

Emerge, Evolve, Elevate each Day

Passionate about Qualitative Research; Sustainability and Sustainable Development Goals

Prof. (Dr.) Manpreet Arora

B.com (Gold Medallist); M.com (with Distinction); M.Phil.; NET; Ph.D.

Featured in the Stanford University–Elsevier Top 2% Scientists List (2025) in the field of Economics & Business.

Founder Teaching Faculty; Central University of Himachal Pradesh (Since 2010)

Professor of Management | Researcher | Editor | Learner

HPKV Business School

School of Commerce and Management Studies

Central University of Himachal Pradesh

Dharamshala

India

Scopus Profile

[Arora, Manpreet - Author details - Scopus Preview](#)

ORCID

[Manpreet Arora \(0000-0002-4939-1992\) - ORCID](#)

Vidwan-ID: 53826

[Manpreet Arora](#) (Research Gate)

“I am honoured to be recognized among the world’s top 2% of scientists in Economics & Business for 2025, as identified by Stanford University in collaboration with Elsevier. This distinction reflects not only the rigor and impact of my research but also the collaborative academic ecosystems and institutional support that have shaped my scholarly journey.”

Professional Summary

Dr. Manpreet Arora is an accomplished academician and internationally recognized researcher, currently serving as Professor of Management at the Central University of Himachal Pradesh (HPKVBS), Dharamshala, India. In recognition of the global relevance and citation impact of her scholarship, she was featured in the Stanford University–Elsevier Top 2% Scientists List (2025) in the field of Economics & Business. Her research portfolio is both extensive and influential, comprising over 128 scholarly publications, including 40 journal articles. Out of these, her above 70 publications are indexed in Scopus and additional works are indexed in Web of Science and other reputed databases. Her work spans high-impact domains such as Microfinance and Women Empowerment, Sustainable Development Goals (SDGs), Corporate Communications, Entrepreneurship, Tourism Studies, and Qualitative Research Methodologies. Dr. Arora’s scholarly influence is further reinforced through her significant editorial leadership at national and international levels. She has edited fourteen academic books with renowned publishers, positioning her as a key thought leader in emerging and interdisciplinary research domains. Out of which ten books which are from Emerald publications and IGI international are SCOPUS Indexed. Dr. Arora has authored 75 book chapters to volumes published by leading global publishers including Emerald Publishing, Routledge, Springer Nature, CABI, IGI Global, and AAP. Her ability to integrate theory with practice extends beyond academia—she has been interviewed by Al Jazeera,

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offering expert commentary on Indian festivals, thereby demonstrating her capacity to translate academic insights into broader cultural and social discourse.

Beyond her editorial accomplishments, Dr. Arora has exhibited exceptional research leadership. In 2024, she successfully completed a short-term collaborative project as Co-Principal Investigator (Co-PI), funded by the Indian Council of Social Science Research (ICSSR), focusing on the National Education Policy (NEP) with a grant of ₹10 lakhs. She was also awarded a major ICSSR research project as Co-PI, securing ₹20 lakhs to investigate Tribal Women Entrepreneurs, showcasing her commitment to impactful social science research.

With over twenty-three plus years of distinguished experience across undergraduate, postgraduate, and doctoral teaching, she exemplifies sustained excellence in higher education, research mentorship, and academic leadership. A Gold Medallist and consistent merit holder, Dr. Arora's academic journey reflects intellectual rigor, discipline, and a long-standing commitment to scholarly advancement.

As a dedicated mentor and academic guide, Dr. Arora supervises doctoral and postgraduate research, actively nurturing future scholars and professionals. Her pedagogical and mentoring philosophy emphasizes critical thinking, interdisciplinary inquiry, and socially responsible management education.

She has also contributed in online content development extensively. More than fifty such contents have already been published. These resources are available on various academic portals, including eGyanKosh (IGNOU), e-PG Pathshala (MHRD), and YouTube (IGNOU SOJNMS channel). The modules cover a wide range of topics, including mass media, consumer behavior, financial markets, international trade, and legal frameworks.

