

Dr. Vijaya Kittu Manda

*Researcher, Department of Interdisciplinary Research,
PBMEIT, Visakhapatnam, INDIA*

*Faculty, Directorate of Online Education (SRM
Online), SRM Institute of Science and Technology,
Kattankulathur, Chennai, India*

MSc (Comp Sci), MCA, MPhil (Computer Science),
MBA, MA (Economics), MA (Education), MA (JMC),
MSc (Appl Psych), LLM, MLISc, PGDREE,
(MScREE), PhD in Financial Management, (PhD in
Computer Science)



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www.vijaykittu.com

CV as of January 28, 2026

Professional Summary

Experience

- **Summary: Teaching Experience: 4 years; Industry Experience: 22 years**
- **Faculty**, Directorate of Online Education, SRM Institute of Science and Technology, Kattankulathur, Chennai, India
 - Teaching since January 2025
 - Information Management for MBA Ist Semester
 - Behavioral Finance for MBA (Finance), 4th Semester
 - Natural Language Processing for MBA (AI), 3rd Semester
 - Guiding students on their project work
 - Involved in setting question papers, evaluating answer sheets, and taking viva as an examiner
- **Researcher at PBMEIT of Vijay Technologies, Visakhapatnam, India**
 - With the institution since 2006 (19 years)
 - Focuses on academic research and case study development
 - Teaching Research Methodology to researchers of all disciplines
 - Ethical use of AI in research across all disciplines

- Mentoring Management Faculty Members on Case Study Development
 - Training in Capital Markets, Blockchain, Cryptocurrencies, Web 3.0, Artificial Intelligence, and other Industry 4.0/5.0 topics
 - Research Analysis on Capital Markets with a focus on Equity Shares and Mutual Funds
 - Responsible for the framework design and implementation of a stock rating and ranking system
 - Earlier roles
 - Design and development of software and web applications; Data management & Web Analytics
 - Web Master for internal group portals to analyze stock market and mutual fund trends
 - Completed an assignment for Standard & Poor India (S&P India) in their Academic Connect activity on Web 3.0 technologies (primarily Blockchain) in 2023
 - **Professional Trainer on Stock Market Investments** – Conducting seminars and webinars on various topics, such as Personal Finance, Investment Strategy, Mutual Funds, and Equities (Fundamental and Technical Analysis).
 - Trained over 3000+ investors across India and abroad (Qatar and UAE) to invest long-term using mutual funds, ETFs, index funds, and equity shares.
 - **Columnist** – Writes for Newspapers and Magazines on Stock Markets
 - Smart Investment (English & Gujarati)
 - Smart Bonanza (Gujarati)
 - Smart Plus Newsletter (English)
 - News Hub, Mumbai
 - Written over 780+ articles on various investing topics related to capital markets
- Worked with **Satyam Computer Services Limited, Hyderabad**, as a *Senior Software Engineer* from 2003 to 2006 for about 3 ½ years.
 - Responsible for designing and developing web applications and group portals; implementing and post-deployment maintenance activities; web server log-file analysis and statistics reporting; and implementation and post-deployment maintenance activities.
- Worked as an Assistant Professor at **DVN PG College** as a Lecturer for 1 year.
 - Teaching and guiding MSc and MCA Students
- Worked as a Lecturer at **MVR Degree College** for 3 years.
 - Responsible for teaching students of BSc (Computer Science) and BCom (Management Accountancy)

- Responsible for teaching and project guiding BCA students at Madras University Institute of Distance Education and BCom students of Andhra University School of Distance Education at the Study Centre

Educational Qualifications

PhD in Computer Science

- BEST Innovation University, Anantapur, India; NAAC A+ University
- Period: 2023-2026
- *Currently pursuing: Thesis submission likely in December 2025; Final viva likely in March 2026*

Doctor of Philosophy (PhD) in Financial Management

- GITAM (Deemed to be) University, Visakhapatnam, India; NAAC A++ University.
- Period: 2018-2022
- Awarded on November 3, 2023
Provisional Certificate issued on December 20, 2023
- *Thesis Title: Structural Measure of Market Competition & Total Factor Productivity of Actively Managed Indian Midcap Mutual Funds*
- Received ***Best Thesis Award from the National Stock Exchange – Indian Economic Association*** at the IEA Annual Conference from December 27 - 29, 2023, at KIIT - Kalinga Institute of Industrial Technology, Bhubaneswar, Odisha

Master of Philosophy (MPhil) in Computer Science

Annamalai University; *First Class with 67.3%, 2006*

Master of Science in Renewable Energy & Environment (MSCRWEE)

IGNOU; 2024 – 2025; Completed Two Semesters; Currently in Third Semester; Total Four semesters; Course likely to be completed by December 2025; *Currently pursuing.*

Master of Computer Applications (MCA)

IGNOU; *First Class with 65%, 2003*

Master of Science (MSc) in Computer Science

Andhra University; *First Class with 74.52%, 2002*

Master of Business Administration (MBA)

Andhra University; *First Class with 68%, 2006*

Specialization: Marketing Management & International Business

Master of Arts (MA) in Education

IGNOU; *First Class, 2016*

Master of Arts (MA) in Economics

Madurai Kamaraj University; *First Class with 63%, 2012*

Master of Arts (MA) in Journalism and Mass Communications (JMC)

Acharya Nagarjuna University; *First Class with 64%, 2010*

Master of Science (MSc) in Applied Psychology

Bharathiar University; *First Class, 2007*

Master of Laws (LLM)

Acharya Nagarjuna University; *First Class with 64%, 2014*

Master of Library and Information Science (MLISc)

Acharya Nagarjuna University; *2023-2024*

First Class

Bachelor of Laws (LLB)

Andhra University; *First Class*

Bachelor of Science (B.Sc)

Andhra University, *First Class with 60.78%*

1997 - 2000

Board of Intermediate Education (Intermediate)

First Class with 71.6%

Board of Secondary Education (SSC)

First Class with 60.78%

Certifications / Other Courses

- **Microsoft Azure AI Fundamentals Certified** from Microsoft since June 21, 2025
- **NISM Certified** in Mutual Funds and Investment Advisor modules
- **Post Graduate Diploma in Renewable Energy and Environment (PGDREE)** from IGNOU in December 2024
- **Post Graduate Diploma in Computer Applications (PGDCA)** from IGNOU

- **Advanced Diploma in Computer Applications (ADCA)** from IGNOU
- **Brainbench Certified** in Microsoft Windows (User and Administration), MS Office, and Internet Concepts
- **National Certificate Examinations in BASIC**
- **National Certificate Examinations in Entry Level Office Automation**
- **National Certificate Examinations in Visual Basic 4.0**
- **National Certificate Examinations in Operating System Principles**
- **National Certificate Examinations in Software Engineering**
- **Certificate Course in UNIX**
- **Web of Science Certified**
- **Web of Science Publons Certified Peer Reviewer**
- **Web of Science Publons Certified Academy Supervisor**

Journal Publications / Academic Research Papers

1. Redefining service quality in the digital experience era

- a. Authors: Theodore Tarnanidis; Vasileios Ismyrlis; Vijaya Kittu Manda; Bruno Sousa
- b. Journal Name: Journal of Hospitality and Tourism Horizons; Online ISSN 3049-7922 Print ISSN 3049-7914
- c. Publisher: Emerald
- d. Volume Number: NA
- e. Publication Date: January 6, 2026
- f. Pages: Pages 1 to 20; 20 pages
- g. DOI: <https://doi.org/10.1108/JHTH-08-2025-0115>
- h. Indexing: *Yet to be Scopus-indexed*

2. Purchasing Decisions with Reference Points and Prospect Theory in the Metaverse

- a. Authors: Theodore Tarnanidis; Nana Owusu-Frimpong; Bruno Barbosa Sousa; Vijaya Kittu Manda; Maro Vlachopoulou
- b. Journal Name: Administrative Sciences; ISSN: 2076-3387
- c. Publisher: MDPI, Switzerland
- d. Volume Number: Vol. 15 No. 8, 2025
- e. Publication Date: July 2025
- f. Pages: 20 pages
- g. DOI: <https://doi.org/10.3390/admsci15080287>
- h. Indexing: *Scopus indexed*

- 3. Media Convergence and the Development of Interactive Broadcasting with Metaverse Technology**
 - a. Authors: Maisaroh Ritonga, Ahmad Salman Farid, Vijaya Kittu Manda
 - b. Journal Name: Feedback International Journal of Communication; ISSN: ISSN (Online): 3046-9465
 - c. Publisher: Agung Media Publisher
 - d. Volume Number: Vol. 1 No. 4, 2024
 - e. Publication Date: 2024
 - f. Pages: 238 - 249
 - g. DOI: <https://doi.org/10.62569/fjic.v1i4.103>
- 4. Public Communication and Policy Implementation: A Case Study on MUI's Zakat Policy for YouTubers and Instagram Influencers**
 - a. Authors: Ahmad Salman Farid, Vijaya Kittu Manda
 - b. Journal Name: El- Hekam: Jurnal Studi Keislaman; ISSN: Print ISSN: 2528-2506, Online ISSN: 2549-8940
 - c. Publisher: Universitas Islam Negeri Mahmud Yunus Batusangkar Press
 - d. Volume Number: 9(2) July - December 2024
 - e. Publication Date: 2024
 - f. Pages: 193 - 203
 - g. DOI: <https://dx.doi.org/10.31958/jeh.v9i2.13921>
- 5. Blockchain technology for ecological and environmental applications**
 - a. Anuradha Yadav, Shivani Shivani, Vijaya Kittu Manda, Vikramaditya Sangwan, Anna Demkiv
 - b. Journal name: Ecological Questions 35(2024)4
 - c. Publication Date: July 22, 2024
 - d. DOI: <http://dx.doi.org/10.12775/EQ.2024.050>
 - e. *Scopus and Web of Science Indexing*
- 6. Research Considerations on Energy Consumption by Blockchain Networks**
 - a. Vijaya Kittu Manda, Dr. Bhukya Madhu
 - b. Journal name: Postif Journal Vol 24, Issue 5, 2024
 - c. Publication Date: May 31, 2024
 - d. DOI: <http://doi.org/10.37896/psj31.5/2855>
 - e. UGC Care List Group II Journal
- 7. Sovereign green bonds as an unconventional tool to address climate change**
 - a. Vijaya Kittu Manda, Anuradha Yadav, Shivani, Vikramaditya Sangwan, Sergij Vambo
 - b. Journal name: Ecological Questions 35(2024)2
 - c. Publication Date: March 19, 2024
 - d. DOI: <http://dx.doi.org/10.12775/EQ.2024.028>
 - e. *Scopus and Web of Science Indexed*
- 8. Decentralized Insurance in the Era of DeFi - A Review and Research Agenda**
 - a. Anuradha Yadav; Vijaya Kittu Manda; FHA. Shibly
 - b. Journal Name: Empirical Economics Letters

- c. Volume 23; Special Issue 1
- d. Publication Date: January 31, 2024
- e. DOI: <https://doi.org/10.5281/zenodo.10892037>
- f. ABDC Journal

9. A Homomorphic Block Approach to Blockchain and Cloud ERP Implementation

- a. Authors: Arnold Mashud Abukari, Vivek Gupta, Jhansi Bharathi Madavarapu, Vijaya Kittu Manda
- b. Journal Name: Journal of Applied Intelligent Systems & Information Sciences; Regular Issue; ISSN: Online ISSN: 2717-039X; Print ISSN: 2821-1987
- c. Volume Number: 4 (1)
- d. Publication Date: October 20, 2023
- e. Pages: 50 - 59

