

Prof. Dr. Vijayalakshmi Iyengar

Professor | Strategic Management, Policy and Business Analytics | Lal Bahadur Shastri Institute of Management New Delhi

Prof. Dr. Vijayalakshmi Iyengar is a Senior Professor at Lal Bahadur Shastri Institute of Management, New Delhi in Strategy, Policy and Business Analytics Area, and the Director of LBS Centre for Foreign Collaboration, Learning and International Exchange.

Prof. Dr. Vijayalakshmi Iyengar is an **alumnus of IIT -Madras and IIM-Ahmedabad**. She earned her doctorate from IIT Madras on a cross pollinated subject on Business Model Innovation, Technology, and Pharmaceutical Industry. Dr. Iyengar passionately engages in the academic triad of teaching, research and consulting in management science education for nearly 17 years now. **She has been a student of Past President of India Shri. A.P. J. Abdul Kalam at IIM-Ahmedabad.** Her domain expertise revolves around Strategic Management, Business Policy, Business Model Innovation, Start Ups- Incubation and Entrepreneurship, Technology Applications in New Product Development and Business Analytics. Her research focus has been in Healthcare, Agriculture, Education, Policy, and Business Analytics.

Dr. Iyengar is an Official Mentor, at the Atal Incubation Centre, in Atal Innovation Mission, **Niti Aayog, Government of India.**

Dr. Iyengar was selected for the **RSRS (Rajya Sabha Research Fellowship Scheme) in May 2022**, to present her proposal to the Research Advisory Committee comprising of an esteemed jury of Rajya Sabha members and MPs and Vice Chancellors, at Indian Parliament House Annexe. Her proposal on building parliamentary performance efficiency through machine learning model, focusing on preventive and predictive modelling of estimating disruptions using data envelopment analysis, ARIMA and SARIMA models, and exploratory analysis technique got her to be selected in 16 finally chosen candidates among a total pool of 186 applicants.

Dr. Iyengar has been the **co-principal investigator, on Funded Government of India Project**, in 2018, with Indian Council of Scientific Research (ICSR), Gopalakrishnan Deshpande Centre for Innovation and Entrepreneurship, IIT Madras to ‘Study the R&D Landscape of India- Patents, Designs, Publications for Policy Reconstruction towards better Innovation Outcome’. Prior to this in 2017, she was associated with the **Ministry of Commerce, State Govt. of Maharashtra to study its polices on the ‘Ease of doing Business in the MSME Sector’.**

She is a **Certified Data Analyst from IIM-Indore, (IPBA Data Scientist)** well versed in Machine Learning, Supervised and Unsupervised Learning, Advanced Analytics like Logistic Regression, Exploratory Data Analysis and Tools of Visualization.

She has expertise in processes of ISO, NAAC and NBA accreditation, ERP-JUNO and workings of IIC and ARIIA, Incubation and Start-up Cells, and Outcome based Education.

Dr. Iyengar has **written papers in acclaimed ABDC journals and presented papers in several international conferences** on various business management subjects covering new product development, technology, startups, disruptive new business models, and women entrepreneurship.

She has **reviewed books** for several publication houses like Pearson, Wiley, McGraw and Cengage written by authors of international repute such as A. Schmidt on Operation Analytics, and by faculty of IIMs.

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. Serendipity offers unique business model driven, *product-market-techno* solutions on product penetration, promotion, STP, brand positioning, need gap analysis based on market research coupled with funding models to corporate and service sectors.

She is a **consultant to FMCG, pharma companies** and newly formed startup entities on process innovation and business method innovations.

She gives **corporate training programs** to middle and senior management level executives, a few giants being Life Insurance Corporation of India (LIC), Indian Oil Corporation (IOC), NTPC, Knowledge Management Commission, Jet Airways, Indian Defence Forces, and the likes of these.

She is professionally affiliated to and is on the **board of Council** for Fair Business Practices (CFBP), executive body member in Case Research Society of India (CRSI), Confederation of Indian Industries CII, World Trade Centre (WTC), Association of Indian Industries AII, and FICCI.

She is an **invited speaker in panel discussions**, symposiums and seminars organized by educational institutions and professional bodies that debate on contemporary subjects affecting business and economies. She is known to express her views with an independent mind and much different from her contemporaries.

Dr. Iyengar has widely travelled across the globe to Europe, America, and other Asian countries to study their business culture and economic architecture.

She has been conferred the title of **‘Woman Entrepreneur in Education’ in 2018** by the BVTi- a popular Media House and was recognized with the **Dewang Mehta Award as the ‘Best Teacher in Strategy and Analytics’ in 2017.**

She is a spiritualist and takes interest in Indian Vedic literature. Dr. Iyengar is a trained **Carnatic Classical Music Vocalist**, an **AIR and Doordarshan artiste**, and has performed in spiritual channels like Astha and Sanskar. She has the unique distinction of being awarded at the **hands of Past President of India Shri. R. Venkatraman, for her Carnatic music rendition talent.** She owns the distinction as a sophomore, of having performed, at international summits and conventions organized by Govt. of India in New Delhi.