

Dr. Praveen Manimangalam

AI Researcher · Scholar-Practitioner · AI Product Leader

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Research interests: Agentic AI & technology management · AI value creation in enterprise systems · international business · intellectual property · autonomous systems & UAV logistics.

EDUCATION

Doctor of Business Administration (DBA) — Florida International University, USA · 2026

M.S., Business Analytics — University of Alabama in Huntsville, USA

Master of Business Administration (MBA) — University of Alabama in Huntsville, USA

Master of Computer Applications (MCA) — Sri Venkateswara University, India

B.Sc., Computer Science — Sri Venkateswara University, India

DOCTORAL DISSERTATION

Investigating the Determinants of Business Performance: The Interplay of AI-Integrated CRM, Strategic AI Investments, and Organizational Capabilities. DBA, Florida International University, 2026. Committee Chair: Dr. Hemang Subramanian.

A structural-equation study of 307 organizations across five sectors showing that organizational capabilities — innovation capacity, employee expertise, and a customer-centric model — not AI tools themselves, drive business performance, with AI functioning as an amplifier (model explains ~74% of variance). Integrates the Resource-Based View, Dynamic Capabilities Theory, and the TOE framework.

PEER-REVIEWED PUBLICATIONS & PROCEEDINGS

1. The Drone Tree Network: A High-Assurance Distributed Framework for BVLOS-Compliant UAV Logistics. *IEEE SoutheastCon 2026 (IEEE Xplore)* [\[link\]](#)
2. From Tools to Autonomous Agents: Rethinking AI-Driven Business Transformation. *AAAI Spring Symposium Series 2026 (oral)*
3. From Configuration to Cognition: A Self-Configuring Agentic CRM Architecture for Small-Scale Retail Enterprises. *CognoCon 2026 Proceedings*
4. From AI Investment to Operational Performance: The Mediating Role of Organizational Capabilities in AI-Enabled CRM Systems. *IEOM North America 2026 Proceedings (DOI)*
5. The AI Investment Paradox: Organizational Capabilities as the Missing Link Between AI-Integrated CRM and Business Performance. *HAR 2026 Proceedings*
6. Managing AI Value Creation in Ageing Economies: Evidence and Insights from Japanese Firms. *AJBS 2026, 38th Annual Conference Proceedings, Manchester, UK (Paper AJBS-035)*
7. Why Artificial Intelligence Investments Fail to Deliver Business Value: Organizational Capabilities, Industry Context, and the AI Performance Paradox. *CERALE 2026*
8. The AI Investment Paradox and Organizational Capability Conversion. *ICSS 2026 Proceedings*

PROFESSIONAL WRITING & COMMENTARY

1. Securing Autonomous Drone Logistics: What IP Practitioners Need to Know About AI-Driven UAV Systems. *AIPLA INNOVATE, 2026* [\[link\]](#)
2. Trade Secrets in the Age of AI: Why Legal Protection Alone Is No Longer Enough. *The Agent, 2026* [\[link\]](#)

CONFERENCE PRESENTATIONS (2026)

1. From AI Adoption to Advantage: How Organizational Capabilities Convert AI Investments into Business Performance. *JIBS-SMU PDW, Singapore*

2. Governing AI-Integrated CRM Systems: A Triple Helix Perspective on Organizational Capability and Business Performance. *Triple Helix Summit, Abu Dhabi, UAE*
3. Have We Reached “Peak Theorizing” in International Business? Reconnecting Theory with Impact in a Fragmented World. *10th Reading IB Conference, Reading, UK*
4. From AI Investment to Business Performance: Organizational Capability Conversion under Uncertainty in Emerging Markets. *AIB-Africa, Nairobi, Kenya*
5. Organizational Capability Conversion in AI-Integrated CRM Systems. *AIB-Canada PDW, Vancouver, Canada*
6. Investigating the Determinants of Business Performance: AI-Integrated CRM, Strategic AI Investments, and Organizational Capabilities. *ASFAAG, Miami, FL*
7. Why AI-Integrated CRM Often Fails to Deliver Business Value — and How Organizations Can Fix It. *INFORMS Healthcare, Raleigh, NC*
8. From AI Investment to AI Readiness: A Structural Model of Capability Development in Healthcare Ecosystems. *CHITA, Johns Hopkins, Washington, DC*
9. A Bilevel Optimization Framework for Self-Configuring Agentic CRM Architectures in Small-Scale Retail Enterprises. *ICBO 2026, Pittsburgh, PA*
10. Human-Centric Multi-Criteria AI Dispatch for Resilient Emergency Supply Chains. *16th EDSI, Porto, Portugal*
11. Beyond the AI Productivity Paradox: Capability Transformation in AI-Driven CRM Performance. *JPIM Research Forum*
12. Why AI Tools Alone Don't Deliver Business Value: Evidence from AI-Enabled CRM Systems. *UT Dallas BizAI*
13. Why AI Tools Alone Don't Deliver Business Value (poster). *FIU GSAW Scholarly Forum*
14. Scaling the New Space Economy: A Governance and Business Architecture for Autonomous Space-Enabled Logistics. *UAH Business of Space, Huntsville, AL*
15. From Return-to-Base to Distributed Drone Tree Networks: Scaling Secure UAV Logistics. *Commercial UAV Expo, Las Vegas, NV*
16. AquaGuard Responder: Autonomous UAV Systems for Emergency Response. *IAFC Technology Summit International, Irving, TX (Research Showcase)*

