

## Brief Bio-sketch of Dr. Roshan Lal Raina

**Dr. Roshan Lal Raina** is Professor in the Communication Group at the Indian Institute of Management, Lucknow (IIML), where he has also successfully initiated and handled activities in areas like 'Corporate Communication', 'Media Relations', 'Student Affairs', and 'Alumni Affairs'. Through his initiatives in Media Management and Corporate Communication, branding and image building exercise of IIML received a big boost and it started being ranked at number 1, 2 or 3 from relatively very lower ranks. As Chairman Student and Alumni Affairs at IIML, introducing and implementing measures related to institute – student – alumni interface have paid rich dividends as in today's context one cannot think of any academic activity at IIML without proactive involvement and support of its alumni and students. Dr. Raina is credited with building and managing state-of-the-art and world-class academic infrastructure, including the learning resource center at IIML. Dr. Raina has also been responsible for contributing to building academic collaborations (student – teacher exchange) with benchmarked institutions abroad.



Among several distinguished assignments, Dr. Raina has successfully handled, holding the position of Director at the prestigious Lal Bahadur Shastri Institute of Management, Delhi for three years (2005-2008) deserves a special mention. Apart from being an able **institution builder**, Dr. Raina's contributions in matters academic and administrative are many and varied.

On the **academic front**, besides the regular teaching load in the areas of 'Communication for Management', he has had several prestigious assignments in educational institutes in US, UK, France, Germany, and Canada. Reputed organizations like the Fulbright Foundation (USA), the British Council (UK), the Max Mueller Bhawan (Germany), the ESCP-EAP (France), and the IDRC (Canada) sponsored these assignments. At home, too, he has worked for the Ministry of Agriculture, DSIR, and CSIR, all under GOI. In terms of research, he has authored 3 and edited 10 best selling books, and has made significant contributions (65 research papers in all to-date) in several peer-reviewed national and international journals: the areas include 'Corporate & Media Relations', 'TQM', 'IT Applications', 'HRM' and 'Marketing in the Information Sector'. He has also presented 118 papers in national and international conferences/seminars floated by reputed organizations, universities included. He is on the editorial board of two professional journals in the country.

As a highly respected **trainer** in the corporate as well as academic world, Dr. Raina has been heavily involved in conducting innovative and need-based management development programmes and workshops, particularly in areas like 'effective communication'; 'corporate communication'; 'media management'; 'TQM'; 'IT applications'; 'Marketing'; etc. and these have been highly appreciated by the participants as well as their sponsors. His most recent (Jan-Feb, 2009) assignment of conducting a four-week Advanced Management Programme for Senior Executives (GMs and above) of ONGC, that included a two-week overseas learning component – OLC – (to Europe) deserves a special mention here.

Concurrently, he has been involved in **consulting** and **research** assignments awarded by the JSI, Deliver, USA, IDRC, Canada, The Johns Hopkins University/Centre for Communication Programms, Baltimore, USA, the UP State Electricity Board (in connection with an injunction from the Apex Court), and the MHRD (GOI).

On an invitation from Hyundai Motor India Ltd., Dr. Raina visited Korea during April 26 to May 02, 2009 as part of "**Goodwill Trip for Opinion Makers from Various Strata of Indian Society**". Dr. Raina is a life member of several professional bodies in the country and holds the unique distinction of having bagged three of the top professional honours/awards.