

ALOK KUMAR RAI

MBA, PhD

Professor in Management

Faculty of Management Studies,

Banaras Hindu University, Varanasi

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

Research Area: *Customer Relationship Modeling, Customer Loyalty Engineering, Service Quality*

Architecture, Customer Satisfaction Portfolio

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Dr Alok Kumar Rai is a self-motivated professional constantly in pursuit of enriching management education through superior teaching, high quality research publications and strives for making the research output meaningful and contributing towards making businesses sustainable. He 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. His researches in the area of Customer Relationship Management, Customer Satisfaction, Customer Loyalty and Service Quality are widely cited in marketing literature.

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

PRESENT POSITION:

Professor in Faculty of Management Studies, Banaras Hindu University, Varanasi.

- ◆ Teaching Papers of Marketing Management, Customer Relationship Management and Brand Management to the classes of Ph. D., MBA and MBA (IB).
- ◆ Involved extensively in research and extension activities.
- ◆ Coordinator of Post Graduate Diploma in Business Administration (PGDBA) Program of FMS BHU.
- ◆ Visiting faculty in different departments of BHU running management related programs.
- ◆ Incharge of Summer Internship Program (SIP) of FMS BHU
- ◆ Incharge and member of various academic and administrative committees of BHU.
- ◆ Expert for course affiliation, enquiry and several other committees of different universities
- ◆ Member of Board of Studies of several universities and management colleges.
- ◆ Trainer and consultant for government departments as Ministry of Defense, Dept. of Post and Telegraph, Central School Board etc., leading public sector cos. as NTPC, ECGC, UPPCL, REC etc. and several private companies.
- ◆ Member of faculty selection committee to different universities and management colleges.
- ◆ Member of course structure and syllabus design committees of several universities and management institutes.

I. RESEARCH & EXTENSION

ACADEMIC ACHIEVEMENTS:

1. **BOOKS:** 6 authored and 4 edited books published from leading publishers of India and abroad:

A. *Authored:*

- i) **"Customer Loyalty: Concept, Context and Character"** published by *McGraw Hill Education, New Delhi*, co-authored with Srivastava Medha. This is a pioneer work in the area.
- ii) **"Customer Relationship Management: Concepts and Cases"** (Second Revised and Enlarged edition) published by *PHI Learning Private Ltd, New Delhi*, 2013. This best selling title has standardized the subject of Customer Relationship Management in the country is the most recommended title on the subject and is also quite popular in several countries.
- iii) **"Customer Satisfaction in Banking Industry: A Strategic Perspective"**, published by *Global Publishing House, Guwahati*, 2012, co-authored with Pareek V.
- iv) **"Quality of Teaching in Management Education"** published by *Global Publishing House, Guwahati*, 2012, co-authored with Srivastava Medha and Yadav Manish K.
- v) **"Marketing Practices of Banarasi Silk Industry: Issues and Strategies"** published by *VDM Publishing Ltd, Germany*, 2010
- vi) **"Customer Relationship Management: Concepts and Cases"** published by *PHI Learning Private Ltd, New Delhi*, 2008.

B. *Edited:*

- i) **“Exploring Customer Dynamics: A Relationship and Behavioral Perspectives”**, Published by *Himalaya Publishing Ltd*, Mumbai, co-edited with Rai Usha Kiran and Singh S K, 2012.
- ii) **“Emerging Marketing Paradigms”**, published by *Excel India Publishers*, co-edited with Rai UshaKiran and Singh S K, 2012.
- iii) **“Integrated Marketing Communication: A Research Agenda”**, published by *Global Publishing House*, Hyderabad, co-edited with Rai UshaKiran, Singh S K and Singh Anurag, 2012.
- iv) **“Women Entrepreneurship Development: Issues and Perspectives”** published by *Macmillan Publishers India Ltd*, New Delhi, co-edited with Rai UshaKiran, 2010.

2. **RESEARCH PUBLICATIONS:** 42 research papers in reputed international and national journals and 11 research based articles as chapters in edited books published from leading publishers:

A. **Research Papers in Refereed International Journals:**

- 1. Paper titled **“Customer Loyalty in Indian Aviation Industry: An Empirical Examination”**, published in *Asia Pacific Journal of Business and Management*, a publication of UUNZ Institute of Business, New Zealand, Vol – 5 No. 1, 2014.
- 2. Paper titled **“Exploring the Three Path Mediation Model: A Study of Customer Perceived Value, Customer Satisfaction, Service Quality & Behavioral Intentions”**, is under publication in *International Journal of Customer Relationship Management and Marketing*, a publication of IGI Publishers, USA, 2014.