10. An Examination of Inflation in Indian Equity Mutual Funds Context

- a. Author(s): Vijaya Kittu Manda, Khaliq Lubza Nihar, Aruna Polisetty
- b. Journal Name: International Journal of Early Childhood Special Education
- c. Volume 14; Issue 3
- d. Page: 2488-2499
- e. DOI: 10.9756/INT-JECSE/V14I3.297
- f. Date of Publication: June 2022
- g. Indexing: WoS Indexed

11. The Collapse of Silicon Valley Bank

- a. Author(s): Vijaya Kittu Manda
- b. Journal Name: MAR-Ekonomi: Jurnal Manajemen, Akuntansi Dan Rumpun Ilmu Ekonomi
- c. ISSN: E-ISSN: 2986-5689
- d. Publisher: Sean Institute, Indonesia
- e. Volume Number: 2(1)
- f. Publication Date: August 10, 2023
- g. Pages: 59-70

12. An Examination of India's International Trade with select Economies during COVID-19 times

- a. Authors: Sujatha D & Vijaya Kittu Manda
- b. International Journal of Research in Management Studies
- c. ISSN: 2455-7595
- d. Volume No: 7(2023) Issue No: 1(January)
- e. Pages: 115 - 121

13. An Exploratory Study on Role of Distributors in Mutual Fund Advisory Services

14. Employee & Distributor Productivity Aspects of Asset Management Companies

15. Derivative segment exposure of Arbitrage Mutual Funds

- 16. Investors' Preferences and Regulatory Aspects in the Indian Derivatives Market**
- 17. SEBI's Mutual Fund Regulatory Interventions Amidst Debt Market Crisis**
- 18. The Indian Automobile Sector Slowdown**
- 19. Impact of Age on Portfolio Size and Scheme Category Selection by The Indian Mutual Fund Investors**
- 20. Foreign Portfolio Investors & Mutual Funds: A Study on firm characteristics with reference to select Indian IT Companies**
Pending Publication in History Research Journal
ISSN: 0976-5425; Vol-5-Issue-4-July-August-2019
- 21. Crisis in the Indian Non-Banking Finance Companies (NBFC) Sector**
International Journal of Recent Technology and Engineering (IJRTE)
ISSN: 2277-3878; Volume-8 Issue-4, November 2019
- 22. Financial Performance Comparison Between PVR Ltd. and Inox Leisure Using Fundamental Analysis**
Presented at One-day National Seminar on Innovative Methods and Challenges in Accounting, Management, and Financial Sectors / Nov 2019
- 23. Application of Marketing 4.0 Principles by the Indian Mutual Fund Industry**
Presented at One-day National Seminar on Innovative Methods and Challenges in Accounting, Management, and Financial Sectors / Nov 2019
- 24. Boardroom Battles & Corporate Governance Turbulence at Indigo - A Case Study**
Pending Presentation at Katasthati / Journal of Management & Public Policy / January 2020, FIIB, New Delhi
- 25. Seasonality in Select Indian Mutual Fund Schemes**
Presented at EUNOIA: Recent Developments in Commerce & Finance at St Berchmans College, Kerala, India
- 26. GDPR for Smart Cities: EU's new data regulation and its affect Smart City in GCC**
Pending Presentation at the 13th International Conference: CPDP 2020: Data Protection and Artificial Intelligence
- 27. Should Islamic Banking & Financial Institutions go with General Data Protection Regulation Compliance?**
International Journal of Islamic Economics and Finance
Vol 2, No 1 (2019): IJIEF Vol 2 (1), July 2019
Universitas Muhammadiyah Yogyakarta, Indonesia
- 28. Blockchain for the Asset Management Industry**
International Conference on Technology, Innovation, and Sustainability in Business Management at Middlesex University in Dubai, UAE.
- 29. Peer-to-Peer Lending using Blockchain**
International Journal of Advance and Innovative Research; ISSN 2394 - 7780;
UGC Journal No: 63571; Volume 6, Issue 1 (XXXIII): January – March 2019;
March 23, 2019

30. Debt Market Crisis and Its Impact on Debt Mutual Funds

Recent Trends in Indian Financial System: Paradigms and Praxis; Conference Proceedings; ISBN 978-93-5288-109-3; Mar 8, 2019

31. Banking & Economic Implications of Farm Loan Waivers

International Journal of Research

ISSN NO:2236-6124; VOLUME VIII, ISSUE I, FEBRUARY 2019; SCOPUS SUGGESTED JOURNAL ID: 10J6CF07B9446F97; UGC Approved Journal SI No: 63072; Feb 23, 2019

32. Lessons from the IL&FS Financial Crisis

ICBM 2019 - 2nd International Conference on Business and Management at BRAC University, Dhaka, Bangladesh

ISBN 978-984-344-3540; Apr 25 - 27, 2019

33. Growth and Development of Exchange Traded Funds (ETFs) in India

International Journal of Advance and Innovative Research

Volume 6, Issue 1 (XI): January – March 2019

Pg 90 - 94

ISSN 2394 - 7780; UGC Journal No: 63571

34. Transformation towards Cashless Economy – An Indian Perspective

Digital Strategies for Organizational Success at Prestige Institute of Management, Gwalior Conference Proceeding

International Conference

Jan 5 - 7, 2019

35. Mutual Fund Regulation Violations in India

IMPACT: International Journal of Research in Humanities, Arts and Literature [IMPACT: IJRHAL]

Jan 3 - 4, 2019

ISSN (PRINT): 2347- 4564; ISSN (ONLINE): 2321-8878

Impact Journals, Chennai

36. ELSS Mutual Fund preferences of Indian Tax Savers

Two-day National Seminar on Mutual Funds - The Investment Hub of the Era: Current Perspective and Prospective Reliability

Conference Proceeding

National Seminar

Dec 6 - 7, 2018

ISBN: 978-81-923104-2-8

37. Indian Online Retail Ecosystem – A Study on Flipkart deal with Walmart

International Journal of Research and Analytical Reviews (IJRAR)

February 2019, Volume 6, Issue 1; Pg 46 – 49; E-ISSN 2348-1269; P-ISSN 2349-5138

38. Asset Quality & Risk Management Practices - An Analysis on Yes Bank

National Conference on Non-Performing Assets - Disclose or Dispense: Problems, Process and Progress at GITAM University, Visakhapatnam.

Won Best Research Paper Award

National Conference; November 9, 2018

39. Blockchain Technology for the Mutual Fund Industry

National Seminar on Paradigm Shifts in Commerce and Management 2018 in Congruence with Block Chain Accounting at Central University of Tamil Nadu, Thiruvarur; National Seminar; Oct 29 & 30, 2018; ISBN: 978-93-85101-67-0
Paramount Publishing House, Hyderabad

40. Emerging Trends that influence Management Education

30th AIMS Annual Education Convention 2018 at Infosys Convention Centre, Bangalore

National Convention; Aug 30 & 31 and Sep 1, 2018; ISBN: 978-93-88237-03-1
Excel India Publishers, New Delhi

41. Status Check on Blockchain Implementations in India

International Conference on Technological Innovations in Management Ecosystem, GITAM University, Visakhapatnam; International Seminar July 27 & 28, 2018

Case Studies (Partial List)

1. Reliance Jio's Disruption of the Indian Telecom Sector – A Case Study

- a. Event: 7th PAN-IIM World Management Conference
- b. Organizer: IIM Rohtak, Delhi, India
- c. Date(s): December 12-14, 2019

2. Ather Energy's Journey in Indian EV Space

- a. Event: 9th PAN-IIM World Management Conference 2023
- b. Organizer: IIM Sambalpur, Odisha, India
- c. Date(s): January 21 - 24, 2024

3. Organizational and Reputational Issues at BYJU's

- a. IIM Nagpur – IVY Publishing Case Conference 2024
- b. Organizer: IIM Nagpur
- c. Date(s): December 21 – 22, 2024

Book Chapters (Partial List)

1. Learning and Investing during COVID-19 Crisis: A Behavioral Finance Perspective; 2020

2. Indian Mutual Funds in the times of COVID-19; 2020

3. Lessons to the Banking Industry during COVID-19 crisis; 2020

4. Taxation for Resident Taxpayers during COVID-19; 2020

5. FPI fund flows during COVID-19: A critical perspective; 2020

6. Five Essential Investing Topics for Finance Students;

Year of Publication: 2020

IOR International Press; 2019; DOI: 10.34256/iorip19112; Pg No: 47-52

7. Learning and Investing during COVID-19 Crisis: A Behavioral Finance Perspective

8. Emerging Mutual Fund Trends for 2021

9. YONO: The One Digital Banking App of State Bank of India

10. Six Pillars of Indian Fintech Ecosystem

11. New-Age Asset Management Companies in Post-Pandemic India

12. Blockchain and Metaverse Strategies of Leading Indian IT Companies

13. Recent Trends in Blockchain Adoption in India

14. Lessons from the FTX Cryptocurrency Exchange Collapse

Publisher: IGI Global

Year of Publication: 2013

DOI: <https://doi.org/10.4018/978-1-6684-8488-3.ch002>

Scopus Indexed

15. Investigating Persistence of Online Shopping among Indian Consumers

16. The Aftermath of the FTX Cryptocurrency Exchange Collapse

Book Title: Financial Dynamics: Emerging Trends and Strategies

Authors: Mr. Vijaya Kittu Manda & Dr. Anuradha Yadav

Publisher: Eureka Publications

Editors: Dr. Varsha Agarwal, Dr. Chetana Asbe, Dr. Sweta Kumari

Chapter Number: 13

Pages: 104-110

Year of Publication: 2013

ISBN: 978-81-19567-82-9

DOI: <https://doi.org/10.5281/zenodo.10207831>

Website: <https://eurekajournals.com/>

17. Customer Experience in the Web 3.0 Era: The Meeting of Blockchain and the Metaverse

Book Title: The Rise of Blockchain Applications in Customer Experience

Publisher: IGI Global

Year of Publication: 2024

ISBN13: 9781668476499

DOI: <https://doi.org/10.4018/978-1-6684-7649-9.ch015>

Scopus Indexed

18. Corporate Governance Failure and the Regulatory Fight Against It: An Examination of Select Instances from India

Authors: Vijaya Kittu Manda & Lubza Nihar Khaliq

Book Title: Cases on Uncovering Corporate Governance Challenges in Asian Markets

Book Editor: Rashedul Hasan

Publisher: IGI Global

Year of Publication: 2024

ISBN13: 9781668498675

DOI: 10.4018/978-1-6684-9867-5.ch002

Website: <https://www.igi-global.com/gateway/chapter/334885>

Scopus Indexed

19. Digital Financial Literacy: Critical Life Skills in Adult Education and Lifelong Learning

Page Nos: 148-157

Chapter No: 19

Book Title: NEP 2020: Implementation in Higher Education

Book Editors: Abhishek Verma & Anamika Yadav

Year of Publication: 2024

Publisher: New Delhi Publishers, India

ISBN: 9788119006823 (Print) | 9788197362699 (eBook)

Amazon Link to the Book: <https://www.amazon.in/dp/B0D6KLG1X>

Publisher Link: <https://www.ndpublisher.in/cart.php?bookid=489>

20. Revolutionizing Finance with Decentralized Finance (DeFi)

a. Book Title: Decentralizing the Online Experience with Web3 Technologies

b. Book DOI: 10.4018/979-8-3693-1532-3

c. ISBN13: 9798369315323; EISBN13: 979836931533

d. Publisher: IGI-Global

e. Year of Publication: March 19, 2024

f. DOI: 10.4018/979-8-3693-1532-3.ch006

g. Webpage: <https://www.igi-global.com/gateway/chapter/342262>

Scopus Indexed

21. Building Blocks, Opportunities, and Challenges of Metaverse in Web 3.0

a. Book Title: Decentralizing the Online Experience with Web3 Technologies

b. Book DOI: 10.4018/979-8-3693-1532-3

c. ISBN13: 9798369315323; EISBN13: 979836931533

d. Publisher: IGI-Global

e. Year of Publication: March 19, 2024

f. DOI: 10.4018/979-8-3693-1532-3.ch008

g. Webpage: <https://www.igi-global.com/gateway/chapter/342264>

Scopus-indexed

22. Research and Applications of Neurotechnologies for Leadership

a. Book Title: Building Organizational Resilience with Neuroleadership

b. Authors: Thatta, S., Manda, V.K., Athota, V.S.

