

Dr. DASARI VIJAYALAKSHMI

Designation: Associate Professor

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Dr. Dasari Vijayalakshmi is an Associate Professor with over 17 years of experience in Management Studies, specialising in Human Resource Management (HRM) and Marketing. She is currently part of the Department of Management Studies at Dr. Lankapalli Bullayya College, Visakhapatnam. Beyond her teaching responsibilities, Dr. Vijayalakshmi has taken on various leadership roles, notably as the coordinator of the college's entrepreneurship cell. She is an active member of the Indian Society for Training and Development (Visakhapatnam Chapter) and a fellow member of the Indian Academic Researcher's Association. Furthermore, she has worked as a Principal Investigator for a research project funded by Omni Care Industries Pvt. Ltd.

Dr. Vijayalakshmi's research interests are focused on Human Resource Management practices, particularly in Visakhapatnam Steel Plant, as well as women's empowerment through entrepreneurship. Her research has been widely recognised, with multiple publications and active participation in both national and international seminars.

She holds a Ph.D. in Management from Andhra University, an M.Phil. from Madurai Kamaraj University, and an MBA from A.Q.J. PG College. In addition, she has successfully qualified for APSET and holds a PG Diploma in Operations Management. Dr. Vijayalakshmi also secured gold medals in both her MBA and BCA programmes, demonstrating her academic excellence.

In addition to her teaching and research, Dr. Vijayalakshmi actively engages in organising academic events and professional development programmes, showcasing her dedication to fostering a dynamic and collaborative learning environment.