

CURRICULAM VITAE



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2. **Designation** : Assistant Professor
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4. **Educational Qualifications :** MBA, Ph.D
 - Ph.D. , Green Marketing: Policies and Practices for sustainable development- Brief reference to Indian scenario
 - MBA, Sikkim Manipal Institute of Technology, Sikkim

Additional Qualifications:

5. **Area of Specialization** : Finance & Marketing
6. **Experience** : Teaching: 6Year

7. Research Publications:

A. International Journals	7
B. National Conferences	4
C. Book Chapters	4
D. Book Author	1
E. Book co-author	1
F. Book editor	1

International Journals (Select Publications)

1. Green Marketing: A New trend for social and economic responsibilities, Universal Research Reports, Volume no.5, issue :1, ISSN : 2348-5612
2. Green Marketing : A changing concept for emerging opportunities, Innovative Research Thoughts, Volume no. 4, ISSN: 2454-308X
3. Green marketing: An approach towards ecofriendly world, Airo International journal, Volume No.4, ISSN : 2320-3714
4. A review on Green Marketing : An Innovative way to new world, Airo International Journal, Volume-6, ISSN: 2320-3714
5. A review on e-banking and digital transaction- An advanced way to digitization, Volume no.22, Think India Journal, ISSN : 0971-1260
6. Green Marketing: A vital constituent of the holistic marketing concept, Wesleyan Journal of research, Volume no. 14, ISSN :0975-1386

Book Chapters:

1. Corporate social Responsibility, Ethics & corporate citizenship, Innovation in Business –Vistas and challenges, ISBN – 978-93-89657-08-1
2. Green Marketing: Boon for business development- Contemporary business Management and environment- A practical approach, ISBN- 978-81-941162-9-5
3. Sustainable human development- Human Development- Contemporary issues and challenges- ISBN- 978-1-68576-104-2