3. Paper titled **“An Impact Study of Teacher’s Motivation on Students’ Satisfaction in Management Institution”** published in *International Journal of Education Economics and Development*, a publication of Inderscience Publishers, Switzerland in Vol – 4 Issue 4, 2013.
4. Paper titled **“Investigating the Mediating Effect of Customer Satisfaction in the Service Quality – Customer Loyalty Relationship”** published in *International Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, a publication of Illinois State University, USA, Vol – 26, 2013.
5. Paper titled **“Investigating Distribution Practices of Banarasi Silk Industry: An Empirical Study”** is under publication in *International Journal of Indian Culture and Business Management*, a publication of Inderscience Publishers, Switzerland.
6. Paper titled **“An Investigation of Mediating and Moderating Variables in Service Quality – Customer Loyalty Relationship: A Research Agenda”** published in *International Journal of Customer Relationship Marketing and Management*, a publication of IGI Publishers, USA in Vol- 4 Issue 3, 2013.
7. Paper titled **“The Antecedents of Customer Loyalty: An Empirical Investigation In Life Insurance Context”** published in *Journal of Competitiveness*, a publication of Tomas Bata University, Zlin, Czech Republic in Vol- 5 Issue 2, 2013.
8. Paper titled **“Evidences On Customer Loyalty Relationships: An Appraisal”** is under publication in *The Marketing Review*, a publication of Westburn Publishers, Scotland, UK, Vol – 15 No. 1, February 2015.
9. Paper titled **“Exploring Faculty Student Relationship In Private Management Institutions”** accepted for publication in *Academy of Taiwan Business Management Review*, a publication of Taiwan Institute of Business Administration, Taichung City, Taiwan.

10. Paper titled **“Disaster Management: A Case of Sankat Mochan Temple Blast of Varanasi”**, published in *Serbian Journal of Management*, a publication of Technical Faculty in Bor, University of Belgrade, Serbia in Dec., 2008.
11. Paper titled **“Electronic Customer Relationship Management: A Tool for sustained Success in Services Organisations”**, published in *Asian Journal of Technology and Management Research*.

B. Research Papers in Refereed Indian Journals:

12. Paper titled **“An Investigation into Service Quality – Customer Loyalty Relationship: The Moderating Influences”** published in *Decision*, a journal of Indian Institute of Management, Calcutta, Vol– 41 Issue 1, March 2014.
13. Paper titled **“Inter-Scale Assessment & Comparison of Customer Loyalty in Banking Industry: An Empirical Study”**, published in *Metamorphosis* of Indian Institute of Management, Lucknow, Vol. 12 Issue: 2, July - December 2014.
14. Paper titled **“Assessing Customers Satisfaction through Customer Satisfaction Portfolio”** published in *IMT Case Journal*, a journal of Institute of Management Technology, Nagpur, Vol. 4, No. 2, Jan. – Jun. 2014.
15. Paper titled **“Service Quality Gaps Banking Industry: A Comparative Study”**, published in *Parikalpana: KIIT Journal of Management*, Vol-10 (I), 2014.
16. Paper titled **“Intellectual Infrastructure in Private Management Institutions: A Stock Taking”** published in *SRM-IMT Journal of Business and Management Research* of Department of Management Studies, SRM University, Modinagar, Vol- 2 Issue 1, Jul. – Dec. 2013.
17. Paper titled **“Assessing Customer Satisfaction Parameters through Customer Satisfaction Portfolio: An Attribute Based Study”** published in *ITM nAch Journal* of ITM, Chennai, Apr. 2014.

