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CURRENT POSITION

Assistant Professor (HEC Approved Supervisor)

EDUCATION

University of International Business and Economics, Beijing, China

Triple Crown Accreditation (AACSB, AMBA, and EQUIS) PhD,

Business Management (Marketing), 2019.

Dissertation: “Unveiling the effects of attitude ambivalence in conflicting online hotel reviews on consumers’ behavioral responses.” Advisor: Professor, Sun Jin (PhD)

COMSATS Institute of Information Technology, Islamabad, Pakistan Master,

Management Sciences (Marketing), 2015.

Thesis: “Impact of job stress on consumer satisfaction with mediating role of employee satisfaction and employee performance: A study of Punjab Emergency Service (Rescue 1122 Sahiwal).”

Advisor: Associate Professor, Raja Irfan Sabir (PhD)



RESEARCH AND TEACHING INTERESTS

Research Interest: Consumer behavior, consumer psychology, consumer attitude ambivalence, consumer trust, consumer deception, online hotel reviews, conflicting hotel reviews, supplementary hotel reviews, hospitality, and tourism

Teaching Interest: Marketing management, consumer behavior, strategic management, human resource management, consumer research, research methodology, project management, and management

PEER-REVIEWED PUBLICATIONS (SSCI, ABDC, ABS, & SJR INDEX JOURNALS)

1. ***Akhtar, N.**, Siddiqi, U. I., Ahmad, W., Usman, M., Chen, X., Islam, T., (2020). The effect of service encounter barriers on situational abnormality and consumers’ behavioral intentions at restaurants. *Asia pacific Journal of Marketing and Logistics*, <https://doi.org/10.1108/APJML-03-2020-0192> **Accepted (Impact Factor: 2.511, ABDC-A, and Q2 Ranked)**
2. ***Akhtar, N.**, Jin, S., Alvi, T. H., & Siddiqi, U. I., (2020). Conflicting halal attributes and consumer responses: The moderating role of religiosity. *Journal of Hospitality and Tourism Management*, <https://doi.org/10.1016/j.jhtm.2020.10.010>, Vol. 45, pp. 499-510 **(Impact Factor: 3.415, ABDC-A, and Q1 Ranked)**

3. Islam, T., Pitafi, H., Aryaa, V., ***Akhtar, N.**, Wang, Y., & Xiaobei, L., (2020). Panic Buying in the COVID-19 Pandemic: A Multi-Country Examination. *Journal of Retailing and Consumer Services*, <https://doi.org/10.1016/j.jretconser.2020.102357>, pp. 1-13 (**Impact Factor: 4.219, ABDC-A, and Q1 Ranked**)
4. Ali, M., Usman, M., ***Akhtar, N.**, Pham, N., Mintah, P, (2020) Spiritual leadership and Targetbased Organizational Citizenship Behavior for the Environment: An Intervening and Interactional Analysis *Journal of Environmental Planning and Management*, <https://doi.org/10.1080/09640568.2020.1832446>, pp. 1-20 (**Impact Factor: 2.093, ABDC-B, and Q1 Ranked**)
5. Ali, M., Usman, M., ***Akhtar, N.**, Pham, N., Mintah, P., (2020). Being ignored at work: Understanding how and when spiritual leadership curbs workplace ostracism in the hospitality industry. *International Journal of Hospitality Management*, <https://doi.org/10.1016/j.ijhm.2020.102696>, Vol. 91, pp. 102696 (**Impact Factor: 6.701, ABS***, ABDC-A*, and Q1 Ranked**)
6. ***Akhtar, N.**, Siddiqi, U.I, Akhtar, M.N, Usman, M., Ahmad, W, (2020). Modeling attitude ambivalence and behavioral outcomes from hotel reviews. *International Journal of Contemporary Hospitality Management*, <https://doi.org/10.1108/IJCHM-11-2019-0962>, Vol. 32 No. 9, pp. 2831-2855 (**Impact Factor: 5.667, ABS***, ABDC-A, and Q1 Ranked**)
7. ***Akhtar, N.**, Akhtar, M.N, Usman, Ali, M., Siddiqi, U. I, (2020). COVID-19 restrictions and consumers' psychological reactance toward offline shopping freedom restoration. *The Service Industries Journal*, <https://doi.org/10.1080/02642069.2020.1790535>, Vol. 40 No. 13-14, pp. 891-913 (**Impact Factor: 2.381, ABDC-B, and Q2 Ranked**)
8. Siddiqi, U. I, ***Akhtar, N.** (2020). Effects of conflicting hotel reviews shared by novice and expert traveler on attitude ambivalence: The moderating role of quality of managers' responses. *Journal of Hospitality Marketing & Management*, <https://doi.org/10.1080/19368623.2020.1778595>, 1-23 (**Impact Factor: 4.489, ABDCA, and Q1 Ranked**)
9. Ashraf, M. S., ***Akhtar, N.**, Ashraf, R. U., Hou, F., Junaid, M., & Ali Syed Kirmani, A. (2020). Traveling Responsibly to Ecofriendly Destinations : An Individual-Level Cross-Cultural Comparison between the United Kingdom and China. (*Sustainability*), 12(3248), 1–18., <http://doi:10.3390/su12083248> (**Impact Factor: 2.576 and Q2 Ranked**)
10. ***Akhtar, N.** Akhtar, M.N, Siddiqi, U.I, Riaz, M., Z. Weiqing (2020). Unveiling the effects of figurative meanings in manipulated online hotel reviews on consumers' behavioral intentions (*Asia pacific Journal of Marketing and Logistics*), <https://doi.org/10.1108/APJML06-2019-0398> Vol. 32 No. 8, pp. 1799-1821 (**Impact Factor: 2.511, ABDC-A, and Q2 Ranked**)
11. Siddiqi, U. I, Sun, J., ***Akhtar, N.** (2020). The ulterior motives in peer and expert supplementary online reviews and consumers' perceived deception (*Asia pacific Journal of Marketing and Logistics*), <https://doi.org/10.1108/APJML-06-2019-0399> (**Impact Factor: 2.511, ABDC-A, and Q2 Ranked**)
12. ***Akhtar, N.**, Sun, J., Chen, J., & Akhtar, M. N. (2019). The role of attitude ambivalence in conflicting online hotel reviews. *Journal of Hospitality Marketing & Management*, 0(0), 1–32. <https://doi.org/10.1080/19368623.2019.1650684> (**Impact Factor: 4.489, ABDC-A, and Q1 Ranked**)

