



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Manisha Seal

Assistant Professor
Department of Professional Management Studies
School of Business and Management

Areas of Specialisation:

Tourism Management, Folklore and Cultural Tourism Management

Dr. Manisha Seal is an Assistant Professor in the Department of Professional Management Studies under the School of Business and Management at Kristu Jayanti University (Deemed to be), Bengaluru. She earned her Ph.D. in Tourism Management from Mother Teresa Women's University, Kodaikanal, Tamil Nadu, with her research focused on "Rural Tourism as an Instrument for Sustainable Development of Anegundi Village, Karnataka." Her doctoral work introduced and designed a sustainable rural tourism development model, offering practical strategies for promoting sustainable development in rustic regions and creating alternative livelihood opportunities for indigenous communities beyond agriculture. She has published over 23 papers in reputed journals and books indexed in Scopus and UGC Care and serves as a reviewer for several esteemed journals and book chapters. She holds lifetime memberships in prominent organizations, including the Indian Tourism and Hospitality Congress, reflecting her commitment to research in the tourism and hospitality sector. Additionally, she has secured two design patents and, for the 2025–2026 academic year, has been nominated for the International Excellence Award 2025 by Exceller Books Publishers, an ISO 9001:2015-certified organization, in recognition of her outstanding contributions to literature and research.

Selected Publications:

1. Selvi, V., **Seal, M.**, Ibne Hasan Ansari, Z. H., Vini Infanta, A., Mahmud, R. K., and Nagaraj, P. (2025). The Role of Artificial Intelligence in Shaping the Future of HR Marketing: Opportunities and Challenges. IEEE. <https://doi.org/10.1109/ngise64126.2025.11085285>
2. Singh, P., and **Seal, M.** (2025). Gender Equity Policies and Practices for Creating an Inclusive Work Environment. IGI Global. <https://doi.org/10.4018/979-8-3373-2903-1.ch003>
3. **Seal, M.**, Singh, P., and Sharma, D. (2025). Transforming Visitors' Experiences and Site Management: Role of Technology in Enhancing Services at Religious Tourism Destinations. Emerald Publishing Limited. <https://doi.org/10.1108/978-1-83662-260-420251004>