c. Pages: 36 - 62

d. Publisher: IGI-Global

e. Year of Publication: April 2024

f. DOI: <https://doi.org/10.4018/979-8-3693-1785-3.ch004>

g. *Scopus-indexed*

23. The Blockchain Trilemma of the IT Project Manager

a. Book Title: Modern Management Challenges: A Case Compendium

b. Authors: Vijaya Kittu Manda; Vivek Gupta

c. Pages: 66 - 77

- d. Chapter number in the Book: 5
- e. Publisher: Excel India Publishers, New Delhi, India
- f. Year of Publication: March 31, 2024
- g. DOI of the Chapter: 10.5281/zenodo.11910324
- h. Book Editors: Dr. Syed Azhar, Prof. Mohd. Khaja Qutubuddin, Mr. Ashish Balapur
- i. ISBN: 978-93-89947-67-0

24. *Driving Change: Securing Success through Digital Transformation*

- a. Book Title: Modern Management Challenges: A Case Compendium
- b. Authors: Vijaya Kittu Manda; Vivek Gupta
- c. Pages: 196 -205
- d. Chapter number in the Book: 19
- e. Publisher: Excel India Publishers, New Delhi, India
- f. Year of Publication: March 31, 2024
- g. DOI of the Chapter: 10.5281/zenodo.11910143
- h. Book Editors: Dr. Syed Azhar, Prof. Mohd. Khaja Qutubuddin, Mr. Ashish Balapur
- i. ISBN: 978-93-89947-67-0

25. *Blockchain in Advertising and Marketing: Revolutionizing the Industry Through Transparency and Trust*

- a. Book Title: New Trends in Marketing and Consumer Science
- b. Authors: Vijaya Kittu Manda, Srikantalahari Sagi, Anuradha Yadav
- c. Pages: 89 – 112
- d. Chapter number in the Book: 5
- e. Publisher: IGI-Global
- f. Year of Publication: May 17, 2024
- g. DOI of the Chapter: 10.4018/979-8-3693-2754-8.ch005
- h. DOI of the Book: 10.4018/979-8-3693-2754-8
- i. Book Editors: Theodore K. Tarnanidis, Nikolaos Sklavounos; Both from Greece
- j. ISBN13: 9798369327548; ISBN13 Softcover: 9798369350218; EISBN13: 9798369327555
- k. *Scopus indexed*

26. *India's Payment Revolution: Exploring Recent and Emerging Trends for Financial Well-being*

- a. Authors: Vijaya Kittu Manda, Anuradha Yadav, Lubza Nihar Khaliq
- b. Page Nos: 228 - 251
- c. Book Title: Emerging Perspectives on Financial Well-Being
- d. Publisher: IGI-Global
- e. Year of Publication: May 25, 2024
- f. DOI of the Chapter: 10.4018/979-8-3693-1750-1.ch012
- g. DOI of the Book: 10.4018/979-8-3693-1750-1

- h. Webpage of the Chapter: <https://www.igi-global.com/chapter/role-of-payment-systems-in-financial-well-being/347786>
- i. Webpage of the Book: <https://www.igi-global.com/book/emerging-perspectives-financial-well-being/329969>
- j. Book Editors: Dharmendra Singh, Rohit Bansal, Swati Gupta, Yasmeen Ansari
- k. ISBN13: 9798369317501; ISBN13 Softcover: 9798369345979; EISBN13: 9798369317518

l. Scopus Indexed

27. Artificial Intelligence Applications in the Indian Financial Ecosystem

- a. Book Title: Artificial Intelligence for Risk Mitigation in the Financial Industry
- b. Authors: Vijaya Kittu Manda; Lubza Nihar Khaliq
- c. Pages: 133 - 158
- d. Chapter number in the Book: 6
- e. Publisher: Scrivener Publishing / John Wiley & Sons
- f. Year of Publication: May 31, 2024
- g. Book Editors: Archana Patel, Shweta Anand, Purvi Pokhariyal, Narayan C. Debnath, Ambrish Kumar Mishra
- h. ISBN: 1394175558, 9781394175550

i. Awaiting Scopus indexing information

28. Influencer Marketing in the Age of Metaverse

- a. Authors: Dr. Anuradha Yadav, Dr. Vijaya Kittu Manda, Mr. Mallikharjuna Rao Jitta
- b. Publisher: IGI-Global
- c. Year of Publication: June 2024
- d. Book Editor: Theodore Tarnanidis
- e. DOI of the Chapter: 10.4018/979-8-3693-4167-4.ch008
- f. DOI of the Book: 10.4018/979-8-3693-4167-4
- g. ISBN: ISBN13: 9798369341674|ISBN13 Softcover: 9798369349069|EISBN13: 9798369341681
- h. Webpage of the Chapter: <https://www.igi-global.com/chapter/influencer-marketing-in-the-age-of-metaverse/349840>
- i. Webpage of the Book: <https://www.igi-global.com/book/consumer-experience-decision-making-metaverse/338330>

j. Scopus Indexed

29. Ethical Frameworks for Use in Artificial Intelligence Systems

- a. Authors: Veena Christy, Vijaya Kittu Manda, Gnanadasan M L
- b. Editors: Jeganathan Gomathi Sankar, Arokiaraj David
- c. Book Title: Generative AI for Transformational Management
- d. Publisher: IGI-Global
- e. Chapter Number: 5
- f. Page number: 122-154

- g. Year of Publication: August 23, 2024
- h. DOI of the Chapter: 10.4018/979-8-3693-8557-9.ch005
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- j. Book Editors: Jeganathan Gomathi Sankar, Arokiaraj David
- k. ISBN13: 9798369355787 | ISBN10: N/A | EISBN13: 9798369355800
- l. Web page of the Chapter: <https://www.igi-global.com/chapter/ethical-frameworks-for-use-in-artificial-intelligence-systems/354605>
- m. Web page of the Book: <https://www.igi-global.com/book/generative-implications-ethics-security-data/351238>
- n. *Awaiting Scopus Indexing*

30. *The Rise of Two-Wheeler Electric Vehicles in India*

- a. Authors: Vijaya Kittu Manda; Akhil John Mampilly; Vivek Gupta; Lalitha Nammi
- b. Book Name: Contemporary Solutions for Sustainable Transportation Practices
- c. ISBN: ISBN13: 9798369337554; ISBN13 Softcover: 9798369351086; EISBN13: 9798369337561
- d. DOI of the chapter: 10.4018/979-8-3693-3755-4.ch019
- e. DOI of the book: 10.4018/979-8-3693-3755-4
- f. Web page of the chapter: <https://www.igi-global.com/gateway/chapter/352786>
- g. Web page of the book: <https://www.igi-global.com/gateway/book/337141>
- h. Publisher: IGI Global
- i. Book Chapter Number: 19
- j. Book Editor: Shakerod Munuhwa
- k. Year of Publication: 2024
- l. Pages: 503 to 533
- m. *Scopus Indexed*

31. *Luxury Fashion Consumption and Branding in the Affluent Market*

- a. Authors: Theodore Tarnanidis, Evridiki Papachristou, Michail Karypidis, Vijaya Kittu Manda
- b. Editor: Theodore K. Tarnanidis, Greece
- c. Book Name: Cross- Cultural Perspectives on Luxury Marketing
- d. ISBN13: 9798369375358; ISBN13 Softcover: 9798369375365; EISBN13: 9798369375372
- e. DOI of the chapter: 10.4018/979-8-3693-7535-8.ch008
- f. DOI of the book: 10.4018/979-8-3693-7535-8
- g. Web page of the chapter: <https://www.igi-global.com/gateway/chapter/358560>
- h. Web page of the book: <https://www.igi-global.com/gateway/book/348586>
- i. Publisher: IGI Global, US
- j. Book Chapter Number: 8
- k. Book Editor: Shakerod Munuhwa

- l. Date/Year of Publication: October 4, 2024
- m. Pages: 161 to 172
- n. *Awaiting Scopus Indexing*

32. Ethical AI and Decision-Making in Management Leadership

- a. **Author(s):** Vijaya Kittu Manda, Veena Christy, Mallikharjuna Rao Jitta
- b. **Editor(s):** Pronaya Bhattacharya (Amity University, Kolkata, India), Ahdi Hassan (Global Institute for Research Education and Scholarship, The Netherlands), Haipeng Liu (Centre for Intelligent Healthcare, Coventry University, UK), Bharat Bhushan (Sharda University, India)
- c. **Book Name:** Ethical Dimensions of AI Development
- d. ISBN13: 9798369341476|ISBN13 Softcover: 9798369351277|EISBN13: 9798369341483
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- f. **DOI of the book:** 10.4018/979-8-3693-4147-6
- g. **Web page of the chapter:** <https://www.igi-global.com/gateway/chapter/359644>
- h. **Web page of the book:** <https://www.igi-global.com/gateway/book/338324>
- i. **Publisher:** IGI Global, US
- j. **Book Chapter Number:** 9
- k. **Date/Year of Publication:** October 20, 2024
- l. **Copyright Year:** 2025
- m. **Page Numbers:** 197 to 226
- n. *Awaiting Scopus Indexing*

33. Blockchain in Cybersecurity

- a. **Author(s):** Vijaya Kittu Manda et. Al.
- b. **Book Title:** Advanced Cyber Security Techniques for Data, Blockchain, IoT, and Network Protection
- c. **Publisher:** IGI Global, Hershey, USA
- d. *Awaiting Scopus Indexing*

34. Current Trends, Opportunities, and Futures Research Directions in Geospatial Technologies for Smart Cities

- a. **Author(s):** Vijaya Kittu Manda et. Al.
- b. **Book Title:** Recent Trends in Geospatial AI
- c. **Editors:** Dina Darwish, Housseem Chemingui
- d. **Publisher:** IGI Global, Hershey, USA
- e. *Awaiting Scopus Indexing*

35. Geospatial Technologies for Smart Cities

- a. **Author(s):** Vijaya Kittu Manda & Amit Sai Jitta
- b. **Book Title:** Recent Trends in Geospatial AI
- c. **Editors:** Dina Darwish, Housseem Chemingui
- d. **Publisher:** IGI Global, Hershey, USA
- e. *Awaiting Scopus Indexing*

36. *Tata Motors: Driving into the future with Sustainability and Innovation for Handbook of Digital Innovation*

- a. Authors: Vijaya Kittu Manda; Anuradha Yadav; Radha Pavitra Yalamarti
- b. Book Name: Handbook of Digital Innovation, Transformation, and Sustainable Development in a Post-Pandemic Era
- c. ISBN: eBook ISBN 9781003438748
- d. Publisher: CRC Press / Taylor & Francis
- e. Editor(s): M. Affan Badar, Ruchika Gupta, Priyank Srivastava, Imran Ali, Elizabeth A. Cudney
- f. Book Chapter Number: 16
- g. Publication Date: December 30, 2024
- h. Pages: 26 pages
- i. *Scopus Indexed*

37. *Investor Lessons from the Paytm crisis*

- a. Authors: Vijaya Kittu Manda; Nimit Sharma
- b. Book Name: AAROHAN 2024: Green Finance and ESG: Pathways to Sustainable Financial Ecosystems
- c. ISBN: ISBN: 978-81-19567-47-8
- d. Publisher: Eureka Publications, India
- e. Editor(s): Dr. Varsha Agarwal; Dr. Sweta Kumari; Dr. Shoaib Mohammad
- f. Book Chapter Number: 26
- g. Publication Date: December 23, 2024
- h. Pages: 253 - 266