Teaching Experience

With over 23+ years of distinguished teaching experience, I have consistently contributed to academic excellence through teaching, mentoring, and research supervision across undergraduate, postgraduate, and doctoral levels. My pedagogical approach is learner-centric, research-driven, and aligned with contemporary academic and industry expectations, emphasizing critical thinking, analytical rigor, and ethical leadership.

Postgraduate Teaching Experience (19+ Years) (2005 till date)

For more than 20 years, I have been actively engaged in teaching postgraduate programmes, delivering advanced courses in management, finance, research methodology, and strategic leadership. My teaching integrates theoretical frameworks with real-world applications, enabling students to develop higher-order analytical skills, decision-making capabilities, and research orientation essential for professional and academic careers.

Undergraduate Teaching Experience (8 Years) (2002 to 2010)

With 8 years of undergraduate teaching experience, I have played a key role in building strong conceptual foundations among students. I have consistently employed interactive and experiential learning methodologies, fostered intellectual curiosity, classroom engagement, and conceptual clarity, while preparing students for higher education and professional pathways.

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Doctoral Teaching and Research Supervision (13+ Years)

Over the past 13+ years, I have been deeply involved in doctoral teaching and research mentorship. I have guided Ph.D. scholars through complex research processes, including research design, qualitative and quantitative methodologies, data interpretation, scholarly writing, and publication ethics. This sustained engagement has strengthened my expertise in research supervision, academic writing, and capacity building for early-career researchers.

Throughout my career, I have continuously adapted to evolving pedagogical practices, digital learning tools, and interdisciplinary perspectives, ensuring that my teaching remains dynamic, inclusive, and impactful.

Awards & Recognitions

- Recognized among the World's Top 2% of Scientists (Economics & Business), 2025, as identified by Stanford University in collaboration with Elsevier
 - Gold Medallist, B.Com., Himachal Pradesh University
 - Distinction Holder in M.com, DAV college Jalandhar
 - Recognized as a Top 10 Researcher in Management Studies, IGI Global (2024)
 - Best Researcher Award, Central University of Himachal Pradesh (January 2025)
 - Best Researcher Award, Central University of Himachal Pradesh (January 2026)
 - Nation Builder Award – Best Teacher, Rotary International (2016)
 - Honoured by Himotkarsh for academic excellence as Gold Medallist (B.Com.)
 - Certificate of Merit, HP Board of School Education:
 - 20th Rank (All Himachal) & 1st in Commerce, 10+2
 - 47th Rank (All Himachal) & 1st in Commerce, 10th
-

Academic Contributions: Reviewing and Scholarly Engagement

Reviewer for International Journals and Publishers

I have extensive experience as a peer reviewer for leading international journals and reputed academic publishers, reflecting a strong commitment to scholarly rigor and research quality. My reviewing contributions span diverse domains, including management, finance, business strategy, gender studies, corporate communication, sustainability, and religious tourism.

Journals and Publishers Reviewed For

Emerald Publishing

- *Foresight*
- *Gender in Management*
- *Corporate Communications: An International Journal*
- *Qualitative Research in Financial Markets*

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SAGE Publications

- *SAGE Open*
- *FIIB Business Review*
- *Asia-Pacific Journal of Management Research and Innovation*
- *Journal of Creative Communications*
- *Business and Professional Communication Quarterly*

Other International Journals and Publishers

- *International Journal of Religious Tourism and Pilgrimage* (Technological University Dublin)
 - *Economic Notes* (Wiley)
 - *Cogent Business & Management*
 - *Applied Economics*
 - IGI Global
-

Subjects Taught Across Academic Levels

I possess a broad and diversified teaching portfolio across undergraduate, postgraduate, and doctoral programmes, encompassing core and advanced areas of management, finance, law, research, and leadership.

