BUSINESS ANALYTICS

Dr. Manish Kumar
Dr. Diwakar Chaudhary
Dr. Istiyaque Ahmad
Atriv Kumar

SIPH

Authors' Profile

Dr. Manish Kumar is an accomplished professional with a good educational background and extensive experience in the field of Information Technology. He has held various academic positions, including Assistant Professor at Bhagalpur College of Engineering and Principal at Vidya Vihar Institute of Technology in Bihar. Dr. Kumar has also contributed significantly to research, with numerous publications in National and International Journals, as well as presentations at various seminars. His affiliations with prestigious organizations like the International Association of Engineers, Computer Society of India, and Institution of Engineers reflect his commitment to the field. Currently, Dr. Kumar serves as the Director at Lalit Narayan Mishra College of Business Management in Muzaffarpur, Bihar, India.

Dr. Diwakar Chaudhary is working as an Assistant Professor in Mangalmay Institute of Management and Technology, Greater Noida. In just 8 years of combined experience of academic as well as industry, he is able to impart knowledge using a practical aspect. His knowledge expands to the fields of management such as Marketing & Sales, Operations, HR, International Business amalgamating with modern advancements like Artificial Intelligence, Machine Learning and Neural Networks. He is been associated as the Member and Editor in High Impact Factor Peer Reviewed Journals. To explore his research viewpoint, he has gone on to publishing and granted multiple Patents, Books and Research Papers till date in reputed Scopus Journals. Through this book, he attempts to expand the horizons of Management to all new avenues.

Dr. Istiyaque Ahmad holds a Doctorate Degree in Computer Science and Engineering with more than 25 years of experience as an educator. His prolific publication record in national and international journals underscores his expertise. Moreover, his affiliations with esteemed organizations like the International Association of Engineers, Computer Society of India and the Institution of Engineers speak to his professional standing. Currently, he serves as the Director at Dr. Rizvi College of Engineering, Karari, Kaushambi, UP and contributing his wealth of knowledge to the institution.

Atriv Kumar is currently working as Program Manager for Global Customer Services and Parts management at Mercedes-Benz Research and Development India. He received his Bachelor's degree in Electronics and Communication Engineering from Sri Siddhartha Institute of Technology and Master's degree from Birla Institute of Technology Pilani in Data science and Engineering. His area of interests is Data driven Insights for business, Data Governance, Data Architecture for industries, Data science and IoT.