38. *Internet of Things in Marketing: An Introduction*

- a. Authors: Mohammed Majeed, Vijaya Kittu Manda, Sulemana Ibrahim and Esther Asiedu
- b. Publisher: Bentham Books
- c. Book Name: Disruptive Technologies and Business Innovation-IoT in Perspective
- d. ISBN: ISBN: 978-981-5322-89-7 (Print); ISBN: 978-981-5322-88-0 (Online)
- e. Editor(s): Mohammed Majeed, Jonas Yomboi, Sulemana Ibrahim and Esther Asiedu
- f. Book Chapter Number: 1
- g. Publication Date: December 2024
- h. Pages: 1 to 18
- i. *Scopus Indexed*

39. *Future Trends in Virtual Reality (VR)*

- a. Authors: Vijaya Kittu Manda; Amrutha Bikkina; Theodore Tarnanidis
- b. Publisher: Deep Science Publishing
- c. Book Name: Virtual Reality Technologies and Real Life Applications
- d. Book (Paperback) ISBN-13 (15) 978-81-982935-5-8; E-Book ISBN-13 (15): 978-81-982935-1-0

- e. Editor(s): Dina Darwish
- f. Book Chapter Number: 5
- g. Publication Date: February 2025
- h. Pages: 83 to 96

40. *Advanced Topics in Robotics*

- a. Authors: Vijaya Kittu Manda; Theodore Tarnanidis; Mohammed Majeed
- b. Publisher: Deep Science Publishing
- c. Book Name: Advances in Robots Technologies and Implementations
- d. ISBN-13 (15): 978-81-983916-1-2; ISBN-13 (15): 978-81-983916-9-8
- e. Editor(s): Dina Darwish
- f. Book Chapter Number: 5
- g. Publication Date: February 2025
- h. Pages: 96 to 112

41. *Applications of Artificial Intelligence in Education: Implications for Pedagogy, Learning Outcomes, and Policy Development*

- a. Authors: Vijaya Kittu Manda; Kishore Bezawada; Madhu Bhukya
- b. Publisher: Deep Science Publishing
- c. Book Name: Artificial Intelligence Implementation in Education Processes
- d. ISBN-13 (15) 978-81-984306-9-4; ISBN-13 (15) 978-81-984306-7-0
- e. Editor(s): Dina Darwish
- f. Book Chapter Number: 1
- g. Publication Date: February 2025
- h. Pages: 1 to 21

42. *Artificial Intelligence for Predicting Progression and Personalizing Healthcare to Alzheimer's Disease Patients*

- a. Authors: Imreena Ali; Vijaya Kittu Manda
- b. Publisher: IGI Global, USA
- c. Book Name: AI-Driven Personalized Healthcare Solutions
- d. ISBN13: 9798369378588|ISBN13 Softcover: 9798369378595|EISBN13: 9798369378601
- e. Editor(s): Housseem Chemingui and Meriam Lamloumi
- f. Book Chapter Number: 6
- g. Publication Date: March 6, 2025
- h. Pages: 155 to 190
- i. *Scopus Indexed*

43. *Amazon and Apple's Case of CSR Practices for Smart Consumer Products in Global Markets*

- a. Authors: Theodore Tarnanidis, Maro Vlachopoulou, Arman Hadi Abdul Manaf, Vijaya Kittu Manda.
- b. Copyright year: 2025
- c. Pages: 1 to 26; 26 pages
- d. Publisher: IGI Global, USA
- e. Book Chapter Number: 1

- f. Publication Date: April 17, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/375831>
- h. Book Chapter DOI: 10.4018/979-8-3373-0528-8.ch001
- i. Book Title: Source Title: Cultural Sensitivity, Cross-Border Logistics, and E-Commerce in Global Marketing
- j. Book Webpage: <https://www.igi-global.com/book/cultural-sensitivity-cross-border-logistics/359973>
- k. Book Editors: Theodore Tarnanidis and Maro Vlachopoulou
- l. ISBN: ISBN13: 9798337305288|ISBN13 Softcover: 9798337305295|EISBN13: 9798337305301
- m. DOI of the Book: 10.4018/979-8-3373-0528-8
- n. *Scopus Indexed*

44. Marketing Social Commentary Through Cinema: Exploring Mental Health, Inequality, and Injustice Highlighted in 2019 Joker Movie

- a. Authors: Muhammad Younus, Vijaya Kittu Manda, Theodore Tarnanidis, Andi Luhur Prianto, and Halimah Abdul Manaf
- b. Copyright year: 2025
- c. Pages: 27 to 50 (23 pages)
- d. Publisher: IGI Global, USA
- e. Book Chapter Number: 2
- f. Publication Date: April 17, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/375832>
- h. Book Chapter DOI: 10.4018/979-8-3373-0528-8.ch002
- i. Book Title: Source Title: Cultural Sensitivity, Cross-Border Logistics, and E-Commerce in Global Marketing
- j. Book Webpage: <https://www.igi-global.com/book/cultural-sensitivity-cross-border-logistics/359973>
- k. Book Editors: Theodore Tarnanidis and Maro Vlachopoulou
- l. ISBN: ISBN13: 9798337305288|ISBN13 Softcover: 9798337305295|EISBN13: 9798337305301
- m. DOI of the Book: 10.4018/979-8-3373-0528-8
- n. *Scopus Indexed*

45. Green Entrepreneurial Marketing for Global Smart Fashion Consumer Products With the PROMETHE Method

- a. Theodore Tarnanidis, Vijaya Kittu Manda, Michail Karypidis, Evridiki Papachristou, Maro Vlachopoulou
- b. Copyright year: 2025
- c. Pages 51-70 (20 Pages)
- d. Publisher: IGI Global, USA
- e. Book Chapter Number: 3
- f. Publication Date: April 17, 2025

- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/375833>
- h. Book Chapter DOI: 10.4018/979-8-3373-0528-8.ch003
- i. Book Title: Source Title: Cultural Sensitivity, Cross-Border Logistics, and E-Commerce in Global Marketing
- j. Book Webpage: <https://www.igi-global.com/book/cultural-sensitivity-cross-border-logistics/359973>
- k. Book Editors: Theodore Tarnanidis and Maro Vlachopoulou
- l. ISBN: ISBN13: 9798337305288|ISBN13 Softcover: 9798337305295|EISBN13: 9798337305301
- m. DOI of the Book: 10.4018/979-8-3373-0528-8
- n. *Scopus Indexed*

46. The Extraterritorial Impact of the Digital Markets Act (DMA): A Case Study on Gulf-Based E-Commerce Platforms

- a. Authors: Radwan Eskhita; Hlali Arbia; Vijaya Kittu Manda
- b. Copyright year: 2025
- c. Pages: 269 - 298
- d. Publisher: IGI Global, USA
- e. Book Chapter Number: 12
- f. Publication Date: May 20, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/chapter/the-extraterritorial-impact-of-the-digital-markets-act-dma/380604>
- h. Book Chapter DOI: 10.4018/979-8-3373-1355-9.ch012
- i. Book Title: Globalization, Global Security, and New International Realities for Modern Democracies
- j. Book Webpage: <https://www.igi-global.com/book/globalization-global-security-new-international/363327>
- k. Book Editors: Emilia Alaverdov (Georgian Technical University, Georgia) and Giga Abuseridze (Caucasus University, Georgia)
- l. ISBN: ISBN13: 9798337313559|ISBN13 Softcover: 9798337313566|EISBN13: 9798337313573
- m. DOI of the Book: 10.4018/979-8-3373-1355-9
- n. *Scopus Indexed*

47. Mapping the Impact of Artificial Intelligence on Management Studies

- a. Authors: Vasudha Kurikala; Hlali Arbia; Vijaya Kittu Manda
- b. Copyright year: 2025
- c. Pages: 343-380 (39 Pages)
- d. Publisher: IGI Global, USA
- e. Book Chapter Number: 11
- f. Publication Date: July 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/384683>
- h. Book Chapter DOI: 10.4018/979-8-3373-2018-2.ch011

- i. Book Title: Practical Frameworks for New-Age Digitalization Business Strategy
- j. Book Webpage: <https://www.igi-global.com/gateway/book/367269>
- k. Book Editors: Poh Kiong Tee, Bee Lian Song, and Ree Chan Ho (all from Malaysia)
- l. ISBN: ISBN13: 9798337320182|ISBN13 Softcover: 9798337320199; EISBN13: 9798337320205
- m. DOI of the Book: 10.4018/979-8-3373-2018-2
- n. *Will be Scopus Indexed*

48. Lessons from the Corporate Governance Issues at BYJU's

- a. Authors: Vijaya Kittu Manda; Lubza Nihar Khaliq
- b. Copyright year: 2025
- c. Pages: 125–148
- d. Publisher: SpringerNature Link, USA
- e. Book Chapter Number: 8
- f. Publication Date: July 1, 2025
- g. Book Chapter Webpage: https://link.springer.com/chapter/10.1007/978-981-96-6366-8_7
- h. Book Chapter DOI: 10.1007/978-981-96-6366-8_7
- i. Book Title: Developments in Corporate Governance
- j. Book Webpage: <https://link.springer.com/book/10.1007/978-981-96-6366-8>
- k. Book Editors: Vinay Kandpal, Arun Kumar Tripathy, Nidhi S. Bisht (all from India)
- l. ISBN: Hardcover ISBN: 978-981-96-6365-1; Softcover ISBN: 978-981-96-6368-2; eBook ISBN: 978-981-96-6366-8
- m. DOI of the Book: <https://doi.org/10.1007/978-981-96-6366-8>
- n. *Will be Scopus Indexed*

49. Optimizing Reverse Logistics in Retail Sector

- a. Authors: Nimit Sharma; Vijaya Kittu Manda; A. Shivasharana; Majeed Mohammed
- b. Copyright year: 2026
- c. Pages: pp. 397-429 (34 pages)
- d. Publisher: IGI Global, USA
- e. Book Chapter Number: 14
- f. Publication Date: July 20, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/386054>
- h. Book Chapter DOI: 10.4018/979-8-3373-2434-0.ch014
- i. Book Title: *Emerging Trends in Smart Logistics Technologies*
- j. Book Webpage: <https://www.igi-global.com/gateway/book/368231>
- k. Book Editors: Arbia Hlali (Taibah University, Saudi Arabia)

- l. ISBN: ISBN13: 9798337324340|ISBN13 Softcover: 9798337324357|EISBN13: 9798337324364
- m. DOI of the Book: <https://doi.org/10.4018/979-8-3373-2434-0>
- n. *Will be Scopus Indexed*

50. Blockchain Adoption in Nigerian Port and Maritime Operations: Impact on Shipment Tracking and Smart Bills of Lading

- a. Authors: Nwolozi Chinyeaka Nwokodi; Vijaya Kittu Manda
- b. Copyright year: 2026
- c. Pages: pp. 281-305 (26 pages)
- d. Publisher: IGI Global, USA
- e. Book Chapter Number: 10
- f. Publication Date: July 20, 2025
- g. Book Chapter Webpage: <http://www.igi-global.com/chapter/blockchain-adoption-in-nigerian-port-and-maritime-operations/386050>
- h. Book Chapter DOI: 10.4018/979-8-3373-2434-0.ch010
- i. Book Title: *Emerging Trends in Smart Logistics Technologies*
- j. Book Webpage: <https://www.igi-global.com/gateway/book/368231>
- k. Book Editors: Arbia Hlali (Taibah University, Saudi Arabia)
- l. ISBN: ISBN13: 9798337324340|ISBN13 Softcover: 9798337324357|EISBN13: 9798337324364
- m. DOI of the Book: <https://doi.org/10.4018/979-8-3373-2434-0>
- n. *Will be Scopus Indexed*

