

Faculty Profile



1. **Name** : Dr. Hari Haran
2. **Designation** : Professor
3. **Teaching Areas** : General Management, Strategic Management, Marketing Management and HRD
4. **Research Interest** : General Management, Marketing Information System, HRD
5. **Educational Qualification**

- B. Tech. (Mech. Engg.)- IIT, BHU (Varanasi)- 1976
- Master of Business Management- FMS, BHU (Varanasi)-1978
- Ph. D. (Management)- BIT, Mesra (Ranchi)- 1991

6. **Professional Experience**

- Marketing Executive in Central Marketing Organisation of SAIL (1979-1982)-4 years
- Research, Teaching and Consultancy in Management Training Institute of SAIL (1983 to 2013)-31 years
- Worked as GM (HRD) in Management Training Institute of SAIL (2010-2013)
- Experience in areas of Organisational Study, Market Survey, Training Needs Survey, Design and Delivery of Training interventions to enhance performance, Consultancy and Faculty support to Public and Private Sector Organisations, Universities and Training Institutes
- Guided research work of Ph.D. scholars and MBA courses
- Organised Management Development Programmes on General Management, Advanced Management, Strategic Management, Marketing, Financial Intelligence, Healthcare Management, Digital Competency, Digital Marketing
- Member, Board of Management, Marwari College (Autonomous College under Ranchi University)
- Member, Board of Studies, Deptt of Management, BIT, Mesra (Ranchi)
- **Senate Member** of Ranchi University since 2014

8. **Research, Publications, Reports and Presentation**

- **Book** on ‘Corporate Entrepreneurship- Strategic Imperative for Growth’ with Dr. Ashok Kumar (The ICFAI University Press, Hyderabad, 2006)
- **Book** on ‘Sustainable Corporate Growth- Exploring New Frontiers in Technology and Management’—National HRD Network, Ranchi (Eds.) (Excel Publishers, New Delhi, 2011)

- **Book** on ‘Organisational Strategies and Processes-Meeting Challenges of Growth’ with Dr. Ashok Kumar, Manas R Panda and Dr. T Ghoshal (Eds.), (Viva Books Pvt. Ltd., New Delhi , 2007)
- **Book** on ‘Management Cases for Business Managers and Trainers’ edited with Dr. Ashok Kumar (Sterling Publishers Pvt. Ltd., New Delhi, 2004)
- **Book** on “Re-energising Enterprises through HRD” edited with Dr. Dharni P Sinha, President & MD, COSMODE and Former Principal, ASCI, Hyderabad and Dr. Ashok Kumar (Viva Books Pvt. Ltd., New Delhi, 2003).
- ‘World Class Manufacturing- An Indian Perspective’, ‘Growth’, Oct-Dec 2013, Vol. 41, No.3, (ISSN 2249 -6394)
- ‘Changing Pattern of Demand: A Marketer’s Visit to Economic Truth’, ‘Growth’, January-March 2013, Vol. 40, No.4, (ISSN 2249 -6394)
- ‘Enhancing Organisational Performance through inclusion of Non-Parametric Reporting’, ‘Growth’, April-June 2012, Vol. 40, No.1, (ISSN 2249 -6394)
- ‘Human Resource Audit of Compensation Management: New Imperative for Organisational Effectiveness’, ‘Growth’, January- March 2012, Vol. 39, No.4, (ISSN 2249 -6394)
- ‘Globality of Indian Managers’, ‘Growth’ April-June 2011, Vol. 39, No.1
- ‘Nurturing Culture of Innovation in Steel Marketing: Harnessing Rural Markets for Sustainable Growth’ in ‘Sustainable Corporate Growth- Exploring New Frontiers in Technology and Management’ International Seminar Book (Eds.), (Excel India Publishers, New Delhi, 2011)
- ‘ERP System and Its Managerial Perspective’- ‘Growth’, July –Sept. 2010, Vol.38, No.2
- ‘Integrating Competitive Advantage to Sustainable Growth- New Imperative for Organisation’ — ‘Growth’, April-June, 2010, Vol.38, No.1
- ‘Influencing Organisational Buying Behaviour- A Catalyst to Building Relationships’ paper in 8th International Congress Marketing Trends, Paris (January 16-17, 2009)
- ‘Building Positives for Future While Managing in Uncertain Times’, ‘Growth’ April-June 2009, Vol.37, NO.1
- ‘Connecting Relationship to Excellence: Strategies of Buyer-Seller Interactions’, ‘Growth’, April-June 2008, Vol.36, No.1
- ‘Roadmap and Scorecard for Values and Ethics in HRM’ presented and published in Seminar on ‘Values and Ethics in HRM- A Roadmap for Future’ organized by AAXISS at XISS, Ranchi on August 11, 2007
- ‘Growth Strategies to Improve Balance of Payment Condition of India under Liberalized Environment, published in National seminar Book on ‘Organisational Strategies and Processes-Meeting Challenges of Growth’(Viva Books Pvt. Ltd., New Delhi, 2007)
- ‘Enterprise Resource Planning as Technology-Management Interface for Organisational Growth’ published in National seminar Book on ‘Organisational Strategies and Processes-Meeting Challenges of Growth’(Viva Books Pvt. Ltd., New Delhi, 2007)
- ‘Knowledge-Based Entrepreneurship for Organisational Growth’, GROWTH, (Vol.33, No.1, April-June 2005 Special Issue) pp.30-36
- ‘Behaviour’ in the Organisational Buying Behaviour- The Human Element of Competitiveness” paper presented in 3rd International Conference on Globalisation and Competitiveness at IIT, Kharagpur (January 11-13, 2005)
- ‘Entrepreneurism in Corporations: Some Research Findings’ in the book ‘Annual Handbook of Human Resource Initiatives’ by Mahaveer Jain and Parth Sarathi (Eds.), Manak Publications Pvt. Ltd., Delhi, 2003)
- ‘Re-energising Enterprises with Entrepreneurial Approach: A Study of Influencing Factors of Effectiveness of Entrepreneurs’ in the book on “Re-energising Enterprises through HRD” (Viva Books Pvt. Ltd., New Delhi, 2003) and presented in the National Seminar on the theme .

