

Prof. Dr. Vijayalakshmi Iyengar is a whole-time Professor at Lal Bahadur Shastri Institute of Management, New Delhi in Strategy, Policy and Business Analytics Area, and the Chair Professor and Head of LBS Centre for Foreign Collaboration, Learning and International Exchange. 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 nearly 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. She is an Official Mentor, at Atal Innovation Mission, Niti Aayog, Government of India. 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. 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, R&D Landscape of India, Ease of doing Business in the MSME Sector and the likes of these. Dr. Iyengar was selected for the RSRS (Rajya Sabha Research Fellowship Scheme) in May 2022. She has scholarly publications in acclaimed ABDC journals and presented papers in several international conferences on various contemporary business management subjects. She has co-authored three books - Retail Analytics for Informed Decisions and Actionable Insights, second Technologies for Entrepreneurship -Leveraging Synergies to Create Business Value, and third Tourism and Hospitality Analytics for Sustainable Revenue Optimization and Strategic Management. She has two design patents as Intellectual Properties to her account.

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 start-up 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.