

CURRICULUM VITAE

Dr. DASARI VIJAYALAKSHMI

Harmony Palms, Flat No: 102,
Plot No: 16 & 17,
Prasanthi Nagar, Doctors Colony,
Pedawaltair,
Visakhapatnam – 530 017

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OBJECTIVE:

Dedicated and passionate educator with over 17 years of experience in field of Management studies (HR & Mkt.). Seeking the position of Associate Professor at Dr.Lankapalli Bullayya College. Committed to fostering a dynamic learning environment and enhancing student engagement through innovative teaching methodologies and research contributions. Eager to collaborate with faculty and students to advance academic excellence and promote interdisciplinary initiatives.

WORK EXPERIENCE:

Teaching Experience :

- Presently Working as Associate Professor in Department of Management Studies in Dr.Lakapalli Bullayya College, Visakhapatnam.
- Ratified as **Assistant Professor** in Department of Management Studies in 2017.
- Presently working as Academic Counselor & Resource Person for School Distance Education , Andhra University.
- Worked as Assistant professor in Department of Management studies in A.Q.J on Part time basis 2007 -2012.
- Worked as Assistant Professor & H.O.D. in Department of Management Studies in Almeer College of Engineering & IT, Gudilova, Anandapuram, Visakhapatnam.2004-2007.

Administrative Experience:

- Presently working as coordinator for entrepreneurship cell in Dr.Lanakapalli Bullayya College for U.G. &P.G.
- Worked as a **H.O.D. & Assistant Professor** in Department of Management Studies in Al-Ameer College of Engineering & IT from 2004-2007.

RESEARCH DONE:

- Worked as a Principal Investigator for “ **Quality in School Education in Visakhapatnam District of Andhra Pradesh**” (Project funded by M/s.Omni Care Industries Pvt.Ltd., Visakhapatnam).
- Done Research on **Human Resource Management Practices in Visakhapatnam Steel Plant** under the guidance of Dr.G.Satyanarayana, Principal of DCMS, Andhra university, Visakhapatnam & Co-Guide Dr.G.Madhukar, Principal of G.V.P. Rushikonda.
- Done Research in **M.Phil (Management)** at **Madurai Kamaraj University** on **Women Empowerment through entrepreneurship problem & prospects** under the guidance of Dr. Vijayaraju, M.B.A., Ph.D. of 2005-2006.
- Undertook a Project in **Coromandel Fertilizers Limited** on “**Employee Training Practices**” for a period of 45 days.(M.B.A)
- Undertook a Project in **Buds** on “**Sales and Inventory Management Systems**” for a period of 45 days.(B.C.A)

PROJECTS :

- Worked as a Principal Investigator for Funding project on **Quality in School Education in Visakhapatnam district of A.P. under M/S. Omni care Industries Pvt. Ltd, Vsp. In association with Society For Integrated Development And Research (SIDAR)**.

EDUCATION QUALIFICATION:

- Pursuing an **Advance Corporate Strategic Management Course** in **Indian Institute of Management Visakhapatnam (IIMV)** , Expected to complete by Feb,2025.
- Qualified **AP-SET(Management)** in 2021.
- **Awarded Ph.D** (Management) by Andhra University on Human Resource Management practices in Visakhapatnam steel plant under the guidance of Dr.G.Satyanarayana, Principal of DCMS, Andhra university, Visakhapatnam , and Co-Guide Prof.B. Madhukar ,Professor & Principal G.V.P. Rushikonda, Viskhapatnam in 2018.
- **M.Phil (Management)** in **Madurai Kamaraj University** on Women Empowerment through entrepreneurship problem & prospects under the guidance of Dr. Vijayaraju, M.B.A., Ph.D. of 2005-2006-**65%**
- **M.B.A.** from A.Q.J. P.G College affiliated to Andhra University from 2002-2004 – **65%**.
- **PGDOM.** in IGNOU from 2018-2022 -**67%**
- **B.C.A.** from A.Q.J. Degree College affiliated to Andhra University from 1999-2002 – **83%**.
- **Raghu Junior College** affiliated to Board of Intermediate Education, Andhra Pradesh from 1997-1999 – **65%**.
- **Nalanda Residential School** affiliated to Board of Secondary Education, Andhra Pradesh from 1996-1997 – **73%**.

AREAS OF SPECIALIZATIONS:

- Human Resource Management
- Organization Behaviour
- Marketing Management
- Operations Management

SUBJECTS DEALING WITH:

Organization Behavior, Human Resource Management, Operations Management, Compensation and Welfare Management, International Human Resource Management, Group Dynamics and Change Management, Business Policy and Strategic Management,

Entrepreneurship & Small Business Management, Marketing Management, Consumer Behavior & Customer Relationship Management, Global Marketing.