51. Co-Creation, Co-Marketing, and Co-Branding Strategies for Smart Luxury Digital Ecosystems

- a. Authors: Anuradha Yadav (REVA University, India); Vijaya Kittu Manda (PBMEIT, India); Theodore Tarnanidis (International Hellenic University, Greece); Ahmad Salman Farid (STAIN Mandailing Natal, Indonesia)
- b. Copyright year: 2026
- c. Pages: pp. 65-98 (34 pages)
- d. Publisher: IGI Global, USA
- e. Book Chapter Number: 3
- f. Publication Date: July 30, 2025
- g. Book Chapter Webpage: <https://doi.org/10.4018/979-8-3373-3010-5.ch003>
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- i. Book Title: *Co-Branding Strategies for Smart Luxury Products*
- j. Book Webpage: <https://www.igi-global.com/book/branding-strategies-smart-luxury-products/370382>
- k. Book Editors: Theodore Tarnanidis (International Hellenic University, Greece), Bruno Sousa (Polytechnic University of Cávado and Ave (IPCA), Portugal), Maro Vlachopoulou (University of Macedonia, Greece), Evridiki Papachristou (International Hellenic University, Greece), and Vijaya Kittu Manda (PBMEIT, India)

- l. ISBN: ISBN13: 9798337330105; ISBN13 Softcover: 9798337330112; EISBN13: 9798337332611
- m. DOI of the Book: [https://doi.org/ 10.4018/979-8-3373-3010-5](https://doi.org/10.4018/979-8-3373-3010-5)
- n. *Will be Scopus Indexed*

52. *Matera - From Abandonment to Rebirth: Impacts and Opportunities of the 2019 European Capital of Culture*

53. *The Influence of Exchange Rate Volatility on International Trade in Emerging Economies*

54. *Securing Digital Documents: Advanced Cybersecurity and Forensics Techniques for Data Protection*

- a. Authors: Akhil John Mampilly, Vijaya Kittu Manda
- b. Copyright year: 2025
- c. Pages: 29 pages
- d. Publisher: CRC Press / Routledge / Taylor & Francis
- e. Book Chapter Number: 3
- f. Publication Date: August 30, 2025
- g. Book Chapter Webpage:
<https://www.taylorfrancis.com/chapters/edit/10.1201/9781003497868-3/securing-digital-documents-akhil-john-mampilly-vijaya-kittu-manda>
- h. Book Chapter DOI: 10.1201/9781003497868-3
- i. Book Title: *Cyber Security, Forensics and National Security*
- j. Book Webpage: <https://www.igi-global.com/book/branding-strategies-smart-luxury-products/370382>
- k. Book Editors: Vinay Aseri, Sumit Kumar Choudhary, Adarsh Kumar
- l. ISBN: eBook ISBN: 9781003497868
- m. DOI of the Book: <https://doi.org/10.1201/9781003497868>
- n. *Will be Scopus Indexed*

55. *Evidence Presentation, Real-World Case Studies, and Courtroom Testimony in Cybersecurity Cases*

- a. Authors: Vijaya Kittu Manda, Renuka Lenka
- b. Copyright year: 2025
- c. Pages: 29 pages
- d. Publisher: CRC Press / Routledge / Taylor & Francis
- e. Book Chapter Number: 19
- f. Publication Date: August 30, 2025
- g. Book Chapter Webpage:
<https://www.taylorfrancis.com/chapters/edit/10.1201/9781003497868-3/securing-digital-documents-akhil-john-mampilly-vijaya-kittu-manda>
- h. Book Chapter DOI: 10.1201/9781003497868-19
- i. Book Title: *Cyber Security, Forensics and National Security*
- j. Book Webpage: <https://www.igi-global.com/book/branding-strategies-smart-luxury-products/370382>
- k. Book Editors: Vinay Aseri, Sumit Kumar Choudhary, Adarsh Kumar

- l. ISBN: eBook ISBN: 9781003497868
- m. DOI of the Book: <https://doi.org/10.1201/9781003497868>
- n. *Will be Scopus Indexed*

56. *Building Culturally Aware Information Technology*

- a. Authors: Vijaya Kittu Manda; Srinivas Bikkina; U. V. Adinarayana Rao; Dina Darwish; Theodore Tarnanidis
- b. Copyright year: 2026
- c. Pages: 38 pages
- d. Publisher: IGI Global Scientific Publishing, Hershey, PA, USA
- e. Book Chapter Number: 1
- f. Publication Date: September 28, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/chapter/building-culturally-aware-information-technology/390314>
- h. Book Chapter DOI: 10.4018/979-8-3693-8729-0.ch001
- i. Book Title: *Contemporary Issues in Digital Communication, Media, and Culture*
- j. Book Webpage: <https://www.igi-global.com/chapter/building-culturally-aware-information-technology/390314>
- k. Book Editors: Kostas Karpouzis (Panteion University of Social and Political Sciences, Greece) and Ioannis Skarpelos (Panteion University of Social and Political Sciences, Greece)
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- m. DOI of the Book: <https://doi.org/10.4018/979-8-3693-8729-0>
- n. *Will be Scopus Indexed*

57. *Marketing Complexity of Smart Consumer Products to Global Millennial Segments*

- a. Authors: Theodore Tarnanidis (International Hellenic University, Greece), Vijaya Kittu Manda (PBMEIT, India), Bruno Barbosa Sousa (Polytechnic University of Cávado and Ave, Portugal & UNIAG, Portugal), Maro Vlachopoulou (University of Macedonia, Greece), and Evridiki Papachristou (International Hellenic University, Greece)
- b. Copyright year: 2026
- c. Pages: 1-16 (16 pages)
- d. Publisher: IGI Global Scientific Publishing, Hershey, PA, USA
- e. Book Chapter Number: 1
- f. Publication Date: October 3, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/390896>
- h. Book Chapter DOI: 10.4018/979-8-3373-2111-0.ch001
- i. Book Title: *Diversity and Inclusion-Driven Marketing for Multicultural Marketplaces*
- j. Book Webpage: <https://www.igi-global.com/gateway/book/367852>

- k. Book Editors: Theodore Tarnanidis (International Hellenic University, Greece), Bruno Sousa (Polytechnic University of Cávado and Ave, Portugal), Maro Vlachopoulou (University of Macedonia, Greece), Evridiki Papachristou (International Hellenic University, Greece), and Vijaya Kittu Manda (PBMEIT, India)
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- n. More details of this publication are at <https://www.vijaykittu.com/publications/rl58.php>
- o. *Will be Scopus Indexed*

58. *Inclusive Marketing Strategies for Adaptive Fashion*

- a. Authors: Theodore Tarnanidis (International Hellenic University, Greece), Vijaya Kittu Manda (PBMEIT, India), Bruno Barbosa Sousa (Polytechnic University of Cávado and Ave, Portugal & UNIAG, Portugal), Maro Vlachopoulou (University of Macedonia, Greece), and Evridiki Papachristou (International Hellenic University, Greece)
- b. Copyright year: 2026
- c. Pages: 17 to 30 (14 pages)
- d. Publisher: IGI Global Scientific Publishing, Hershey, PA, USA
- e. Book Chapter Number: 2
- f. Publication Date: October 3, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/390897>
- h. Book Chapter DOI: 10.4018/979-8-3373-2111-0.ch002
- i. Book Title: Diversity and Inclusion-Driven Marketing for Multicultural Marketplaces
- j. Book Webpage: <https://www.igi-global.com/gateway/book/367852>
- k. Book Editors: Theodore Tarnanidis (International Hellenic University, Greece), Bruno Sousa (Polytechnic University of Cávado and Ave, Portugal), Maro Vlachopoulou (University of Macedonia, Greece), Evridiki Papachristou (International Hellenic University, Greece), and Vijaya Kittu Manda (PBMEIT, India)
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- n. More details of this publication are at <https://www.vijaykittu.com/publications/rl59.php>
- o. *Will be Scopus Indexed*

59. *Blockchain in Marketing and Communications*

- a. Authors: Theodore Tarnanidis (International Hellenic University, Greece), Vijaya Kittu Manda (PBMEIT, India), Bruno Barbosa Sousa (Polytechnic University of Cávado and Ave, Portugal & UNIAG, Portugal), Maro

Vlachopoulou (University of Macedonia, Greece), and Evridiki Papachristou (International Hellenic University, Greece)

- b. Copyright year: 2026
- c. Pages: 175 to 212 (37 pages)
- d. Publisher: IGI Global Scientific Publishing, Hershey, PA, USA
- e. Book Chapter Number: 7
- f. Publication Date: October 3, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/391145>
- h. Book Chapter DOI: 10.4018/979-8-3373-2502-6.ch007
- i. Book Title: *Adapting Global Communication and Marketing Strategies to Generative AI*
- j. Book Webpage: <https://www.igi-global.com/gateway/book/368261>
- k. Book Editors: Albérico Travassos Rosário and Anna Carolina Boechat
- l. ISBN13: 9798337325026|ISBN13 Softcover: 9798337325033|EISBN13: 9798337325040
- m. DOI of the Book: DOI: 10.4018/979-8-3373-2502-6
- n. More details of this publication are at <https://www.vijaykittu.com/publications/rl60.php>
- o. *Will be Scopus Indexed*

60. *Sharding as a Sustainability Blockchain Optimization Tool*

- a. Authors: Vijaya Kittu Manda, Madhu Bhukya
- b. Copyright year: 2025
- c. Pages: 227 to 233
- d. Publisher: Springer Nature Link
- e. Book Chapter Number: 21
- f. Publication Date: October 1, 2025
- g. Book Chapter Webpage: https://link.springer.com/chapter/10.1007/978-3-031-88380-4_21
- h. Book Chapter DOI: 10.1007/978-3-031-88380-4_21
- i. Book Title: *Redefining Sustainability: International Conference on Net Zero Solutions and Circular Economy: Volume 2*
- j. Book Webpage: <https://link.springer.com/book/10.1007/978-3-031-88380-4?page=1>
- k. Book Editors: Jacinta Dsilva
- l. Hardcover ISBN: 978-3-031-88379-8; Softcover ISBN: 978-3-031-88382-8; E-Book ISBN: 978-3-031-88380-4
- m. DOI of the Book: <https://doi.org/10.1007/978-3-031-88380-4>
- n. More details of this publication are at <https://www.vijaykittu.com/publications/rl61.php>
- o. *Will be Scopus Indexed*

61. *Geospatial Data Complexities and Technology Challenges in Smart Cities*

- a. Authors: Sangeetha Radhakrishnan; Vijaya Kittu Manda

- b. Copyright year: 2026
- c. Pages: 36 pages
- d. Publisher: IGI Global Scientific Publishing, Hershey, PA, USA
- e. Book Chapter Number: 11
- f. Publication Date: October 23, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/392548>
- h. Book Chapter DOI: 10.4018/979-8-3373-0154-9.ch011
- i. Book Title: *Challenges for Smart City Infrastructure, Technologies, and Their Future*
- j. Book Webpage: <https://www.igi-global.com/gateway/book/358912>
- k. Book Editors: Mohammed Balfaqih, Akram A. Almohammedi, and Malek Alsmadi
- l. ISBN13: 9798337301549|ISBN13 Softcover: 9798337301556|EISBN13: 9798337301563
- m. DOI of the Book: <https://doi.org/10.4018/979-8-3373-0154-9>
- n. More details of this publication are at <https://www.vijaykittu.com/publications/rl62.php>
- o. *Will be Scopus Indexed*

62. *Computation Modeling Approaches for Green Bonds Pricing and Market Development*

