

**ALOK KUMAR RAI** MBA, Ph.D.

Professor in Management

Institute of Management Studies

Banaras Hindu University, Varanasi - 221005

**Teaching Area:** Marketing Management, Customer Relationship Management, Brand Management

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

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Mentioned below are the accomplishments and achievements obtained so far in the professional career.

**I. TEACHING:**

- Teaching Papers of Marketing Management, Customer Relationship Management and Brand Management to the classes of MBA and MBA (IB).
- Visiting faculty in different departments of BHU running management related programs.
- Examiner for Ph.D. theses and for different management programs including Ph.D. Course work exam, MBA, MBA (IB), MBA (AB), MABM, PGDM, BBA, BCA, M Com, B Com etc. for different universities and colleges.
- Expert examiner for theory and practical exams of different competitive exams for government and private institutions.

**II. ACADEMIC ADMINISTRATION:**

- Coordinator of Post Graduate Diploma in Business Administration (PGDBA) Program of IMS, BHU.
- Incharge of Summer Internship Program (SIP) of IMS, BHU.
- Incharge and member of various academic and administrative committees of the university and institute.
- Expert for assessment and accreditation for NAAC, expert for MHRD for different committees, expert chairman/members of committees for regular and technical universities.
- Member of Board of Studies/faculty selection/ curriculum development committees of several universities and management colleges of the country.

**III. RESEARCH CONTRIBUTION:** Prof Rai is credited with standardizing the curriculum content of “CUSTOMER RELATIONSHIP MANAGEMENT” all across the country by his best selling title

**“Customer Relationship Management: Concepts and Cases”** published by PHI. He is 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:**

- i) **Books:** 6 authored and 4 edited books, published from leading publication houses of India and abroad including McGraw Hills, PHI, McMillan, Himalaya, Excel, VDM and others. Established the course of Customer Relationship Management and Customer Loyalty in the country.
- ii) **Research papers/ articles:** Published over 60 papers and articles in leading journals of India and abroad published by leading publishers of the world as Elsevier, Springer, Emerald, Inderscience, Westburn, IGI etc.
  - a. Published 45 Research Papers in leading referred International/ national Journals published from North America, Europe, Australia and Asia and also from leading institutions of the country including IIMs.
  - b. Published 15 articles in books, magazines and newspapers published from leading publishers of the country.
  - c. 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 6 Doctoral Research students (3 awarded and 3 ongoing).

**IV.EXTENSION ENGAGEMENTS:**

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 NTPC, ECGC, UPPCL, REC etc. and several private companies.
3. Organized 3 International conferences, 8 National Conferences, 5 National level FDPs.

**(ALOK KUMAR RAI)**