Management & Strategy

- Strategic Management
- Operations Management
- Leadership
- Entrepreneurship Development
- Organizational Behaviour

Finance & Accounting

- Financial Management
- Strategic Financial Management
- Working Capital Management
- Management Accounting
- Cost Accounting
- Banking and Financial Markets
- Indian Financial System
- Investment Analysis and Portfolio Management
- Security Analysis
- Mergers and Acquisitions
- Management of Financial Institutions

Research & Doctoral Courses

- Research Methodology
- Qualitative Research
- Literature Review and Academic Writing
- Advances in Research in Management (Ph.D.)

Law, Ethics & Business Environment

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- Company Law
- Legal Aspects of Business
- Mercantile Law
- Business Environment
- Indian Economic Environment
- Human Values and Ethics

Allied and Skill-Oriented Courses

- Personal Finance
- Auditing
- Success Stories of Entrepreneurs

Doctoral-Level Courses (Ph.D.)

- Advances in Research in Management
- Qualitative Research

Editorial Leadership: Shaping Global Scholarship in Marketing, Metaverse, and Sustainability

Dr. Arora's scholarly influence is further reinforced through her significant editorial leadership at national and international levels. She has edited fourteen academic books with renowned publishers, positioning her as a key thought leader in emerging and interdisciplinary research domains.

In 2025 alone, she successfully edited three major volumes on sustainable tourism and entrepreneurship, while 2024 witnessed the publication of five influential edited books, all of them are Scopus-indexed, underscoring their academic rigor and global relevance. These works, published primarily by IGI Global, contribute cutting-edge perspectives on sensory marketing, neuromarketing, metaverse applications, and interdisciplinary management research.

Her editorial projects with Emerald Publishing, including *The AI Metaverse Revolution* (Volumes 1 & 2-SCOPUS Indexed) and the *Emerald Handbook of Sustainable Tourism: Entrepreneurship, Innovations and Strategies*, further reflect her expertise at the intersection of artificial intelligence, digital transformation, sustainability, and entrepreneurship.

Earlier editorial endeavours (2017–2021) include nationally recognized books on communication and business studies, demonstrating sustained editorial engagement over nearly a decade.

Through these editorial initiatives, Dr. Arora actively shapes scholarly discourse, influences research agendas, and facilitates global academic collaboration across rapidly evolving fields.

Selected Edited Volumes

1. **Kumar, M., & Arora, M. (Eds.). (2025).** *The AI Metaverse Revolution* (Vol. 1). Emerald Publishing. (Scopus-Indexed)
2. **Kumar, M., & Arora, M. (Eds.). (2025).** *The AI Metaverse Revolution* (Vol. 2). Emerald Publishing. (Scopus-Indexed)

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3. **Arora, M., Su, C.-J., & Sharma, A. (Eds.). (2025).** *Emerald Handbook of Sustainable Tourism: Entrepreneurship, Innovations and Strategies*. Emerald Publishing. (Scopus-Indexed)
4. **Arora, M. (Ed.). (2025).** *Sustainability and Tourism Entrepreneurship: Opportunities and Strategies*. Emerald Publishing. (Scopus-Indexed)
5. **Arora, M. (Ed.). (2025).** *Sustainable Tourism: Entrepreneurial Cases and Narratives*. Emerald Publishing. (Scopus-Indexed)
6. **Kumar, J., Arora, M., & Erkol Bayram, G. (Eds.). (2024).** *Research, Innovation, and Industry Impacts of the Metaverse*. IGI Global. (Scopus-Indexed)
7. **Kumar, J., Arora, M., & Erkol Bayram, G. (Eds.). (2024).** *Exploring the Use of Metaverse in Business and Education*. IGI Global. (Scopus-Indexed)
8. **Malik, R., Malhan, S., & Arora, M. (Eds.). (2024).** *Sensible Selling Through Sensory Neuromarketing*. IGI Global. (Scopus-Indexed)
9. **Malik, R., Malhan, S., & Arora, M. (Eds.). (2024).** *Neurosensory and Neuromarketing Impacts on Consumer Behavior*. IGI Global. (Scopus-Indexed)
10. **Malik, R., Malhan, S., & Arora, M. (Eds.). (2024).** *Impact of Sensory Marketing on Buying Behavior*. (Scopus-Indexed)
11. **Arora, M. (Ed.). (2017).** *Communication in the Contemporary Scenario: Its Multiple Dimensions*. Anamika Publishers.
12. **Arora, M. (Ed.). (2018).** *Communication, Entrepreneurship and Finance: Renegotiating Diverse Perspectives*. Anamika Publishers.
13. **Arora, M. (Ed.). (2019).** *Envisioning Effective Management Communication*. Anamika Publishers.
14. **Arora, M. (Ed.). (2021).** *Communication Perspectives in Modern Businesses*. Anamika Publishers.

