

Manoharan, Aroon (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal

Manoharan, A., Hohensinn, Wu, H.-C. (2025). Public branding in the digital Age: An empirical investigation of U.S. cities. *International Journal of Public Administration*, 48(1), 43-54.
<https://www.tandfonline.com/doi/full/10.1080/01900692.2024.2311385>

Yerramsetti, S., Manoharan, A. (2024). COVID-19 Contact Tracing Mobile Apps: A Comparative Perspective using the "Cascade of Deference". *Public Integrity*, 26(2), 215-227.
<https://www.tandfonline.com/doi/full/10.1080/10999922.2022.2159914?scroll=top&needAccess=true>

Elaine, L., Fudge, M., Manoharan, A. (2024). Editor Introduction - Symposium: Performance Management Tackling Equity, Intersectionality, and Budgeting. *Public Performance & Management Review*, 47(1), 4.
<https://www.tandfonline.com/doi/full/10.1080/15309576.2023.2273857>

Desai, A., Manoharan, A., Jayanth, S. S., Jack, S. (2024). Public Value Creation Through Combined Consumption of Multiple Public Services – Case of India Stack. *International Journal of Public Administration*, 47(9), 600-611.
<https://www.tandfonline.com/doi/abs/10.1080/01900692.2023.2243401>

Manoharan, A., Rangarajan, N. (2023). Public administrators as storytellers: Nurturing narrative competence to enrich their professional identity. *Administrative Theory and Praxis*. <https://www.tandfonline.com/doi/abs/10.1080/10841806.2022.2086753>

Wu, H.-C., Manoharan, A. (2023). Three Cities on YouTube: E-Government's evolution through content creation. *International Journal of Public Administration in the Digital Age*. <https://www.igi-global.com/article/three-cities-on-youtube/318126>

Manoharan, A., Rangarajan, N. (2023). Communication pedagogy in public affairs programs: Insights from a study of MPA and MPP curricula. *Teaching Public Administration*. <https://journals.sagepub.com/doi/abs/10.1177/01447394221084492>

Manoharan, A., Melitski, J., Holzer, M. (2022). Digital governance: An assessment of performance and best practices. *Public Organization Review*. <https://link.springer.com/article/10.1007/s11115-021-00584-8>

Manoharan, A., Gilmore, B., Rangarajan, N. (2022). Pedagogical approaches to comparative public administration and policy: A study of NASPAA programs with a specialization in global/comparative administration. *Journal of Public Affairs Education*. <https://www.tandfonline.com/doi/full/10.1080/15236803.2022.2077015>

Book Chapters

Book, Chapter in Scholarly Book-New

Manoharan, A. (2023). Inconspicuously Indispensable for India: The Untold Stories of Accredited Social Health Activists (ASHAs). *Serving in Silence: The Unheard Stories of Essential Public Servants*.

Presentations

Manoharan, Aroon, Section on International and Comparative Administration (SICA), "Teaching International and Comparative Perspectives in Public Administration," American Society for Public Administration (ASPA), Virtual. (November 2024).

Manoharan, Aroon, Network of Schools of Public Policy, Affairs, and Administration (NASPAA), "Incorporating AI into Course Design: Equipping students for careers by realigning course objectives and assessment practices," Washington DC. (October 2024).

Manoharan, Aroon, ASPA Annual Conference, "Policymaking and Public Service Delivery to a Diverse Citizenry in India," Virtual. (2023).

Manoharan, Aroon, International Conference on Contemporary Research in Management, "Technical Session with Papers in HR and Operations," PSG Institute of Management, Virtual. (2023).

Manoharan, Aroon, Public Policies and Governance in India: Innovations and Experiences, "Status of Discipline of Public Administration," Department of Public Administration, MD University Rohtak, Rohtak, India. (2023).

Manoharan, Aroon, Class on "Organizational Psychology", "Trends in Politics and Business - Social Asia," Suffolk University. (2022).

Manoharan, Aroon, MSM Consulting Project, "Digital Branding for Cities," Suffolk University. (2022).