

PROF ALOK KUMAR (Founding Dean-FMS, GNS University, Rohtas)

Prof. Alok Kumar has a Doctorate degree from the prestigious Indian Institute of Technology (Indian School of Mines-Dhanbad) in the area of Advertising (Appeals) from the Department of Management Studies. He brings with himself a prosperous academic experience of two decades where apart from teaching (mainly subjects like Strategy, Advertising, Management Principles, HRM etc), his contributions in other academic and administrative endeavours are well recognized across the Management Education Canvas. He has handled many responsibilities with great success-prominent being Head of the IQAC and Coordinator for NAAC, has been Dean (Research & Development), has edited a reputed indexed International Journal for fourteen long years, has been a nominated member on the Board of Studies of few Institutions of status in the country, is known as a seasoned trainer for both academia (including UGC HRD Centre) and the Corporate sector (worth mentions like Hindalco Industries, Northern Coalfields Ltd., Union Bank of India, UP Tourism, All India Carpet Manufacturers' Association, MSME Development Institute, Banaras Hindu University, MG Kashi Vidyapith, Sampurnanand Sanskrit Vishwavidyalaya etc), has 27 publications to his credit across different journals and topical books, is an avid reader and hence, has special affinity towards managing library affairs, to name a few. His pioneering work on Political Advertising made him appear at NDTV India in 2014. He has received most of his education in the spiritual capital of India-Banaras. His first post graduation is in Physics (Electronics) from BHU. Subsequent PG degrees include Masters in Mass Communication & Journalism, Personnel Management and Industrial Relations besides PGDBM from EMPI Business School, New Delhi (where he was the top ranker in Marketing stream) and M. Phil. in HR stream. He is an ardent follower of systematism in his daily life and loves nature, thereby participating and writing in ecological and environmental issues. Prior to joining Gopal Narayan Singh University (Founding Dean - Faculty of Management Studies), he has served for eighteen long years at School of Management Sciences-Varanasi after launching his academic career there.