Vision for International Collaboration, Research Excellence, and Sustainable Development in Business and Management

Dr. Manpreet Arora's academic vision is rooted in the advancement of globally relevant, ethically grounded, and sustainability-driven business education and research. As a senior academic and researcher in business and management, her future roadmap embraces a multidimensional and interdisciplinary approach—one that strengthens international collaboration, advances high-impact research, enriches scholarly publishing, and integrates indigenous knowledge systems with contemporary management thought. This vision is closely aligned with global academic trends, the United Nations Sustainable Development Goals (SDGs), and the evolving demands of responsible leadership in a complex world economy.

Strengthening International Collaboration in Research and Teaching

A central pillar of Dr. Arora's vision is the deepening of international academic collaborations in both research and teaching. In an increasingly interconnected knowledge ecosystem, global partnerships are essential for

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innovation, academic rigor, and cross-cultural learning. She seeks to actively collaborate with international universities, research institutions, and scholarly networks to foster the exchange of ideas, methodologies, and pedagogical best practices.

These collaborations are envisioned to take the form of joint research projects, co-authored publications, faculty and student exchange programs, collaborative doctoral supervision, and participation in global conferences and academic forums. Such initiatives would not only enhance the global exposure and employability of students but also enable the co-creation of knowledge that is locally contextualized yet globally impactful. Special emphasis would be placed on emerging areas such as artificial intelligence in management, digital transformation, platform economies, and blockchain applications, ensuring that teaching and research remain future-ready.

Advancing Scholarly Publishing: Writing and Editing in Emerging Business Domains

Dr. Arora views academic publishing as a strategic instrument of intellectual leadership. Building on her extensive editorial experience with global publishers, her vision includes sustained engagement in writing and editing high-impact books and scholarly volumes that address emerging and transformative themes in business and management.

These publications would focus on critical areas such as digital transformation, corporate governance, entrepreneurship ecosystems, sustainability-driven business models, marketing communication in the post-truth era, and technology-enabled organizational change. By integrating empirical research, contemporary case studies, and interdisciplinary perspectives, these works are intended to serve as authoritative resources for students, researchers, policymakers, and practitioners. Additionally, she aims to develop pedagogically innovative textbooks aligned with outcome-based and experiential learning frameworks, making advanced management concepts accessible to diverse learner communities worldwide.

Advancing Case Study Methodology and Practice-Oriented Research

Recognizing the centrality of case-based learning in management education, Dr. Arora's vision includes the systematic development of high-quality, research-driven case studies that reflect contemporary organizational challenges and strategic decision-making environments. These case studies would be grounded in rigorous field research, capturing real-world dynamics across industries, sectors, and socio-economic contexts.

A particular emphasis would be placed on sustainability-oriented business models, ethical dilemmas, social entrepreneurship, and innovation-led growth strategies. By publishing these cases in reputed international journals and teaching repositories, she aims to contribute to practice-oriented scholarship that bridges the gap between theory and application, benefitting educators, learners, and industry professionals alike.

Embedding Sustainability and SDGs in Business Education and Research

Sustainability forms the core intellectual and ethical foundation of Dr. Arora's academic vision. In response to global challenges such as climate change, inequality, and resource constraints, she advocates for the deep

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integration of the United Nations Sustainable Development Goals (SDGs) into business education, research, and policy discourse.