- a. Authors: Lalitha Nammi, Vijaya Kittu Manda* and M. L. Gnanadasan
- b. Copyright year: 2026
- c. Pages: Page 81 - 110 (30 pages)
- d. Publisher: Bentham Science Publishers
- e. Book Chapter Number: 5
- f. Publication Date: October 23, 2025
- g. Book Chapter Webpage: https://www.eurekaselect.com/ebook_volume/3933
- h. Book Chapter DOI: 10.2174/9798898810818125010008
- i. Book Title: *Computational Modelling Approaches to FinTech Innovation*
- j. Book Webpage: https://www.eurekaselect.com/ebook_volume/3933
- k. Book Editors: Sonal Trivedi, Balamurugan Balusamy, Prasad Begde
- l. eISBN: 979-8-89881-081-8, 2025; ISBN: 979-8-89881-082-5
- m. DOI of the Book: <https://doi.org/10.4018/979-8-3373-0154-9>
- n. More details of this publication are at <https://www.vijaykittu.com/publications/rl63.php>
- o. *Will be Scopus Indexed*

63. *Experiential Marketing and Sustainability: Driving Consumer Engagement and Brand Loyalty*

- a. Authors: Sai Lakshmi Padmaja Peyyala (Maris Stella College, India), Vijaya Kittu Manda (PBMEIT, India), and N. Kishore Babu (Andhra University, India)

- b. Copyright year: 2026
- c. Pages: Pages 31-64 (34 pages)
- d. Publisher: IGI Global Scientific Publishing, Hershey, PA, USA
- e. Book Chapter Number: 2
- f. Publication Date: October 26, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/392873>
- h. Book Chapter DOI: 10.4018/979-8-3373-7615-8.ch002
- i. Book Title: *Emotional and Experiential Dimensions of Modern Marketing*
- j. Book Webpage: <https://www.igi-global.com/chapter/experiential-marketing-and-sustainability/392873>
- k. Book Editors: Rossana Piccolo (University of Teramo, Italy) and Marianna Boero (University of Teramo, Italy)
- l. ISBN13: ISBN13: 9798337376158|ISBN13 Softcover: 9798337376165|EISBN13: 9798337376172
- m. DOI of the Book: <https://doi.org/10.4018/979-8-3373-0154-9>
- n. More details of this publication are at <https://www.vijaykittu.com/publications/r164.php>
- o. *Scopus Indexed*

64. *Modified Atmospheric Packaging as a Sustainable Food Marketing and Preservation Tool*

- a. Authors: Srinivas Bikkina (Vingas Industries Private Limited, India), Vijaya Kittu Manda (PBMEIT, India), and U. V. Adinarayana Rao (GITAM University, India)
- b. Copyright year: 2026
- c. Pages: Pages 129-160 (32 pages)
- d. Publisher: IGI Global Scientific Publishing, Hershey, PA, USA
- e. Book Chapter Number: 5
- f. Publication Date: December 17, 2025
- g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/397585>
- h. Book Chapter DOI: 10.4018/979-8-3373-3109-6.ch005
- i. Book Title: *Maximizing Operational Efficiency at the Intersection of Supply Chain Management and Marketing*
- j. Book Webpage: <https://www.igi-global.com/gateway/book/370566>
- k. Book Editors: Muhammad Rahies Khan (Bahria University, Karachi, Pakistan); Tarique Mehmood (Bahria University, Karachi, Pakistan); Muhammad Rashid Rao (Bahria University, Karachi, Pakistan)
- l. ISBN13: 9798337331096|ISBN13 Softcover: 9798337331102|EISBN13: 9798337331119
- m. DOI of the Book: <https://doi.org/10.4018/979-8-3373-3109-6>
- n. More details of this publication are at <https://www.vijaykittu.com/publications/r165.php>

o. Will be Scopus Indexed

65. *Financial Technology (FinTech) as a Game Changer for Financial Inclusion*

- a. Authors: Mohammed Majeed; Abibu Amidu; Sofia Devi Shamurailatpam; Vijaya Kittu Manda
- b. Copyright year: 2025
- c. Pages: Pages 119-128 (10 pages)
- d. Publisher: Bentham Science Publishers
- e. Book Chapter Number: 5
- f. Publication Date: December 10, 2025
- g. Book Chapter Webpage: <https://www.eurekaselect.com/chapter/26693>
- h. Book Chapter DOI: 10.2174/9798898813154125010010
- i. Book Title: *Fintech Revolution and Financial Inclusion in Emerging Markets: Shaping Sustainable Digital Finance*
- j. Book Webpage: https://www.eurekaselect.com/ebook_volume/3992
- k. Book Editors: Mohammed Majeed, Sofia Devi Shamurailatpam, Parag Sunil Shukla, Ibrahim Osman, Hamidu Gafaru Dokurugu
- l. ISBN13: ISBN1: 979-8-89881-316-1; eISBN: 979-8-89881-315-4, 2025
- m. DOI of the Book: <https://doi.org/10.2174/97988988131541250101>
- n. More details of this publication are at <https://www.vijaykittu.com/publications/rl66.php>

o. Will be Scopus Indexed

66. *A Cross-Regional Analysis of Diversity and Inclusion in Marketing for Global Generation Z*

- a. Authors: Theodore Tarnanidis, Vijaya Kittu Manda, and Bruno Barbosa Sousa
 - b. Copyright year: 2026
 - c. Pages: Pages 1-20 (20 pages)
 - d. Publisher: IGI Global Scientific Publishing, Hershey, PA, USA
 - e. Book Chapter Number: 1
 - f. Publication Date: January 22, 2026
 - g. Book Chapter Webpage: <https://www.igi-global.com/gateway/chapter/400542>
 - h. Book Chapter DOI: 10.4018/979-8-3373-6731-6.ch001
 - i. Book Title: *AI-Driven Decision-Making for Diversity, Equity, and Inclusion in Marketing*
 - j. Book Webpage: <https://www.igi-global.com/gateway/book/388230>
 - k. Book Editors: Theodore Tarnanidis
 - l. ISBN13: 9798337367316|ISBN13 Softcover: 9798337367323|EISBN13: 9798337367330
 - m. DOI of the Book: <https://doi.org/10.2174/97988988131541250101>
 - n. More details of this publication are at <https://www.vijaykittu.com/publications/rl67.php>
- o. Will be Scopus Indexed*

Papers Presented at Conferences / Seminars (partial list)

1. One-day National Seminar on Innovative Methods and Challenges in Accounting, Management, and Financial Sectors
 - a. Organizer: ICBM, Hyderabad
 - b. Date(s): November 2019
2. ICDEMI 2023
 - a. ***Paper Title: Decentralized Storage Systems***
 - b. Organizer: Department of Computer Science and Engineering, GITAM School of Engineering, GITAM Deemed to be University, Bengaluru, India
 - c. Date: November 22 - 24, 2023
3. 28 International and 59th National Conference; Applying Psychology for Professional Excellence; February 2-4, 2024; Pondicherry University, Puducherry, INDIA; Presented a research paper titled ***Exploring the Influence of Personality Traits on Data Privacy Decision-Making among Indian Academicians***
4. 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024)
 - a. ***Paper Title: Meta-Analysis of Blockchain-powered Electronic Voting Systems***
 - b. Organizer: KG Reddy College of Engineering & Technology, India
 - c. Presentation Date: February 23, 2024
 - d. Published in MATEC Web of Conferences, 392, 01076 (2024)
 - e. <https://doi.org/10.1051/matecconf/202439201076>
 - f. *Web of Science Indexed*
5. Two-day International Conference on Repositioning of Management Education in the Contemporary World
 - a. ***Paper Title: Curriculum Framework for Marketing Education***
 - b. Organized by ICBM-School of Business Excellence at Hyderabad, India, in academic collaboration with California School of Management & Leadership (CSML) Alliant International University, San Diego, California, USA, in Association with the Association of Indian Management Schools, India
 - c. Presentation Date: March 3 & 4, 2024
6. Aarohan 2.0 - International Conference
 - a. ***Paper Title: Investor Lessons from the Paytm Crisis***
 - b. Organized by ATLAS SkillTech University, Mumbai, India
 - c. Presentation Date: March 11, 2024
7. Two-day National Seminar on Emerging Trends in Psychology & Business Management
 - a. ***Paper Title: Language as a Communication Barrier for African continent Students in Indian Universities***

- b. Organizer: Department of Psychology and Department of Commerce & Management, St. Joseph's College for Women (Autonomous), Visakhapatnam, India
 - c. Venue: Offline
- 8. Ist International SEE Conference on Net Zero Solutions and Circular Economy, SEE Global Sustainability Summit
- 9. ***Paper Title: Research Considerations***
 - a. ***Paper Title: Research Considerations on Energy Consumption by Blockchain Networks***
 - b. Organizer: SEE Institute, Dubai, UAE
 - c. Date: May 16, 2024
 - d. Venue: Online; Microsoft Teams
- 10. Navigating The Future: Innovations in Commerce, Management, and Economics National Conference
 - a. ***Paper Title: A Study on RBI's Regulatory Actions on IIFL and JM Financial Crisis***
 - b. Organizer: REVA University, Bengaluru, India
 - c. Date: April 25 & 26, 2024
 - d. Venue: Reva University, India; Offline
- 11. Two-day International Conference on Creativity & Innovation in Research
 - a. Paper Title: Sharding as a Blockchain Optimization Tool
 - b. Organizer: BEST Innovation University, India
 - c. Won the *Best Paper Presentation Award*
 - d. Date: May 17, 2024
 - e. Venue: Online; Google Meet
- 12. Benefits of using green elements in building construction: A Perspective as a home buyer in Hyderabad
 - a. Co-authors: Venkata Padmavathi Pathaballa & Dr. Giri Murugan
 - b. Conference Name: 14th International Conference of Sustainable Waste Management & Circular Economy and IPLA Global Forum 2024
 - c. Organizer: GITAM (Deemed to be University), Visakhapatnam, AP, India, and International Society of Waste Management, Air and Water (ISWMAW)
 - d. Date: November 28 – December 1, 2024
 - e. Venue: GITAM (Deemed to be University), Visakhapatnam
- 13. Five Questions on Blockchain for Sustainability and Circular Economy
 - a. Co-authors: Dr. Madhu Bhukya
 - b. Conference Name: 14th International Conference of Sustainable Waste Management & Circular Economy and IPLA Global Forum 2024
 - c. Organizer: GITAM (Deemed to be University), Visakhapatnam, AP, India, and International Society of Waste Management, Air and Water (ISWMAW)
 - d. Date: November 28 – December 1, 2024

e. Venue: GITAM (Deemed to be University), Visakhapatnam

14. Operational and Reputational Issues at BYJU's

- a. Authors: Vivek Gupta; Anuradha Yadav; Vijaya Kittu Manda
- b. Conference Name: IIM Nagpur Ivey Case Conference 2024 - Shaping the Future: Business Management Trends & Insights for Tomorrow
- c. Organizer: IIM Nagpur and Ivey Publishing
- d. Date: December 20 to 22, 2024
- e. Venue: IIM Nagpur

15. Ecological Economics and Biomimicry as Regenerative Economy Tools

- a. Authors: Vijaya Kittu Manda; Sangeetha Radhakrishnan; Mohit Tiwari
- b. Conference Name: Advancing Financial, Digital, and Health Inclusion: Steps towards Viksit Bharat@2047
- c. Organizer: Department of Management Studies, Faculty of Management Studies, Jamia Millia Islamia, New Delhi, India
- d. Date: February 11, 2025
- e. Venue: JMI, New Delhi