- ‘Strategic HR: Nutritious to Organisational Vitality’ paper presented in Regional Convention of ISTD at IICM, Ranchi in April, 2003.
- ‘A Study of Developing Competitive Edge by Entrepreneurs in SMEs’ in Regional Convention of ISTD at IICM, Ranchi in April, 2003.
- ‘Corporate Entrepreneurism: A Comparative Study of Public and Private Enterprises’ – presented in the 7th South Asian Management Forum 2002 organised by Association of Management Development Institutions in South Asia (AMDISA) and SAARC at Maldives (April 15-17, 2002). Paper published in their book titled ‘South Asian Management-Challenges in the New Millennium’
- ‘Management of Meeting Emerging Needs of Customers under IT-enabled Marketing Environment’ presented in National Conference Marketing Summit-2000 (Excellence through IT Application) at BIT, Mesra (Ranchi) during September 15-16, 2000.
- ‘Building Entrepreneurial Culture through HRD: Transformation Strategies for the New Millennium’ presented in National Convention of Indian Society for Training & Development at Calcutta during January 19-21, 2000.
- ‘Entrepreneurial Culture in Large Manufacturing Public Sector; An Exploratory Study’ in Indian Journal of Public Enterprise (Vol.14, No.26, June 1999)
- ‘Absorption and Intensity of Entrepreneurism in a Large Business Enterprise – Study of SAIL’ in Journal of Enterprising Culture (Vol.5, No.2, June 1997).
- ‘Result Oriented Training and Development’ in ‘Growth’ journal (Vol.26, No.1, April-June 1998)
- ‘Evaluation of Training Programmes’ in ‘The Trainer’ –Journal of Training Methodology and Management Issues of Indian Audit & Accounts Deptt. (June 1998)
- ‘New Product Development: Managerial Framework’ in ‘Growth’ Journal (Vol. 24, No.3, Oct-Dec. 1996)
- ‘Customer(s) Satisfaction in the chain of Buying Process- ramification of Strategies in Industrial Marketing’ in ‘Growth’ Journal (Vol.23, No.1, Apr-June 1995)
- ‘Retrofitting the Pace: Effective Indian Management for Future’ presented in eastern Regional Management Convention and published in the book ‘Indian Management’ (Tata Mcgraw Hill, June 1995)
- ‘The Changing Economic Environment: Positioning HRD’ presented and published in the Proceedings of National HRD Network Annual Symposium at Calcutta (Feb. 1995)
- “Management of Work” in the journal ‘Systems and Management Today’, Vol.1, No. 1&2, 1992
- “Marketing Information System – A Framework” in MTI journal ‘Growth’ in October, 1990.
- “Industrial Marketing Communication: Non-Marketing Executives’ Perception” in the journal ‘Alternative’ (Vol.4, N0.3&4, June 1988) of BIT, Mesra.