FORTHCOMING & UNDER REVIEW

1. AI Governance in Global Cities: How Multinational Enterprises Navigate Diverging Urban Tech and Data Regimes. *Book chapter (accepted), Handbook on Cities in International Business Research, Edward Elgar · draft due Nov 2026*
2. Law and International Business: Emerging Research, Practice, and Policy Perspectives. *JIBP Special Issue · invited full paper*
3. AI, Generational Shifts, and International Business: Why MNEs Fail — and How to Fix It. *AIB Insights · revise & resubmit*

PATENTS (PATENT-PENDING)

1. **ASICRM-Pro** — Self-configuring agentic CRM architecture — natural-language intent to full CRM deployment. Patent Pending (USPTO).
2. **Drone Tree Network (DTN)** — High-assurance distributed framework for BVLOS-compliant UAV logistics. Patent Pending.
3. **AquaGuard Responder** — Autonomous UAV system for emergency response. Patent Pending.

HONORS & RECOGNITION

- Fully funded scholarship recipient, EURAM Doctoral Colloquium 2026, University of Agder, Norway.
- Invited participant, FIU Research Communication Conference (selected by the Office of the Provost).
- Featured in FIU Business News — “When AI Isn't Enough: Rethinking the Path to Business Performance” (2026).
- Inducted member, Sigma Xi, The Scientific Research Honor Society (2026); Judge & Mentor, Sigma Xi Student Research Showcase.
- NAI–Michelson Innovation Development Certificate in Intellectual Property; National Academy of Inventors GAIN member.
- Doctoral consortia: AOM OSCM · POMS · AI+ Management (UCL) · EURAM.

PROFESSIONAL SERVICE

Peer Review — 76 reviews across 18 scholarly venues

TEI (18) · IEOM (17) · AAAS (8) · AOM (6) · AIB-CEE (4) · CUI, DIS, NordiCHI (3 each) · AIB-Africa, AJBS, ICIS, DBA (2 each) · AIB Annual, ASFAAG, CHI PLAY, Creativity & Cognition, IDC, IEEE (1 each). Spanning international business, information systems, human–computer interaction, management, and engineering.

Conference Leadership

Session Chair, INFORMS Annual Meeting 2026 · Session Chair, IEOM North America 2026 · Discussant, ASFAAG 2026 · Speaker, Commercial UAV Expo 2026 · Speaker, IAFC Technology Summit International 2025 · Panelist, UAH Business of Space 2026 · Judge & Mentor, 2026 Sigma Xi Student Research Showcase (16+ projects).

Professional & Policy

AIPLA — Lead, Chief AI Counsel Toolkit; Agentic AI Committee Coordinator · Policy contributor, White House OSTP · FAA Part 108 (BVLOS) public comment · IEEE-USA Congressional Visits Day 2026 (Capitol Hill).

PROFESSIONAL EXPERIENCE

Industry · United States

Technical Product Manager — The Cigna Group · 2024–Present

Governs multi-year Salesforce-integrated transformation programs; drove a 35% gain in deployment reliability via CI/CD standardization.

Senior Product Manager — Energy Exemplar · 2022–2024

Product Owner & Business Analyst — Vizient · 2021–2022

Scrum Product Owner & Sr. Business Analyst — Prime Therapeutics · 2019–2021

International & earlier career

Head of Information Technology — Indonesia & China · 2011–2018

ICT Consultant — Ethiopia

Systems Analyst / QA — IBM, India · 2007–2011

TEACHING

Courses taught: Project Management · Management Information Systems · Business Analytics · Systems Analysis & Design · Information Technology.

CERTIFICATIONS

FAA Part 107 Remote Pilot · PMP · SAE® 6 POPM · Salesforce Business Analyst · Salesforce Administrator · Salesforce Platform Developer I · Salesforce Associate · NAI IP Certificate · WIPO DL-101 · CITI RCR · Human Subjects Research.

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

Science, Engineering & AI. AAAS (Silver Member) · Sigma Xi · IEEE · ACM · AAAI · AIS · INFORMS · IISE · POMS (Student) · ISA · ASTM International (Student Member, Committee F38, UAS).

Management, Strategy & International Business. Academy of Management · EURAM (Doctoral Member) · Academy of International Business (Student) · Association of Japanese Business Studies · Project Management Institute · Scaled Agile (SAFe POPM).

Innovation, IP & Autonomous Systems. National Academy of Inventors (GAIN Member) · AUVSI · AIPLA (Student Member).

Decision Sciences & Leadership. Society for Judgment & Decision Making · National Society of Leadership & Success.