16. Artificial Intelligence, Cybersecurity, and Cultural Considerations in Industry 5.0 Business Practices

- a. Authors: Vijaya Kittu Manda & Kaustubh Kumar Shukla
- b. Conference Name: One-Day International Conference on Integration of Technology: AI - Industry 5.0 & Management Education
- c. Organizer: ICBM – SBE, Hyderabad, Telangana, India
- d. Date: April 11, 2025
- e. DOI: <https://doi.org/10.17605/OSF.IO/895K4>
- f. Book Name: Integration of Technology: AI - Industry 5.0 & Management Education Volume 2
- g. ISBN: 978-93-6926-591-6
- h. Publisher: Walnut Publication (an imprint of Vyusta Platforms Private Limited)
- i. Editor(s): Prof. P. Narayana Reddy; Dr. Ritu Zarar; Dr. Krishna Gadasandula; Dr. Surekha Adiki; Dr. M Himabindu
- j. Book Chapter Number: 2
- k. Publication Date: July 2025
- l. Pages: 8 to 20

17. Assessing the Impact of Climate Change Adaptation Measures on Health Equity Across Vulnerable Populations

- a. Authors: Ibrahim Shah (Pakistan); Vijaya Kittu Manda (India); Chitra Saruparia (India); Muhammad Younus (Indonesia)
- b. Conference: SEE Global Sustainability Summit 2025
- c. Organizer: SEE Institute, Dubai, UAE
- d. Date: April 23 – 24, 2025

18. Recent Trends on Financial Inclusion and Affordable Housing Schemes in India

- a. Authors: Sangeetha Gandu & Vijaya Kittu Manda
- b. Conference: Global Technology and Innovation Summit - Aarohan 3.0: Vision 2050: Catalysing Innovation and Transformation
- c. Organizer: ATLAS Skilltech University, Mumbai, India
- d. Date: August 4 to 8, 2025
- e. Emerging Researcher Award

Workshops, Training Programs & Webinars Attended (partial list)

1. 7th PAN-IIM World Management Conference
 - a. Organizer: IIM Rohtak, Delhi, India
Date(s): December 11, 2019
2. Staff Enrichment Program
 - a. Topic: Game-based Learning & AI Tools for Educators
 - b. Dates: May 9 – 11, 2024
 - c. Organizer: Karunya University, Coimbatore, India
3. Recent Research Trends on AI & ML in Interdisciplinary Research
 - a. Five-day Faculty Development Programme
 - b. Dates: May 13 – 17, 2024
 - c. Organizer: Department of Computer Science and Engineering (Artificial Intelligence and Machine Learning), Haldia Institute of Technology, India
4. Author Workshop – Publishing Open Access in Wiley Hybrid Journals Under GITAM’s Transformational Agreement
 - a. Date: May 27, 2024
 - b. Organizer: Wiley Research Training, Wiley
 - c. Mode: Online
5. Skill Training Workshop on Enhancing Research Paper and Project Writing Capabilities with AI-Empowered Tools
 - a. Date: June 3, 2024
 - b. Organizer: Vidya Vihar Institute of Technology, Bihar, in association with Global Conference Hub, Coimbatore
 - c. Mode: Online
6. Empowering Educators – A Multidimensional Approach
 - a. Organizer: St. Mary’s Centenary Degree College, Secunderabad, India
 - b. Date: May 27 – 31, 2024
 - c. Mode: Online
7. Special Training Event – Why you should be a Peer Reviewer
 - a. Organizer: Bentham Science
 - b. Date: September 19, 2024
 - c. Mode: Online / Zoom
8. Webinar: Book Publishing for the Academic and Research Community: A Sustainable Model
 - a. Organizer: Kerala State Council for Science, Technology and Environment

- b. Date: September 25, 2024
- c. Mode: Online
- 9. Webinar: What is Branding?
 - a. Organizer: Public Relations Society of India, Chennai Chapter
 - b. Date: September 28, 2024
 - c. Mode: Online / Zoom
- 10. One-Day National Workshop on Research Methodology in Sustainable Development
 - a. Organizer: Shri Muktanand College Gangapur, Dist. Chhatrapati Sambhajinagar, Maharashtra, India 431109
 - b. Date: February 24, 2025
 - c. Mode: Online

FDPs attended (partial list)

1. One-day Workshop on Financial Literacy for Financial Well-being at Government College, Rajahmundry, India; February 18, 2020
2. Effect of Generative AI in Modern Research and Industry
 - a. 5-day Faculty Development Program
 - b. Dates: April 29 – May 3, 2024
 - c. Organizer: Sister Nivedita University, India
3. Faculty Development Program on Quantum Computing
 - a. Date: May 27 – June 1, 2024
 - b. Organizer: Sri Sairam Engineering College, Chennai in association with IEEE CTSoc and IEEE Computational Intelligence Society
 - c. Mode: Online
4. FDP: *ESG's Impact on sustainable Goods: a perspective & tenacity*
 - a. Date: September 23 to 27, 2024
 - b. Organizer: St. Joseph's College of Engineering and Technology, Thanjavur
 - c. Mode: Online
5. Faculty Enrichment Program: Opportunities in Advanced Technologies for Teachers
 - a. Date: January 30 – 31, 2025
 - b. Organizer: East West College of Management, Bengaluru, India
 - c. Mode: Online / Zoom
6. One-Week Online Faculty Development Program (FDP) on Research and Write with AI Assistance
 - a. Date: February 17 – 21, 2025
 - b. Organizer: Institute of Public Enterprise (IPE), Hyderabad, India
 - c. Mode: Online / Zoom
7. Five-day Virtual FDP on Advancing Academic and Research Excellence: Innovation Strategies for Faculty Development
 - a. Date: February 24 – 28, 2025
 - b. Organizer: St. Joseph's College (Arts & Science), Chennai, India

c. Mode: Online / Zoom

Peer Reviews done

About 510+ peer-reviews across conferences, journal papers, book chapters, and books.

A partial list of reviews is at <https://www.vijaykittu.com/peer-reviews.php>

Journals Paper Reviews

1. IJCHM (Scopus indexed)
2. JISEM (Scopus indexed)
3. Applied Economics (Scopus indexed)
4. Economic and Business Letters
5. FIIB Business Review (Scopus & WoS indexed)
6. International Journal of Health and Information Systems (IJHIS)
7. Journal of Advances in Mathematics and Computer Science
8. Journal of Economics, Management and Trade
9. Cureus Journals (of SpringerNature; in Medicine, Computer Science, and Management domains)

Editorial Board Membership (Books)

1. Deep Science Publishing

2. Cross-Cultural Perspectives on Luxury Marketing

- a. Type: Book (Scopus indexed)
- b. Association: Editorial Advisory Board Member
- c. Publisher: IGI Global, USA
- d. Publication Date: October 4, 2024
- e. Website: <https://www.igi-global.com/book/recent-trends-geospatial/349908>

3. Recent Trends in Geospatial AI

- a. Type: Book (Scopus indexed)
- b. Association: Editorial Advisory Board Member
- c. Publisher: IGI Global, USA
- d. Publication Date: October 4, 2024
- e. Website: <https://www.igi-global.com/book/recent-trends-geospatial/349908>

Editorial Board Membership (Journals)

1. Social Sciences & Humanities in Asia

- a. Type: Journal
- b. Association: Editorial Board Member
- c. Publisher: Zibeline International Publishing, Malaysia
- d. Website: <https://ssha.com.my/editorial-board/>

2. Journal of AI

- a. Type: Journal
- b. Association: International Editorial Board Member
- c. Publisher: İzmir Akademi DERNEĞİ, Turkey
- d. Website: <https://dergipark.org.tr/en/pub/jai/board>

3. Journal of Emerging Computer Technologies

- a. Type: Journal
- b. Association: Scientific Board Member
- c. Publisher: İzmir Akademi DERNEĞİ, Turkey
- d. Website: <https://dergipark.org.tr/en/pub/ject/board>

4. İzmir Journal of Social Sciences

- a. Type: Journal
- b. Association: Scientific Board Member
- c. Publisher: İzmir Akademi DERNEĞİ, Turkey

5. Basic and Applied Management Research Journal (BAMRJ)

- a. Type: Journal
- b. Association: Editorial Team Member
- c. Publisher: Future Science, Malang, Indonesia
- d. Website:
<https://www.bamrjournal.org/index.php/BAMR/about/editorialTeam>

6. Involvement International Journal of Business (IIJB)

- a. Type: Journal
- b. Association: Section Editor
- c. Publisher: PT Agung Media Publisher, Indonesia
- d. Website:
<https://ejournal.agungmediapublisher.com/index.php/iijb/about/editorialTeam>

Edited Books

1. PBME Volume 1 to 8

- a. Date of Publication: June 2020 to June 2023

2. PBMEIT Volume 1

- a. Date of Publication: December 2023

3. PBMEIT Volume 2

- a. Date of Publication: April 2024

4. Multiple-Criteria Decision-Making (MCDM) Techniques and Statistics in Marketing

- a. Editors: Theodore Tarnanidis, Jason Papathanasiou, Vasileios Ismyrlis, and Vijaya Kittu Manda
- b. Publisher: IGI Global, Hershey, USA
- c. ISBN13: 9798369391228|ISBN13 Softcover: 9798369391235|EISBN13: 9798369391242
- d. DOI: 10.4018/979-8-3693-9122-8
- e. Website: <https://www.igi-global.com/book/multiple-criteria-decision-making-mcdm/354155>
- f. Date of Publication: December 2024
- g. Total Chapters: 27
- h. *Scopus Indexed*

5. Sustainable Practices in the Fashion and Retail Industry

- a. Editors: Theodore Tarnanidis, Evridiki Papachristou, Michail Karypidis, and Vijaya Kittu Manda
- b. Publisher: IGI Global, Hershey, USA
- c. ISBN13: 9798369399590 | ISBN10: N/A | EISBN13: 9798369399613
- d. DOI: 10.4018/979-8-3693-9959-0
- e. Webpage: <https://www.igi-global.com/gateway/book/357883>
- f. Date of Publication: January 2025
- g. Pages: 650
- h. *Scopus Indexed*

6. Sustainable Branding, Cultural Intelligence and Co-Marketing

- a. Editors: Theodore Tarnanidis (International Hellenic University, Greece), Bruno Barbosa Sousa (Polytechnic Institute of Cávado and Ave, Portugal), Maro Vlachopoulou (University of Macedonia, Greece), Evridiki Papachristou (International Hellenic University, Greece), and Vijaya Kittu Manda (PBMEIT, India)
- b. Publisher: IGI Global, Hershey, USA
- c. ISBN13: 9798337362021|ISBN13 Softcover: 9798337362038|EISBN13: 9798337362045
- d. Release Date: July 25, 2025
- e. DOI: 10.4018/979-8-3373-6202-1
- f. Webpage: <https://www.igi-global.com/book/sustainable-branding-cultural-intelligence-marketing/385544>
- g. Chapters: 10
- h. Date of Publication: July 2025
- i. Pages: 324
- j. *Scopus Indexed*

7. Co-Branding Strategies for Smart Luxury Products

- a. Publisher: IGI Global, Hershey, USA
- b. Editors: Theodore Tarnanidis (International Hellenic University, Greece), Bruno Sousa (Polytechnic University of Cávado and Ave (IPCA), Portugal), Maro Vlachopoulou (University of Macedonia, Greece), Evridiki Papachristou (International Hellenic University, Greece), and Vijaya Kittu Manda (PBMEIT, India)
- c. Release Date: July 30, 2025
- d. Copyright: © 2026
- e. Pages: 400
- f. DOI: 10.4018/979-8-3373-3010-5
- g. ISBN13: 9798337330105|ISBN13 Softcover: 9798337330112|EISBN13: 9798337332611
- h. Webpage: <https://www.igi-global.com/book/branding-strategies-smart-luxury-products/370382>
- i. *Scopus Indexed*

