

Dr. Moiz Akhtar
**Associate Professor, Department of Business
Management, Integral Business School**



**INTEGRAL
UNIVERSITY**



Email: makhtar@iul.ac.in

Dr. Moiz Akhtar holds a Ph.D. in Marketing from Integral University, and an MBA with a focus on Marketing and Human Resource Management from GBTU, Noida. His academic journey began with a B.Tech in Biotechnology from Integral University, showcasing his multidisciplinary knowledge. His research acumen is highlighted in his Ph.D. thesis, which focused on Banking service quality in Gramin Banks of Uttar Pradesh, a critical study exploring the operational challenges within rural banking systems. Dr. Akhtar is an accomplished academic and researcher, specializing in Production and Operations Management, with an extensive career in both academia and industry. Currently serving as an Associate Professor in the Department of Business Management at Integral University, Lucknow, Dr. Akhtar's expertise is rooted in operational excellence and research-driven insights, which he imparts through his teaching and research efforts.

With a deep understanding of operational systems, Dr. Akhtar teaches key subjects in Production and Operations Management, Total Quality Management, and Quality Management. His research in these areas is enhanced by his industrial experience, having previously worked as an Assistant Manager at Axis Bank, where he gained hands-on experience in managing operational challenges in a corporate environment. This practical experience has enriched his academic teaching, bridging the gap between theory and real-world application.

In the realm of research, Dr. Akhtar has made significant contributions through publications and patents. His patents, such as the Financial Data Managing Device for Banks and a Device for Employee Attendance Management, reflect his innovative approach to solving operational and logistical challenges. His research work spans various topics in Marketing and operations management, including machine learning-based techniques for predicting employee stress and statistical techniques for analyzing abnormal returns in financial markets. These contributions underscore his commitment to leveraging technology and data analysis to optimize operations and improve organizational performance.

Dr. Akhtar has also been an active participant in international conferences and workshops, where he has shared his insights on operational challenges and management strategies. His role as a guest speaker at prestigious forums such as the "Women in STEM" International Forum and the Rajamangala University of Technology Conference in Thailand demonstrates his thought leadership in operations management and its impact on broader organizational goals.

Beyond his academic and research endeavors, Dr. Akhtar has authored several books and contributed chapters to edited volumes, focusing on topics such as total quality management, research methodology, and the impact of operational practices on business performance. His publications reflect his deep understanding of the critical role operations play in driving organizational success, particularly in sectors like banking, retail, and small to medium-sized enterprises (SMEs). Dr. Moiz Akhtar's profile is a testament to his multifaceted expertise in Service Marketing and Operation Management, his commitment to academic excellence, and his innovative contributions to research and technology in the field. His work continues to influence both academic discourse and practical applications in operations management, making him a significant figure in the discipline.