13. ***Akhtar, N.,** Sun, J., Akhtar, M. N., & Chen, J. (2019). How attitude ambivalence from conflicting online hotel reviews affects consumers' behavioural responses: The moderating role of dialecticism. *Journal of Hospitality and Tourism Management*, 41(September), 28–40. <https://doi.org/10.1016/j.jhtm.2019.09.003> **(Impact Factor: 3.415, ABDC-A, and Q1 Ranked)**
14. ***Akhtar, N.,** Sun, J., Ahmad, W., Akhtar, M. N. (2019). The effect of non-verbal messages on Muslim tourists' interaction adaptation: A case study of Halal restaurants in China. *Journal of Destination Marketing and Management*, 11(October 2018), 10–22. <https://doi.org/10.1016/j.jdmm.2018.10.001> **(Impact Factor: 4.279, ABDC-A, and Q1 Ranked)**
15. ***Akhtar, N.,** Kim, W. G., Ahmad, W., Akhtar, M. N., Siddiqi, U. I., & Riaz, M. (2019). Mechanisms of consumers' trust development in reviewers' supplementary reviews: A reviewer-reader similarity perspective. *Tourism Management Perspectives*, 31, 95–108. <https://doi.org/10.1016/j.tmp.2019.04.001> **(Impact Factor: 3.648, ABDC-A, and Q1 Ranked)**
16. ***Akhtar, N.,** Ahmad, W., Siddiqi, U. I., & Akhtar, M. N. (2019). Predictors and outcomes of consumer deception in hotel reviews: The roles of reviewer type and attribution of service failure. *Journal of Hospitality and Tourism Management*, 39(August 2018), 65–75. <https://doi.org/10.1016/j.jhtm.2019.03.004> **(Impact Factor: 3.415, ABDC-A, and Q1 Ranked)**
17. Irfan, M., Wang, M., & ***Akhtar, N.** (2019). Impact of IT capabilities on supply chain capabilities and organizational agility : a dynamic capability view. *Operations Management Research*, <https://doi.org/10.1007/s12063-019-00142-y> **(Impact Factor: 2.000, ABDCB, and Q1 Ranked)**
18. Irfan, M., Wang, M., & ***Akhtar, N.** (2019). Enabling supply chain agility through process integration and supply flexibility: evidence from fashion industry (*Asia pacific Journal of Marketing and Logistics*, <https://doi.org/10.1108/APJML-03-2019-0122> **(Impact Factor: 2.511, ABDC-A, and Q2 Ranked)**
19. Siddiqi, U. I., Sun, J., ***Akhtar, N.** (2019). The role of conflicting online reviews in consumers' attitude ambivalence (*The Service Industries Journal*), <https://doi.org/10.1080/02642069.2019.1684905>, Vol. 40 No. 13-14, pp. 1003-1030 **(Impact Factor: 2.381, ABDC-B, and Q2 Ranked)**

RESEARCH PROJECTS IN PROGRESS (SSCI INDEX JOURNALS) Revision Submitted

1. Examining language constraints in hotel service attributes and consumers' offendedness (*The Service Industries Journal*)

CONFERENCE PRESENTATIONS

80th Academy of Management Proceedings, *Spiritual Leadership and Organizational Citizenship Behavior for the Environment*, Published Online: 29 Jul 2020 <https://doi.org/10.5465/AMBPP.2020.21062abstract>

The 2nd National Conference on Advancement in Science & Research (Presented paper), COMSATS Vehari. 17th March, 2014.