18. Paper titled **“Exploring Dependent Relationship of Teachers’ Motivation on Quality of Teaching”** published in *Drishtikon: A Management Journal*, a journal of Symbiosis Centre for Management & Human Resource Development, Pune, Vol- 4 Issue 2, Mar. – Sept. 2013.
19. Paper titled **“Customer Loyalty Attributes: A Perspective”** published in *NMIMS Management Review*, a journal of School of Business Management, Narsee Monjee Institute of Management Studies, Mumbai in Vol- XXII Issue Oct – Nov., 2012.
20. Paper titled **“An Investigation into Issues Confronting Rural Women Entrepreneurship”** published in *IUP Journal of Entrepreneurship Development*, a journal of IUP Publications, Hyderabad, Vol- X Issue 2, 2013.
21. Paper titled **“Customer Loyalty & Its Upshots: A Stocktaking of Literature”** published in *Samiksha*, a journal of United Institute of Management, Allahabad in Jul-Dec 2012, Vol- 3 Issue 2, 2012.
22. Paper titled **“An Assessment of Service Quality of Indian Bank”** published in *Aatmabodh*, a journal of RSMT, Varanasi, Vol-IX Issue2, December 2012.
23. Paper titled **“The Impact Of Building Customer Loyalty On Sustained Organizational Growth- A Critical Evaluation Of Indian Micro, Small And Medium Enterprises”** published in *International Journal of Global Management*, a journal of VNS Institute of Management, Bhopal, Vol-2 Issue 1, 2012.
24. Paper titled **“Service Quality Assessment of Rural Banks-A Study of Select Banks of Varanasi”** published in *LBS Journal of Management & Research* Vol. IX No.1 & 2, January –December, 2011.
25. Paper titled **“Internal Customer Satisfaction in Micro, Small and Medium Enterprises: An Empirical Study”**, published in *Adhyayan*, a journal of School of Management Sciences, Lucknow in Vol-1, Issue 2, Jul-Dec. 2011.
26. Paper titled **“Evaluating Customer Orientation through Customer Satisfaction Assessment: A Study of Rural Banking Initiatives in Varanasi”** published in *BHU Management Review*, a journal of Faculty of Management Studies, BHU, in Vol-2 No. 1, Dec. 2011.

27. Paper titled **"Business Development And Cause Related Marketing: An Empirical Study"** published in *Journal of Marketing Vistas*, a journal of Institute of Public Enterprise, Hyderabad in Vol-1, Issue1, Jul-Dec. 2011.
28. Paper titled **"A Holistic Approach to Customer Satisfaction in Services: The Literature Perspective"** published in *ITM Nach*, a journal of Institute of Technology and Management, Chennai in Vol-5 Issue 3, Dec. 2011.
29. Paper titled **"Management Education: Quality Paradigm"** published in '*Pragya*' a journal of Banaras Hindu University, Vol VXIII, Issue Jul-Dec., 2011.
30. Paper titled **"Service Quality Gap Analysis in Indian Banks: An Empirical Study"** published in *Paradigm*, a journal of Institute of Management and Technology (IMT) Ghaziabad, Vol XIII, Issue Jul-Dec., 2009.
31. Paper titled **"Effectiveness of Mergers and Acquisitions in Banking Industry: A Study of HDFC Bank-Times Bank Merger"**, published in *Management Trends* a journal of Saurashtra University, in March-Sept. 2009.
32. Paper titled **"Marketing of Banarasi Silk Product Industry: Issues and Challenges"** published in *Atmabodh*, a journal of Rajarshi School of Management Technology, Varanasi, in Sept. 2009
33. Paper titled **"Retail Banking: The Paradigm Shift"** published in *Indian Retail Review*, a journal of BIMTECH in May 2008.
34. Paper titled **"Customer Relationship Management for Competitive Advantage: A Study of Indian Banking Industry"** published in *Journal of Management*, a journal of NIET, NOIDA in Oct. 2009.
35. Paper titled **"Leadership through Customer Service: The ICICI Bank Way"**, published in *GROWTH*, a journal of Management Training Institute, Steel Authority of India Limited, Ranchi in 2008.
36. Paper titled **"India Outperforming China: Mirage or Reality?"** published in *Abhigyan*, a journal of Fore School of Management, New Delhi in Vol- XXIV No. 1, Apr.-Jun. 2006.