Her objectives include embedding sustainability principles across business curricula, research agendas, and industry collaborations, with particular focus on sustainable finance, responsible supply chains, inclusive entrepreneurship, ESG-driven governance, and impact measurement. Through interdisciplinary research initiatives—linking business studies with economics, environmental sciences, social development, and public policy—she seeks to generate actionable insights that contribute to sustainable economic growth. Collaboration with industry leaders, government bodies, NGOs, and international agencies is envisioned to ensure real-world relevance and policy impact.

Integrating Bharatiya Gyan Parampara into Strategy and Management Thought

A distinctive and value-driven dimension of Dr. Arora's vision is the systematic integration of Bharatiya Gyan Parampara (Indian Knowledge Traditions) into modern business and management education. India's rich philosophical and strategic heritage offers enduring insights into leadership, ethics, governance, and strategic decision-making, which remain highly relevant in contemporary organizational contexts.

Drawing from classical texts such as the Arthashastra, Bhagavad Gita, and the Upanishads, she seeks to reinterpret concepts such as Dharma (ethical responsibility), Artha (sustainable prosperity), Niti (good governance), and Karma Yoga (selfless action) within modern management frameworks. This integration aims to provide a holistic, indigenous yet globally resonant perspective on responsible leadership, complementing Western management theories. Through research publications, curriculum design, and case development, Dr. Arora aspires to position Indian knowledge systems as a legitimate and valuable contributor to global management scholarship.



A profile card for Arora, Manpreet, featuring a placeholder for a profile picture, name, affiliation, rank, and research metrics. The card has a blue border and a close button in the top right corner.





Arora, Manpreet
Central University of Himachal Pradesh, IN India

Rank: 53214

- **Main Field: Economics & Business**
- **Sub Field: Business & Management**
- **Rank in the SubField: 1296** Out of 62666 authors
- **H-index: 11, Hm-index: 6.67**

Top 2% Listed Year(S): 2025

 **TOP 2% SCIENTISTS**
LEADING RESEARCHERS

The data is verified and sourced from **ELSEVIER** and **Stanford University's** Top 2% Scientists list.



www.TOPSCINET.com



Dr Arora among top 2% scientists

OUR CORRESPONDENT

DHARAMSALA, OCTOBER 8

Dr Manpreet Arora from the School of Commerce and Management Studies at the Central University of Himachal Pradesh (CUHP) has earned a prestigious spot in the Stanford Top 2% Scientists List-2025, marking a proud moment for the academic community of Himachal Pradesh.



Released in September 2025, the globally respected ranking identifies the top 2% of scientists worldwide based on rigorous citation metrics, including the composite c-score, which emphasises research impact over volume. Dr Arora has been recognised

in the field of economics and business, with specialisation in business and management.

Her inclusion in this elite list underscores a journey of consistent academic excellence. A gold medallist and board topper during her school and university years, Dr Arora has built a distinguished career spanning over 23 years of teaching, mentoring and research.

With more than 120 publications, including 70 Scopus-indexed papers and 13 edited books, she has made significant contributions to global academic discourse. Her mentorship of postgraduate and doctoral students continues to shape the next generation of scholars.

Contribution to Sustainable Development Goals

Sustainable Development Goals contributions in number of documents indexed in SCOPUS
Goal 1: No poverty
12 documents
Goal 2: Zero hunger
1 document
Goal 3: Good health and well-being
3 documents
Goal 4: Quality education
11 documents
Goal 5: Gender equality
7 documents
Goal 8: Decent work and economic growth
20 documents
Goal 9: Industry, innovation and infrastructure
12 documents
Goal 10: Reduced inequalities
5 documents
Goal 12: Responsible consumption and production
13 documents
Goal 15: Life on land
3 documents
Goal 16: Peace, justice and strong institutions
6 documents
Goal 17: Partnership for the goals
13 documents
Place: Dharamshala

The above data is as on 23rd Feb 2025.

At Dharamshala

India