

Faculty Profile



Prof. Dr. Vijayalakshmi Iyengar is a whole- time Professor and Dean of SRM University Delhi NCR Campus.

She is an alumna of IIM-Ahmedabad and IIT -Madras. Prof. Vijayalakshmi passionately engages in the academic triad of teaching, research, and consulting in management education for more than 18 years now. Her domain expertise revolves around Strategic Management, Business Policy, Business Model Innovation, Start Ups- Incubation and Entrepreneurship, New Product Development and Business Analytics in Healthcare, Agriculture and Education. She is a Certified Data Analyst from IIM-Indore, possessing knowledge in Algorithmic predictive models, Text mining, Exploratory models, probability models, deep learning and supervised and unsupervised learning models, and other AI, and ML tools. At IIM Ahmedabad, she has been the student of former President of India A. P. J. Abdul Kalam.

She is a visiting faculty at few IIMs and foreign universities like UKM Malaysia, UTM Malaysia and University of Dubai. She regularly chairs the faculty selection panel at NALSAR, Vellore Institute of Technology, Mahindra University, and Selection Panel of Senior Consultants and Junior Consultants for WTO, Ministry of Commerce and Industry, Government of India.

She has been an Official Mentor, at Atal Innovation Mission, supported by Niti Aayog, Government of India in Mumbai. She has handheld new start-up ventures, giving them mentoring sessions, suggesting models on 'go to market strategies' for better market penetration.

She is an elected 'Members-at-Large' at Shastri Indo-Canadian Institute (SICI), a bilateral organization, between the Government of Canada and the Government of India that supports academic and research grants for Indian and Canadian Universities.

She is on the curriculum and academic board of IGNOU Indira Gandhi National Open University, New Delhi. Prof. Vijayalakshmi has engaged in doing several Government of India funded projects sponsored by Indian Council of Scientific Research (ICSR), Gopalakrishnan Deshpande Centre for Innovation and Entrepreneurship, IIT Madras, Ministry of Commerce, State Govt. of Maharashtra in areas related to Innovation Policies of the Government of India, R&D Landscape of India, Ease of doing Business in the MSME Sector, Women Entrepreneurship and public policy impact studies such as One District One Product, and the likes of these. She is also associated with PPRC (Public Policy Research Centre), the Govt. of India Policy Think tank and Impact Studies wing, doing research projects in programs and policies.

She has scholarly publications in acclaimed ABDC journals, Scopus, and peer reviewed journals. She has presented papers in several international conferences on various contemporary business management subjects. She has reviewed books written by acclaimed authors from international origin, and India serving IIMs and other institutions of excellence. She is on the review committee and editorial board of acclaimed journals and has reviewed conference papers of several institutions. She has been an invited guest to several panel discussions and speaks on multiple subjects covering technology, leadership, ethics, entrepreneurship and international business strategies for competitive advantage.

She has authored three books - **Retail Analytics for Informed Decisions and Actionable Insights**, second on **Technologies for Entrepreneurship -Leveraging Synergies to Create Business Value**, and third on **Tourism and Hospitality Analytics for Sustainable Revenue Optimization and Strategic Management**. She

has two design patents as Intellectual Properties to her account. She has reviewed books written by prominent IIM Academicians.

Dr. Vijayalakshmi Iyengar, is the founder- thinker of her management consulting firm 'Serendipity Ideations LLP' that offers new ideas for product launch, carves out new business models for go to market and penetration strategies, develops innovative value propositions, and strengthens the value chain by application of technology from product design to delivery for building volumes and cost efficiency, need gap analysis based on market research coupled with funding models.

She is a consultant to FMCG, pharma companies and newly formed Startup entities on process innovation and business method innovations. She has conducted management development programs for corporate executives in Life Insurance Corporation of India (LIC), Indian Oil Corporation (IOC), NTPC, Knowledge Management Commission, Jet Airways, Indian Defence Personnel to name a few. She is professionally affiliated to bodies like Council for Fair Business Practices (CFBP), Case Research Society of India (CRSI), Confederation of Indian Industries (CII), World Trade Centre (WTC) Mumbai, Association of Indian Industries (AII) etc. She is an invited speaker in panel discussions, symposiums and seminars organised by CII, International Coach Federation, NHRD etc. on contemporary subjects affecting business and economies.

Prof. Vijayalakshmi Iyengar has widely travelled across the globe to Europe, America, Middle East and Asian countries to study their business culture and economic architecture. She has been conferred with the prestigious 'Dewang Mehta Academic Achievement Award' for the 'Best Teacher in Strategy and Analytics' in 2017. She has also been a recipient of the title 'Woman Entrepreneur in Education' in 2018 by the BVTi- a popular Media House. She has been the President and Secretary of Rotary Club District 3140 and has been awarded as the Best Rotarian and Best Secretary among 108 Clubs in Mumbai District 3140 for her exemplary dedication in community service initiatives and involvement.

She is a Carnatic Classical vocalist and has been an All-India Radio and TV artiste' and has performed in Devotional Channels like Sanskar and Asthaa. She has been awarded 'child prodigy in Carnatic vocal Music' by the former President of India, R. Venkatraman during her days as a sophomore.