37. Paper titled **"International Benchmarking of Prices: A New Pricing Mantra of Industrial Marketing"** published in *Indian Journal of Marketing*, a journal of Associated Management Consultants, New Delhi in Vol- XXXV, No. 11, Nov. 2005.
38. Paper titled **"Strategic Marketing for Indian Public Sector Banks in Globalised Economy"** published in *Journal of Service Marketing*, a journal of ICFAI University, Hyderabad in Vol. III No. 1, Mar. 2005.
39. Paper titled **"Customer Relationship Management Practices of State Bank of India: A Customer Perspective"** published in *Journal of Professional Research*, a journal of New Delhi Institute of Management, New Delhi in Vol – III No. 1, Jan.- Jun. 2005.
40. Paper titled **"Internet Enabled CRM: Status and Scope"** published in *Contemporary Management*, a journal of Lal Bahadur Shastri Institute of Management and Development Studies, Lucknow in Vol- 04 No. 1, Jan. – Jun. 2005.
41. Paper titled **"Future of Indian Banking Industry"** published in *Atmabodh*, a journal of Rajarshi School of Management and Technology, Varanasi in Vol- II, No. 2, Spring 2005.
42. Paper titled **"e-CRM in Banking Industry: A Tool for Competitive Advantage"** published in *Management Stream*, a journal of Ishan Institute of Management and Technology, Greater Noida.

C. Chapters in Edited Book:

1. Chapter titled **"Substance of Customer Loyalty: An Appraisal"**, in *'Exploring Customer Dynamics: A Relationship and Behavioural Approach'*, (eds. Rai Alok K, Rai Usha K, Singh S K), published by Himalaya Publishing House, 2012.
2. Chapter titled **"Differentiation through Customer Loyalty: A Case of Indian Insurance Industry"**, in *'Emerging Marketing Paradigms'* (eds. Rai Usha K, Rai Alok K, Singh S K), published by Excel India Publishers, 2012.

3. Chapter titled **"An Empirical Assessment of Service Quality in Apparel Retail"**, in *'Exploring Customer Dynamics: A Relationship and Behavioural Approach'*, (eds. Rai Alok K, Rai Usha K, Singh S K), published by Himalaya Publishing House, 2012.
4. Chapter titled **"Enhancing Enterprise Competitiveness through Customer Relationship Management: A Model for Services Companies"**, in *'Global Competition and Competitiveness of Indian Corporates'*(ed. Singh Shailendra), published by Macmillan Publishers India Ltd., New Delhi, 2012
5. Chapter titled **"Building Relationship with Employees: An Employee Relationship Management Model"** in *'Managing Innovation in Business and Technology'*, (ed. Gautam Amit) published by Excel Books, New Delhi, 2011.
6. Chapter titled **"Women Entrepreneurship in Sustainable Development: Role Analysis and Potential Opportunities Assessment"**, in *'Women Entrepreneurship Development: Issues and Perspectives'* (eds. Rai U K, Rai A K) published by Macmillan Publishers India Ltd, New Delhi, 2010.
7. Chapter titled **"Employee Relationship Management for Successful Customer Relationship Management"** published in *'Global Competition and Brand Promotion'*, (ed. Dubey J) published by Excel Books, New Delhi, 2008.
8. Chapter titled **"Marketing of Public Sector Banks"** in *'Marketing of Banks'*, (ed. Gurumurthy G) published by ICFAI University Press, Hyderabad, 2006.
9. Chapter titled, **"Cashing in On Customers: The Relationship Management Way"** in *'Managing Global Opportunities: Challenges, Opportunities and Strategies'* (eds. Agrawal, Gupta, Yadav), published by AIMS International 2006, 2007.
10. Chapter titled **"Making of Women Managers in India: Issues and Challenges"**, in *'Women in Management: Potentials, Problems and Prospects'* (ed. Rai UshaKiran), published by Ministry of Small Scale Industry, Govt. of India and Centre of Women Studies, Banaras Hindu University, 2005.

11. Chapter titled **"Public Sector Banks in Globalised Economy"**, in *'Strategic Marketing in Global Era'* (eds. Kumar M, Mishra M), published by Excel Books, New Delhi, 2003.