SOFTWARE SKILLS:

Operating Systems	:	Windows 98, DOS
Packages	:	MS-Office
Languages	:	C, C++, JAVA and VB
Databases	:	Oracle

ACHIEVEMENTS:

- **Awarded PhD in 2018**
- Secured **Gold Medal** for the **College Topper** during **B.C.A.** (1999-2002) from **ABDUL QUADIR JEELANI**.
- Secured **Gold Medal** for the **College Topper** during **M.B.A.** (2002-2004) from **ABDUL QUADIR JEELANI Centre for P.G. Studies**.
- **Best Student Award** from **JYOTHI EDUCATIONAL ACADEMY** during (2002-2004).

TRAINING PROGRAMMES:

1. Participated & Completed Successfully **AICTE Training and Learning (ATAL) Academy** Online Elementary FDP on “**Design Thinking**” From 31/12/2021 to 04/01/2022 at National Institute Of Technical Teachers Training And Research Chandigarh.
2. Participated & Completed Successfully **AICTE Training and Learning (ATAL) Academy** Online Elementary FDP on “**EDP On Fostering Start-up, Innovation and Entrepreneurship / Intrapreneurship**”, from 06/12/2021 to 10/12/2021 at Andhra University.
3. Has Successfully Completed Online Entrepreneurship Development Programme conducted by **Institute For Industrial Development 2021. An Incubator Under PPP mode with Ministry of MSME , GOI. An Incubator with Govt. of UP under U.P. IT & Start-up Policy**

SEMINARS & PAPER PRESENTATION:

1. One-day FDP on Blended Learning pedagogy using MOOCs by IIMB on 23rd Feb, 2019.
2. Participated in the national seminar on “ Emerging Analytics of Industrial Relations”, organized by the Department of HRM , A.U. Visakhapatnam on 15th and 16th Feb, 2019.
3. Participated in Andhra Pradesh India’s sunrise state-2018 HR Summit conducted by CII.
4. GSIB HR Conclave HRM for gaining competitive Advantages March 28, 2018. Participated in the HR Conclave held on 28th march 2018 at KRC Auditorium Gitam , VSP.
5. Presented in the National Seminar on Managing Innovation in the digital world two day national seminar on “Managing Innovations in the Digital World” on 3rd and 4th of March 2017.
6. Participated in the National Seminar on CSR in India: Strategies for Inclusive Development on 17th and 18th March 2017. Organized by Dept. of commerce and Management Studies & Centre for study of Social Exclusion and Inclusive Policy, A.U., VSP-530003.
7. World tourism day celebrations-2017, has participated in a seminar on “Prospects and Potential for tourism in Vsp. Hub” Organized by Andhra University Tourism Authority and A.U being held on 23rd Sep 2017.
8. Participated in Ten Days Research Methodology programme for Ph.D. students in social science organized by the Institute of Advanced Studies in Education A.U. , Vsp, AP Sponsored by Indian Council of Social Science Research (HRD) new Delhi from 2-5-2016 to 11-5-2016.
9. Conference on conflict management and negotiation conducted by Gitam University in association with university of Nebraska Omaha 28th July 2015.
10. One-day workshop on “Business Communication and organizational performance” held on 20th Dec 2014.

PRESENTATIONS:

1. Presented a paper on Trade unions Impact on change Management in the National seminar organized by the Department of HRM, A.U. Vsp on 15th and 16th February 2019.
2. Presented a paper on Fintech and Cyber Security Solutions “Managing Innovations in the Digital World” on 3rd and 4th of March 2017.
3. Presented a paper in the National Seminar on CSR in India: Strategies for Inclusive Development on 17th and 18th March 2017. Organized by Dept. of commerce and Management Studies & Centre for study of Social Exclusion and Inclusive Policy, A.U., VSP. On Corporate Social Responsibility and Consumer Behaviors.
4. Presented a paper in two-day national level workshop on compliance Management of Contract Labour organized by the Department of Human Resource Management , Andhra university , Visakhapatnam on 18th and 19th Dec 2015., on HR Outsourcing in Manufacturing sector.

RESEARCH PUBLICATIONS

➤ **SCOPUS PAPERS:**

1. Journal of Survey in Fisheries Sciences, “Understanding And Fostering Entrepreneurial Intentions Among Students”, Vol.10,I(1) ,2023.
2. Academy of Strategic Management Journal, “Socio Economic Background Of Women Entrepreneurs in Visakhapatnam”, Vol (22), I(3), 2003.
3. European Chemical Bulletin, “Sphere of Mature Self Help Groups to Graduate Into Micro Enterprise”, Vol.(12),I(10),2023.
4. Management and Labour Studies, “Preference for Mode of Learning for knowledge and skills by Professional Management students During the Covid-19 Pandemic Period”, Vol (47) ,I (1) , 2022.
5. “Empirical study on leadership styles and its influence on job satisfaction of employees in BPO’s – Visakhapatnam”, Journal of Critical Reviews, Scopus Indexed Journal, ISSN - 2394-5125, Vol 9, Issue 05, 2022, <https://www.jcreview.com/admin/Uploads/Files/63662511477b07.03476240.pdf>
6. Turkish Online Journal of Qualitative Inquiry , “Selection of Distributors for Small and Medium Enterprises in Visakhapatnam District by Using Analytical Hierarchy Process” , Vol.12, I(10) 2021.