8. Technology-Driven Market Transformations for Digital Fashion and Smart Luxury

- a. Publisher: IGI Global, Hershey, USA
- b. Editors: Theodore Tarnanidis (International Hellenic University, Greece), Bruno Sousa (Polytechnic University of Cávado and Ave (IPCA), Portugal), Maro Vlachopoulou (University of Macedonia, Greece), Evridiki Papachristou (International Hellenic University, Greece), and Vijaya Kittu Manda (PBMEIT, India)
- c. Release Date: July 30, 2025
- d. Copyright: © 2026
- e. Chapters: 9
- f. Pages: 385
- g. DOI: 10.4018/979-8-3373-6197-0
- h. ISBN13: 9798337361970|ISBN13 Softcover: 9798337361987|EISBN13: 9798337361994
- i. Webpage: <https://www.igi-global.com/book/technology-driven-market-transformations-digital/385543>
- j. *Scopus Indexed*

9. Diversity and Inclusion-Driven Marketing for Multicultural Marketplaces

- a. Publisher: IGI Global, Hershey, USA
- b. Editors: Theodore Tarnanidis (International Hellenic University, Greece), Bruno Sousa (Polytechnic University of Cávado and Ave (IPCA), Portugal), Maro Vlachopoulou (University of Macedonia, Greece), Evridiki Papachristou (International Hellenic University, Greece), and Vijaya Kittu Manda (PBMEIT, India)
- c. Release Date: October 3, 2025
- d. Copyright: © 2026
- e. Pages: 490
- f. DOI: 10.4018/979-8-3373-2111-0
- g. ISBN13: 9798337321110|ISBN13 Softcover: 9798337332529|EISBN13: 9798337321127
- h. Webpage: <https://www.igi-global.com/book/diversity-inclusion-driven-marketing-multicultural/367852>
- i. *Scopus Indexed*

10. Unlocking Life Satisfaction in Digital Global Markets and Segments

- a. Publisher: IGI Global, Hershey, USA
- b. Editors: Theodore Tarnanidis (International Hellenic University, Greece), and Vijaya Kittu Manda (PBMEIT, India)

11. Circular Economy: Business, Technology and Policy

- a. Editors: Vijaya Kittu Manda, Theodore Tarnanidis, and Vivek Gupta
- b. Publisher: Bentham Science, UAE/Singapore
- c. *Upcoming book*

12. Sustainable Fashion and Circular Design Solutions

- a. Publisher: Bentham Science, UAE/Singapore
- b. *Upcoming book*

Authored Books

1. Foreign Exchange Management

- a. Publisher: Shree Publications, Visakhapatnam, India
- b. ISBN: 978-93-88196-33-8
- c. June 2019

2. The Basics of Trade & Commerce: An Introductory Guide to Business Essentials

- a. Publisher: Amazon / Independently published
- b. ISBN-13: 979-8687233309
- c. Date of Publication: September 16, 2020

Resource Person

1. Resource Person on the topic Knowledge and Skill Gaps in Management at the Advancements in Management Faculty Development Programme (FDP) at ICBM School of Business, Telangana, India
2. Resource Person for Expert Talk on Researching in the Age of AI for School of Liberal Education, Galgotia University, Uttar Pradesh, India
3. Resource Person for Webinar on *Personal Finance Wellness* by Indian Institute of Quantitative Surveyors (IIQS) – Global on February 18, 2025
4. Resource Person for FDP on the topic *Framework and Blueprint for Research Articles* of Kristu Jayanti College, Bengaluru – February 10, 2025
5. Resource Person for FDP on Introduction to AI and Applications of AI for Academics and in Education by Academia Insight Institute of Research Studies, Chennai, India – January 29, 2025
6. Resource Person for FDP of Kristu Jayanti College, Bengaluru – December 11, 2024
7. Resource Person for St. Francis College for Women, Conference, Hyderabad, Nov 18-19-20, 2024; ICSSR-Sponsored Conference; Offline
8. **Advisory Board Member and Jury Chair Member:** A One Day National Seminar on Blockchain Technologies & Fintech: The Future of Web 3.0 for the October 6, 2023, ICBM-SBE Auditorium, Hyderabad
9. **Resource Person** at the Student Development Workshop on Stock Market & Portfolio Construction at Avinash College of Commerce - India, Degree Campus, Secunderabad, Telangana, India; October 7, 2023
10. **Resource Person** for Five Days National Level Seminar on Research and Publication Ethics, Bala's V V Academy on Open Access Publication, Scientific Conduct, and Publication Misconduct; October 11 & 13, 2023
11. **Resource Person** at the RISE Up: Life Underwriters Guild of India (LUGI), the 20th Annual Convention, Jaipur, Rajasthan; October 29 to November 1, 2023

12. **Resource Person** at the Five Days National Level FDP on Applications of AI Tools at Bala's V V Academy; Online Event; November 16, 17 & 20, 2023
13. **Panel Member** of Privacy Enhancement Technologies
 - a. Indian Data Protection Summit (IDPS) 2023
 - b. Organized by the Foundation of Data Protection Professionals in India (FDPPI)
 - c. Venue: MAHE Law School, MAHE University, Bengaluru
 - d. Date(s): November 25, 2023.
14. **Resource Person** at the One Week National Level Workshop on Writing & Publishing Research Papers in Scopus / WoS Journals
Topic: Identification and Publication in Authentic Journals
Organizer: Bala's V V Academy
Event Type: Workshop
Event Mode: Online Event
Dates: December 19 - 25, 2023
15. **Fireside chat** on the theme: Digital is the new Steel
Date & Time: 27th Jan 2024; 2 PM to 4 PM; Online
Venue: NPTI Durgapur - National Power Training Institute, Durgapur, India
Duration: 90 minutes, including a Q&A segment.
Audience: A diverse group of tech enthusiasts, professionals, and students.
16. **Panel Discussion Member** at Finposium 1.0
 - a. Topic: ESG and Capital Markets
 - b. Venue: VDC, GITAM School of Business, GITAM Deemed University, Visakhapatnam, India
 - c. Date: February 23, 2024
17. **Resource Person** at the Five-Day
Topic: Open Access Publishing & Publication Misconduct
Organizer: Bala's V V Academy
Event Type: Workshop
Event Mode: Online Event
Dates: February 26, 2024
18. **Resource Person** at the Five-Day
Topic: AI in Education and Teaching
Organizer: Bala's V V Academy
Event Type: Workshop
Event Mode: Online Event
Dates: March 6 - 10, 2024
19. **Resource Person for Footprints Webinar Series 1 Talk 1**
Topic: Beyond Pixels and Words: Multimodality AI Connecting NLP and Image Processing
Organizer: Department of Computer Science, School of Engineering and Technology, Pondicherry University, Pondicherry, India
Event Type: Webinar

- Event Mode: Online Event
Dates: May 10, 2024
20. **Resource Person** at the Five-Day FDP on AI in Education and Teaching
Organizer: Bala's V V Academy
Event Type: FDP
Event Mode: Online Event
Dates: May 25 - 29, 2024
21. **Resource Person** at the Five-Day FDP on AI in Education and Research
Organizer: Bala's V V Academy
Event Type: FDP
Event Mode: Online Event / Zoom
Dates: August 27 - 29, 2024
22. **Resource Person** at the Seven-Day International Workshop on Writing & Publishing Research Papers in Scopus / WoS Journals
Organizer: Bala's V V Academy
Event Type: Workshop
Event Mode: Online Event / Zoom
Dates: September 7 - 14, 2024
23. Knowledge and skill gaps in Management
- a. Role: Invited Speaker
 - b. Event Type: FDP
 - c. Event Name: Two Day FDP on Advancements in Management
 - d. Organizer: ICBM School of Business Excellence (ICBM-SBE), Hyderabad, Telangana, India
 - e. Dates: April 18 & 19, 2025
24. Blockchain, Web 3.0, Industry 5.0 and Crypto Essentials
- a. Role: Resource Person
 - b. Organizer: MMTTC FDP / Central University of Kashmir, Srinagar
 - c. Event Type: FDP
 - d. Event Mode: Online Event / Google Meet
 - e. Date: April 25, 2025

Conference Organizer Roles

1. Ist PBMEIT International Conference, November 11 & 12, 2023, Online
2. IInd PBMEIT International Conference, April 13 & 14, 2024, Online
3. IIIrd PBMEIT International Conference, October 2024, Online
4. IVth PBMEIT International Conference, February 22-23, 2025, Online
5. Vth PBMEIT International Conference, September 27-28, 2025, Online
6. PBMEIT Expert Insights Webinar Sessions – Hosted 51 sessions so far since September 21, 2024

Membership in Professional Bodies

1. **Visakhapatnam Bar Council**
Member since: April 25, 2013
Link: <https://thevisakhapatnambarassociation.com/members.html>
2. **Internet Society**
Member since: October 23, 2020
Link: community.internetsociety.org
3. **All India Council for Technical Skill Development**
Member since: December 11, 2023
Link: <https://www.aictsd.com/>
4. **International Association of Engineers (IAENG)**
Member Id: 371979
Member since: May 11, 2024
Link: <http://www.iaeng.org>
 - a. **Membership in sub-groups (since May 14, 2024)**
 - i. The IAENG Society of Artificial Intelligence
 - ii. The IAENG Society of Computer Science
 - iii. The IAENG Society of Data Mining
 - iv. The IAENG Society of Internet Computing and Web Services
 - v. The IAENG Society of Imaging Engineering
 - vi. The IAENG Society of Information System Engineering
 - vii. The IAENG Society of Software Engineering
 - viii. The IAENG Society of Wireless Networks
5. **India Higher Education Research Network (IHERN)**
 - a. Member since: March 13, 2025
 - b. Membership Registration Number: IHERN/2025-82
 - c. Link: <https://iiitd.ac.in/IHERN/>

Brief Profile

1. **Scopus:** <https://www.scopus.com/authid/detail.uri?authorId=57216631435>
 - a. Documents: 58; 182 citations from 115 documents; h-Index: 7
2. **Web of Science:** <https://www.webofscience.com/wos/author/record/V-4969-2018>
 - a. All-Indexed Documents: 11; WoS Core Collection Citations: 6; Other Collections: 5; Non-Indexed Documents: 49; h-Index: 2
3. **Google Scholar:**
<https://scholar.google.co.in/citations?user=aVORbE8AAAAJ&hl=en>
 - a. Documents: 134; Citations: 441; h-Index: 11; i10-Index: 14
4. **ResearchGate:** https://www.researchgate.net/profile/Vijaya_Kittu_Manda
 - a. Research Interest Score: 1162; Research Documents: 202; Citations: 408; h-Index: 11
5. **SSRN:** https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=3127493
 - a. Scholarly papers: 14; Rank: 13,202; Downloads: 7,878; SSRN Citations: 19

6. **ORCID:** <https://orcid.org/0000-0002-1680-8210>
7. **LinkedIn:** <https://www.linkedin.com/in/vijaykittu/>
8. **Kudos:** https://www.growkudos.com/profile/vijaya_kittu_manda
9. **Sciprofiles:** <https://sciprofiles.com/profile/vijaykittu>
10. **Loop:** <https://loop.frontiersin.org/people/2713103/overview>
11. **Publons:** <https://publons.com/researcher/1624156/vijaya-kittu-manda/>
12. **Facebook:** <https://www.facebook.com/vijkim/>
13. **Twitter:** <http://twitter.com/vijaykittu>
14. **Academia:** <https://gitam.academia.edu/ViKi>
15. **Vidwan:** <https://vidwan.inflibnet.ac.in/profile/301280>
16. **IRINS:** <https://gitam.irins.org/profile/301280>
17. **Academic Bank of Credits / APAR Id:** 323972672976
18. **Distance Education Bureau Id (DEBID):** 112400642607

Thanking you,

(Vijaya Kittu Manda)