3. **CONFERENCES / SEMINARS / WORKSHOPS PRESENTATIONS:**

1. Participated and Presented paper ***"Customer Loyalty in Indian Banking Industry: An Inter-Scale Empirical Evaluation"*** in the **International Seminar on "India Becoming World Leader By 2020: Needs & Strategies – A Management Perspective (IBWL – 2014)"** organized by Faculty of Management Studies, VNS Group of Institutions, Bhopal on 9th & 10th January, 2014.
2. Participated and Presented paper ***"Investigating Mediating Role of Customer Satisfaction in Service Quality & Customer Loyalty Relationship"*** in the **International Seminar on "India Becoming World Leader By 2020: Needs & Strategies – A Management Perspective (IBWL – 2014)"** organized by Faculty of Management Studies, VNS Group of Institutions, Bhopal on 9th & 10th January, 2014.
3. Participated and Presented paper ***"The Consequences Of Customer Loyalty: An Empirical Examination And Evaluation"*** in the **International Conference on "Research in Marketing (ICRM 2013)"** organized by Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, School of Marketing, Curtin University, Australia & XLRI Business School, Jamshedpur on 21st & 22nd December, 2013.
4. Participated in the **National Conference on "Insurance Industry in India: Agenda for Future"** organized jointly by the Faculty of Commerce, Banaras Hindu University, BHU and Varanasi Insurance Institute, Varanasi on April 16-17, 2011 and presented paper as Co-Chairman in a technical session.
5. Participated and Presented paper ***"Assessing Customers Satisfaction through Customer Satisfaction Portfolio"*** in the **International Conference "Competition**

- and Competitiveness in Global Corporate Sector"** organized by Srushti Academy of Management, Bhubaneswar during 18-19th Nov 2011.
6. Participated and Presented paper *"Service Quality Assessment in Indian Public Sector Banks"* in the *International Conference "Competition and Competitiveness in Global Corporate Sector"* organized by Srushti Academy of Management, Bhubaneswar during 18-19th Nov 2011.
 7. Participated and Presented paper titled *"Quality of Teaching in Private Management Institutions: An Investigation of Teachers' Motivation on Teaching Quality Delivery"*, in the *International Conference "Globalising Management Education"* organized jointly by ITS Institute of Management, Greater NOIDA and Institute of Public Enterprise, Hyderabad during 5-6th Feb 2011.
 8. Participated and Presented paper *"Impediments to Rural Women Entrepreneurial Endeavour- An Evaluation"* in the *International Conference "Managing Sustainable Development of Rural Economy and Agribusiness"* organized by Banaras Hindu University during 21st -23rd Jan. 2011.
 9. Participated and Presented paper *"An Investigation of Customer Satisfaction as Imperative of Rural Marketing Success"* in the *International Conference "Managing Sustainable Development of Rural Economy and Agribusiness"* organized by Banaras Hindu University during 21st -23rd Jan 2011.
 10. Participated and Presented paper *"Customer Satisfaction in Regional Rural Banks: A Stocktaking"* in the *International Conference "Managing Sustainable Development of Rural Economy and Agribusiness"* organized by Banaras Hindu University during 21st -23rd Jan. 2011.
 11. Participated and Presented paper *"Women Entrepreneurship in Sustainable Development: Role Analysis and Potential Opportunities Assessment"* in the *National Conference "Women Entrepreneurship in India"* organized by Faculty of Management Studies, BHU during 22-23rd Nov. 2010.
 12. Participated and Presented paper *"Evaluating Customer Satisfaction: A Study of Organised Retail in Varanasi"* in the *National Conference "Recent*

- Developments in Management and Information Technology: Prospects and Perspectives”** organized by School of Management Sciences, Varanasi during 29 – 31st Jan. 2010.
13. Participated and Presented paper *“Customer Relationship Management: Research Perspectives”* in the **National Conference “Recent Developments in Management and Information Technology: Prospects and Perspectives”** organized by School of Management Sciences, Varanasi during 29 – 31st Jan. 2010.
 14. Participated and Presented paper *“Quality in Management Education: An Imperative”* in the **International Seminar “Higher Education: Global Vision and Local Perspective”** organized by Banaras Hindu University during 25th -27th Dec 2009
 15. Participated and Presented paper *“Bhasha: Bazaar aur Rajniti” (Language: Market and Politics)* in the **National Conference organized by Sri Ramanand Saraswati Pustakalaya, Azamgarh** during 14th -15th Dec. 2009.
 16. Participated and Presented Paper titled *“Enhancing Enterprise Value through Customer Relationship Management: A Benchmark Model for Service Companies”*, in the **National Conference organized by IIM Lucknow in collaboration with IIM Kozhikode** from 29-31 May 2008.
 17. Participated and Presented Paper titled *“Employee Relationship Management for Successful Customer Relationship Management”* in **International Conference held in Institute of Public Enterprises, Hyderabad** in Sept. 2008.
 18. Participated and Presented paper titled *“Making of Women Managers in India: Issues and Challenges”* in the **National Seminar organized by Center for Women Development and Studies, BHU** in Oct. 2005.
 19. Participated and Presented Paper *“Public sector Banks in Globalised Economy”*, in **NICOM 2003, International Conference on “Strategic Marketing in the Global Economy”**, organized by Nirma Institute of Management.
 20. Participated and Presented Paper *“Paradigm Shift from Strategic Marketing to Mass Marketing through Strategic Pricing”*, in **International Conference on**

Integrating World Markets through Technology and Beyond” organized by School of Management Studies, MNNIT, Allahabad.

