

Faculty Profile

Name: Dr. R Vijaya Lakshmi

Designation: Assistant Professor, Faculty of Management Studies, ICFAI University, Raipur

Teaching Areas: Human Resource Development, Human Resource Management, Organizational Behavior, Employee welfare, Labor Laws, Performance Management & Reward System.



Research Interests: Human resource Management, Organizational Behavior, and HR Analytics

Education:

- Ph.D. in **Employee Engagement Practices in Public and Private Sector Banks: A study in Chhattisgarh** (Management), CSVTU, Bilai, Chhattisgarh, 2023.
- M.Phil in HRD Through Training in Higher Education, Andhra University, Visakhapatnam, Andhra Pradesh, India. 2009
- **M.B.A.**
Specialization in HRM from Pondicherry University, Pondicherry, India.
- **M.H.R.M.**
Specialization in HRM from Andhra University, Visakhapatnam, Andhra Pradesh, India.

Patents: 01

Research / Selected Publications (Scopus: 02, UGC Care Listed : 03, WoS : 01, ABDC : 01)

- **Vijaya Lakshmi, R., Ashok Kumar Chandra and G.V.V.Jagannadha Rao** “Drivers of Work Engagement: Analyzing Fundamental Self-Evaluations and Psychological Atmosphere in Public and Private Banks in Chhattisgarh”, **was accepted in International Journal of Indian Culture and Business Management, Inderscience Publishers. (Web of Science, UGC Care List -I).**
- Mankeshva saini, Mr. R. Guruprasad, Dr.Deepti Mishra, Prof. (Dr.) Vikas Singh, **Dr. Rakatu Vijaya Lakshmi**, Archana Prasad Dhawade “Mediating The Relationship Between Social Media Marketing Features And Consumers' Decisions To Buy Fast Food; An Investigation”, **was published in Educational Administration: Theory and Practice, Vol. 30, Issue 4, 2024, 3788-3792. (Scopus). DOI: <https://doi.org/10.53555/kuey.v30i4.2125>**
- Dr. Charu Dutta, Dr. Srijib Shankar Jha, **Dr. Rakatu Vijaya Lakshmi**, Dr. V. Vijayakumar, Dr. Badhusha M H N, Dr. Twinkle Trivedi, “A Study On The Factors That Influence The Success Of Digital Marketing In A Dynamic Marketing Landscape; A Theoretical And Empirical Integration”, **was published in Educational Administration: Theory and Practice, Vol. 30, Issue 4, 2024, 3793-3798. (Scopus). DOI: <https://doi.org/10.53555/kuey.v30i4.2126>**