The 5th International Conference on Management Research (Presented paper), Superior University Lahore. 20-21 November, 2014.

First International Conference on Managing the Future: Recent Innovations in Economics, Business, Information Technology and Social Sciences (NCBA & E – Areopa – Conference 2015) (Presented paper), Lahore. 20th December, 2015.

TEACHING AND MENTORING EXPERIENCE

Arid Agriculture Joint Venture Sahiwal Campus, Pakistan

Lecturer, September 2014 to July 2016

Teaching: MS and MBA students (Subjects: Project management, management practices, and organizational behavior)

University of Education, Okara Campus, Pakistan, Department of Management Sciences

Lecturer, December 2011 to May 2013

Teaching: BBA and MBA students (Subjects: International human resource management, and training and development)

Punjab College of Commerce, Sahiwal Pakistan, (Affiliated with University of Central Punjab and BZU Multan), Department of Management Sciences

Lecturer, October 2010 to April 2011

Teaching: B.Com and M.Com students (Subjects: Business law, and Management)

COMAND Group of Colleges, Sahiwal Pakistan, (Affiliated with BZU Multan, GCU Faisalabad, Sargodha University, and AIOU Islamabad), Department of Business Administration

Lecturer, 22 June 2005 to 21 February 2011

Teaching: B.Com, M.Com, MBA, MBA (COL), and MS students (Subjects: Management, marketing, human resource management, strategic marketing, advertising, and business law)

Beijing University of Technology, China

Visiting Faculty, 03 June 2019 to 05 July 2019

Teaching: Graduate students (Subjects: Introduction to consumer behavior)

Government Postgraduate College Sahiwal, Pakistan

Visiting Lecturer, November 2013 to March 2014

Teaching: BS students (Subjects: Entrepreneurship, technology management, management practices and theory, and human resource management)

Teaching: BBA and MBA students (Subjects: International human resource management, and training and development)

RESEARCH EXPERIENCE

Master Project Advisor at COMAND College Sahiwal approved study center of Allama Iqbal Open University Islamabad, more than 40 research projects of MBA/MPA (COL) (Common Wealth of Learning) has been supervised.

Master Thesis Advisor at COMAND College Sahiwal affiliated with Bahauddin Zakariya University Multan, more than 12 research thesis of M.Sc (Sociology) has been supervised.

MBA Thesis Advisor at Arid Agriculture Joint Venture Sahiwal Campus, Pakistan, 5
research thesis of MBA (1.5) management sciences has been supervised.

ACADEMIC ACHIEVEMENTS (AWARDS AND HONORS)

Most outstanding student (2016-2019) at International Business and Economics, Beijing, China

Excellent scientific research (2018-2019) at International Business and Economics, Beijing, China

Excellent academic performance certificate awarded by Pakistan Embassy in China for excellence in academic performance (2016-2017) at International Business and Economics, Beijing, China

Third prize in excellence in academic performance (2016-2017) at International Business and Economics, Beijing, China

Performance Certificate in Business Management Education (11th May, 2007) at Allama Iqbal Open University Islamabad, Pakistan

Annual Best Services Award (6th February, 2010), awarded by the minister of state for education Mr. Mehr Ghulam Farid Kathiya at COMAND Group of Colleges Sahiwal, Pakistan

Study Center Co-ordinator (6th May, 2011), awarded by the Pro. Dr. Nazir Ahmad Sangi Vice Chancellor of Allama Iqbal Open University Islamabad at COMAND Group of Colleges Sahiwal, Pakistan

Best Study Center Co-ordinator (21st April, 2012), awarded by the director Bahauddin Zakariya University Multan at COMAND Group of Colleges Sahiwal, Pakistan

Excellence Award (December, 2013), awarded by the Regional Manager Rescue 1122 Dr. Zafar Shah at The Sprit School Sahiwal, Pakistan

SKILLS

Proficient in statistical analysis and software (IBM SPSS and Amos Graphic) Proficient in English language (Reading, writing, and speaking)

PROFESSIONAL TRAININGS AND WORKSHOPS

Intel tech to the future (Teacher Training, 20th February, 2005 to 16th March, 2005), Intel innovation & in education at Paragon Model High School Sahiwal, Pakistan

Internship of human resource management (7th June, 2008 to 8th August, 2008), at Leather Coordinators Sahiwal, Pakistan

IBM SPSS and Amos Graphic training workshop (6th February 2013, to 8th February, 2013), at COMSATS Institute of Information Technology Sahiwal, Pakistan

NVivo Qualitative research (18th May 2013, to 19th May, 2013), training workshop at COMSATS Institute of Information Technology Sahiwal, Pakistan

PERSONAL

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Nationality: Pakistan

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Date of birth: 07 February 1984

Marital status: Married

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REFERENCES

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