21. Participated and Presented Paper **“Internet Enabled CRM: Status and Scope”**, in the National Conference **“New Challenges in Changing Business Environment”** organized by United Institute of Management, Allahabad.

4. FUNDED RESEARCH PROJECTS:

1. Completed Major Research Project as Principal Investigator of the Project titled **“Strategic Marketing for Silk Products in Globalised Economy: A Study of Banarasi Silk Product Industry”**, funded by *University Grants Commission, New Delhi*.
2. Completed Major Research Project as Principal Investigator of the Project titled **“Teaching Quality Assessment in Self Finance Management Institution: A Study of Uttar Pradesh”** funded by *AICTE*.
3. Working on Research Project **“A Study of Impact of Employee Satisfaction on Customer Satisfaction in Banking Industry”** funded by *University Grants Commission, New Delhi*.

5. FACULTY DEVELOPMENT PROGRAMS ATTENDED:

1. Attended two weeks faculty development program on **“Research Methods in Business Management”** organized by *NITIE, Mumbai* in April-May, 2009.
2. Attended 12 days **Faculty Development Program on Entrepreneurship** organized by *Entrepreneurship Development Institute (EDI), Ahmadabad* from 19th –30th Dec. 2005.
3. Attended AICTE sponsored **Quality Improvement Program (QIP)** of 5 days each in *Faculty of Management Studies, Banaras Hindu University*:

- a. “Creating Performing Culture through Team Building” in FMS; BHU during Feb. 2003.
- b. “Financial Institutions and Instruments in the Emerging Environment”, in FMS-BHU during Mar. 2003.
- c. “Contours of Customer Relationship Management in Service Sector”, during FMS-BHU in Feb. 2004.
- d. “New Paradigms in Managing Human Resources”, in FMS-BHU during Mar. 2004.

6. DELIVERED INVITED TALK:

1. Invited Speaker to:
 - i) Several Seminars and Conferences both international and national organized in different parts of the country,
 - ii) Academic Staff Colleges,
 - iii) National level Faculty Development Program for Entrepreneurship Development sponsored by DST, New Delhi.
 - iv) Quality Improvement Program sponsored by AICTE, New Delhi.
 - v) GyanVani, All India Radio, Varanasi.
2. Visiting Faculty in Dept. of Journalism and Mass Communication, Banaras Hindu University
3. Visiting Faculty for the program “Master of Agri Business Management”, Dept. of Agricultural Economics, Institute of Agricultural Economics, Banaras Hindu University
4. Guest Faculty for Open Learning Program, Entrepreneurship Development Cell, IT-BHU.
5. Visiting Faculty for MBA program of ICFAI University, Varanasi
6. Guest Faculty for IGNOU Varanasi Study Center.

7. Guest Faculty for BIT, Varanasi.
8. Guest Faculty for Agri Business and Agri Clinic Center, Varanasi.

7. MAJOR CONSULTANCY ASSIGNMENTS:

1. Provided consultancy for Cantonment Board Varanasi on Commercialization of Hospital and introduced Vehicle entry fees model for revenue generation.
2. Brand Building for New Life Rotunda hospital in Varanasi.
3. Small Business Management Consultancy for Agri Business Center, Varanasi
4. Designing Relationship Marketing Program and Consultancy for 'PIONEER', National English Daily.
5. Designing entire marketing campaign for Swami Enterprises, a leading Hosiery manufacturer of northern India.
6. Relationship Marketing Consultancy for Kashi Advertising Services, Varanasi.

8. MAJOR TRAINING ASSIGNMENTS:

1. Customer Relationship Management training for ECGC.
2. Communication Training of Executives at NTPC Vindhya Nagar.
3. Customer Relationship Management for Assistant Engineers of Uttar Pradesh Rajya Vidyut Utpadan Nigam, Anpara.
4. Customer Relationship Management Training to post masters of Indian Postal Department.
5. Communication Training for Principals of Central Schools.
6. Training for entrepreneur under Entrepreneurship Development Program conducted by Industry Institute Partnership Cell, IT BHU.
7. Training for Institute of Chartered Accountants of India, Varanasi.

