

Dr. D. Ashok, the present Dean of VIT Business School, Vellore, has been with VITBS since 2003. He has received his UG education at Loyola College, Chennai; MBA from Tamil Nadu Agricultural University, Coimbatore; M.Phil from Madurai Kamaraj University; and PhD from Pondicherry University in 2004.

He has 23 years of Teaching & Research experience mainly focusing in areas of Marketing & Entrepreneurship. He published more than 35 research articles in various National and International Journals and has also presented 25 research papers in various National and International conferences. He has completed a DST, New Delhi Project worth Rs.3 Lakhs in the year 2010. He has worked with agencies like NABARD, Entrepreneurial Development Institute, Chennai and DRDA, Vellore to offer programs for SHGs; Rural Entrepreneurs; and also organized a National Level conference on 'Rural Marketing'.

He coordinated with VIT- TBI and UNIDO on a consultancy training program for 12 weeks on 'Youth Entrepreneurship Skills Development Initiatives' (YES-DI) program targeting budding entrepreneurs from African Nations.

He had received the 'Best Teacher Award' for the year 2005 – 06 and 'Year Wise Researcher Award', since, 2010 from VIT University for his publication work. He also acts as resource person for in various MDPs and EDPs, both within & outside VIT University. He is a member of Madras Management Association, Advertising Club, Chennai, and National Network of Entrepreneurship (NEN).