7. International Journal of Enhanced Research in Management & Computer Applications, "A Study on Changing Attitude of Employee's Towards Automation in Insurance", Vol.7, I(11),2018.

➤ **UGC APPROVED JOURNALS**

8. International Journal of Business and Management Invention (IJBMI)," Problems and Prospects of PAAN Shops in Visakhapatnam District ", Vol.12 I(10) , pp.69-76, 2023.
9. International Journal of Emerging Technologies and Innovative Research " A Study On Welfare Amenities In Hospitals of Visakhapatnam District", Vol(10),Issue(5),pp.1485-1495,2023.
10. Journal of Research in Humanities and Social Science " Consumer Behaviour Towards Digital Marketing", Vol(11), I(4), pp:306-309, 2023.
11. Journal Of Emerging Technologies And Innovative Research, " Digital Rupee: Unraveling the Future of Money in India", Vol(10), I(12),pp. 194-201,2023.
12. International Journal of Business and Management Invention, "Poverty Alleviation- Role of Micro Credit on Women Empowerment", ISSN No.2319- 8028, Vol 10, I(2) , PP. 24-26, 2021.
13. International Journal of Emerging Technologies And Innovative Research, "Human Resource Development Practices In Private Telecom Sector", Vol.(7) I(12),2020.
14. International Journal of Business and Management Invention, "Poverty Alleviation –Role of Micro Credit on Women Empowerment", Vol(10)I(2),2019.
15. International Journal of Emerging Technologies And Innovative Research, " Labour Productivity And Economic Growth In Public Organization", Vol.6 I(6) 2019.
16. International Journal Of Business and Management Invention , " Role of Trade Union in Conflict Resolution", Vol.(8) I(12) 2019.
17. International Journal of Human resource Management and Labour law, " Role of Automation in Employee satisfaction", Vol(1) I(1) 2019.
18. Asian Journal of Management, "Impact of HRM practices in different technological environments of steel Manufacturing units", Vol (9) I(4) 2018.
19. Asian Journal of Management, "A Study on factors of workplace Happiness", Vol(9) I(1) Jan-Mar 2018.
20. International Journal of Multidisciplinary Educational Research, "Halo effect of Consumer Perception towards Corporate Social Responsibility", Vol(6) I 3(8)2017.

21. International Journal of Multidisciplinary Educational Research, “Digital transformation in financial services- Fintech and cyber security solutions”, Vol(6)I 8(3)Aug2017.
22. The Indian Journal of Industrial relations “Competencies for Building Performance Excellence: A Study in a fertilizers units”, vol.(51) I(4)April2016.
23. Splint International Journal of professionals HR outsourcing; A futuristic trend Vol.(3) I(10) Oct 2016.
24. International Journal Research journal of Economics and Business Studies. “ A Study on Women Entrepreneurs of VSP, Vol(1) I (2)Dec2011.

BOOKS:

1. Published a book on **Training and Development**, Shree Publishing House, Visakhapatnam, A.P. ISBN: 978-93-91117-03-0., 2022.
2. Published a book on **Micro, Small & Medium Enterprises Management**, Shree Publishing House, Visakhapatnam, A.P. ISBN: 978-93-91117-64-1., 2021.
3. Published a book on **Talent Management**, Shree Publishing House, Visakhapatnam, A.P. ISBN: 978-93-88196-28-4., 2019.
4. Published a book on **Human Resource Management Practices in Different Working Technological Areas**, Shree Publishing House, Visakhapatnam, A.P. ISBN: 978-93-88196-38-3. 2019.

EXTRA CURRICULAR ACTIVITIES:

- Worked as Coordinator for a **National Workshop On “ Meeting Industry Needs -Role of Management Education”**, A Case Study Approach 4th and 5th November 2016.
- An activities organized for different national seminars conducted by the AI- Ameer Engineering College & IT, Visakhapatnam.
- Lead the programming team of Locus – 02 Management Meet, conducted by A.Q.J. Centre for P.G. Studies, Visakhapatnam
- Team Leader for Reception Committee of Locus – 04.

PROFESSIONAL SOCIETY :

- Life time membership of **“Indian Society for Training & Development”** ,
“Training House” B-23, Institutional Area, New Mehrauli Road , New Delhi-
110016.
- Fellow membership of **“Indian Academic Researchers Association”**.
Tiruchirapalli Tamil Nadu 620021.

PERSONAL DETAILS:

Name : **Dr.D.VIJAYA LAKSHMI**
Husband Name : Kishore V
Date of Birth : 30-10-1982
Sex : Female
Marital Status : Married
Languages Known : English, Telugu
Hobbies : Reading, Cooking, Writing articles & Books.