



**Prof Alok Kumar,
Ex Dean and Director, Faculty of Management Studies, GNS University,
Rohtas**

Prof Alok Kumar, Ex Dean and Director, Faculty of Management Studies, GNS University, Rohtas brings with him an expertise on subjects like Advertising, Mass Communication, General Management and Strategic Management. Lately, he has also developed interest in researching Environmental, Energy and Disaster Management issues. His Doctoral thesis on 'Advertising Appeals' from the prestigious Indian Institute of Technology (Indian School of Mines) - Dhanbad is a pioneering work in this field in India. He has to his credit five other PG qualifications. He has convened more than a dozen Seminars/Workshops/FDP in SMS and attended more than 20 National / International Conferences & Seminars outside SMS. He has been invited as Resource Person at few National / International Conferences. He has conducted over 40 MDPs for bodies like MSME, NCL-Singrauli, UP Tourism, UBI (all Govt. bodies), Hindalco Industries Ltd., All India Carpet Manufacturers Association etc. He has attended 13 FDPs / QIPs and 5 workshops across India. He is also the founder editor of the pioneer SMS International Journal 'Management Insight' since 2004. He has to his credit 13 papers in Journals & Books and 19 paper presentations in Conferences. He is also discharging his duties as the Dean (R&D), Chairperson – Accreditation, Coordinator-IQAC/NIRF/AISHE, Guest Lectures (Academia), faculty Development Programmes and SMS Central Library. The Vice Chancellor of Dr APJ Abdul Kalam Technical University, Lucknow has appointed him as a member in Board of Studies (MBA) for three years. His articles/researches/interviews have been published across media of national importance and have been one of the panelists twice in NDTV India with Ravish and Abhigyaan.