for Ph.D degree, 2022 in the state of

Uttar Pradesh on 24 February 2023 by Govt. of Uttar Pradesh

- 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.
- Chairman and Member of Board of Studies/faculty selection/curriculum development committees of several universities and management colleges of the country, including NIT Kurukshetra, MANIT, Bhopal, NIFTEM Sonapat, Sikkim University, MG Kashi Vidyapith to name a few.

Achievements of University of Lucknow during the tenure as Vice Chancellor:

- The University was accredited with NAAC A++ Grade in 2022 with 3.55 CGPA during the first term as Vice- Chancellor.
- The University was accorded UGC Category 1 Status.
- The University was the first to implement NEP 2020 guidelines in its curriculum across India.
- The University was ranked 97th across Indian Universities in the NIRF 2024 Rankings. The University was ranked 32nd among the State Universities of India in the NIRF 2024 Rankings.
- The Faculty of Law, University of Lucknow was ranked 23rd in the NIRF 2024 Rankings. The University was ranked 47 among the Universities in India in the Webometrics Ranking 2024 (July Edition).
- The University was ranked 29th rank in the All India EduRank 2024.
- The University was ranked 14th rank in the India Today MDRA 2024 rankings of public universities.
- The University launched its online learning portal- LUCODE- Lucknow University Centre of Distance Education to facilitate online and distance education.
- Geographical expansion of the University of Lucknow was accorded to grant affiliation to the colleges of Raebareli, Hardoi, Sitapur, Lakhimpur Khiri in 2021.
- The University was ranked among the 10% Institutions for International Value by Study Abroad Aide.
- The University became the 4th University of the North India to host the largest fraternity of international students.

- 42 MoUs signed from different international and national institutions.
- Established 4 new academic faculties, 3 new institutes and 13 departments and started 18 new programs in the University.
- Financials of the university was strengthened by over 85% without any fees hike.

AWARDS, HONOURS and MEMBERSHIPS:

- Honoured with the “Honorary Colonel Commandant” on 7th May 2025 by the Ministry of Defence, Government of India for contributions in promotion of NCC
- LMA Leadership Award conferred by Lucknow Management Association in 2021.
- U P Ratna Award conferred by Kushi Nagar Mahotsav Samiti in 2019.
- Member of Association of Management Development Institutions in South Asia (AMDISA)
- Member of CRM Academy of Asia.
- Member of ISOL Research Foundation.

EXTENSION ACTIVITIES:

- Delivered over 100 Keynotes, Presidential addresses, Invited lectures in FDPs, Conferences, Seminars and Workshops in different parts of the country in the areas of contemporary significance.
- 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.
- Organized 5 International conferences, 12 National Conferences, 5 National level FDPs.

Prof. Alok Kumar Rai