8. Training for Agri-Clinic Centers; A Ministry of Agriculture, Government of India Training program for Entrepreneurship promotion.
9. Training programs for ICFAI University Executive training programs.

9. DOCTORAL RESEARCH SUPERVISION:

1. Supervised doctoral research on the topic "Relational Impact Study of Employee Satisfaction on Customer Satisfaction in Banking Industry", degree awarded.
2. Supervised doctoral research on the topic "Customer Loyalty in Life Insurance Industry: A Study", degree awarded.
3. Supervising doctoral research on the topic "Service Quality Assessment in Indian Banking Industry"
4. Supervising doctoral research on the topic "Organised Retailing: A Study on Customer Satisfaction in Branded Luggage Industry".
5. Supervising doctoral research on the topic "A Study of Quality of Management Education in Indian Universities".

II. SERVICE

1. PROFESSIONAL SERVICE:

- .i) Chairman/ Expert Member for inspection committees for technical university affiliations.
- .ii) Member of various faculty selection committees of different universities and management colleges.
- ii) 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.

- iii) Member of Course structure and syllabus design committees for several universities and management institutes.
- iv) Expert examiner for theory and practical exams of different competitive exams of government and private institutions.

2. **ADMINISTRATIVE SERVICE:**

- i) Coordinator of Post Graduate Diploma in Business Administration in FMS BHU.
- ii) Member of Board of studies of Gautam Budh Technical University, Lucknow, Mahamaya Technical University, NOIDA, Central University of Himachal Pradesh, Dharmshala, IEC University, Himachal Pradesh etc.
- iii) Member, Central Purchase Committee, BHU.
- iv) Member, Automation Committee of BHU.
- v) Member, Alumni Cell of BHU.
- vi) Member, Publicity and Media Committee of BHU.
- vii) Member of Technical Advisory committee of TBI, IIT, BHU.

3. **ORGANISATIONAL SERVICE:**

- i) Organised two days **International Conference on “Marketing Paradigms in Emerging Economies”** in Faculty of Management Studies, Banaras Hindu University, Varanasi as organizing Secretary on 4th-5th Dec. 2012.
- ii) Organised three days **International Conference on “Managing sustainable Development of Rural Economy and Agri Business”** in Banaras Hindu University as Organising Secretary during 21st-23rd Jan. 2011.
- iii) Organised two days National Conference on **“Women Entrepreneurship in India”** in by Faculty of Management Studies, Banaras Hindu University as Organizing Secretary on 22nd – 23rd Nov. 2010.

- iv) Organised one day National Seminar on **“Quality of Teaching in Self Finance Management Institutions”** sponsored by AICTE in Banaras Hindu University as Convener on 31st Oct. 2009.
- v) Organised one day Executive Development Program on the topic **“CRM in Financial Sector”** in FMS BHU as Organising Secretary during Feb. 2008.
- vi) Organised 6 days AICTE sponsored Quality Improvement Program on the topic **“Entrepreneurship Development: Issues and Challenges”** in FMS BHU during Jan. 2009.
- vii) Organised 6 days AICTE sponsored Quality Improvement Program on the topic **“Contemporary Issues in Supply Chain and Quality Management”** in FMS BHU during Nov. 2007.
- viii) Organized Workshop titled **“Paradigm Shift in Indian Banking Industry”** in Rajarshi School of Management and Technology, Varanasi as Organising Secretary during Oct. 2005.

III. EDUCATION

Academic career with throughout first class distinction.

- ♦ **Ph. D :** Thesis Title: **“A Study of Customer Relationship Management in Banking Industry”**
VBS Purvanchal University, Jaunpur
- ♦ **M.B.A.:** Marketing Specialization
Faculty of Management Studies, Banaras Hindu University, Varanasi
- ♦ **B.Sc. :** Physics, Math, Chemistry
University of Allahabad, Allahabad

IV. PERSONAL PARTICULARS

◆ Father's Name	:	Shri Tarkeshwar Narain Rai
◆ Mother's Name	:	Smt. Rajeshwari Rai
◆ Date of Birth	:	20-01-1976
◆ Sex	:	Male
◆ Marital Status	:	Married
◆ Languages known	:	English, Hindi, Gurumukhi.
◆ Hobbies	:	Reading and writing short Hindi poetries

(ALOK KUMAR RAI)