



**NAME: ANIRUDH N M**

**DESIGNATION: ASSISTANT PROFESSOR**

**QUALIFICATION: M.COM, B.Ed.**

**TOTAL EXPERIENCE: Teaching: 5 Years**

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**SPECIALIZATION**

International Business

**AREA OF INTEREST**

International Business, Supply Chain Management and Logistics, Marketing, HRM, Accounting and Taxation, Research Methodology, Production and Operations Management, Ethics and Governance, Retail Management, Consumer Behavior.

**SUBJECTS TAUGHT**

Principles of Marketing, EVS, Indian Constitution, Principles of Auditing, Banking Innovation, Business Ethics, Income Tax, Business Research methodology

**NO. OF CERTIFICATIONS**

05

**PAPERS PRESENTED**

[NATIONAL &  
INTERNATIONAL]

- ❖ A Study on External Environment of Business and its Influence on MSMEs in the Context of Covid-19 in an International Conference.
- ❖ Detecting Fetal Brain Abnormalities from Ultrasound Images by Deep Learning Methods, in an International Conferences.

**PUBLICATION  
(NATIONAL AND INTERNATIONAL  
JOURNAL)**

**Anirudh N M (2020)**, A Study on External Environment of Business and its Influence on MSMEs in the Context of Covid-19

**Anirudh N M (2025)**, An Evaluative Analysis on Cross Cultural Management in International Companies. In International Journal of Engineering Management Science (UGC Approved Journal)

	<p><b>Anirudh N M (2025)</b>, The Globalization and its impact on the Local Businesses: A Look at Challenges and Opportunities in International Journal of Arts Humanities and Social Sciences (UGC Care List Journal)</p> <p><b>Anirudh N M (2025)</b>, Appropriate HRM Practices for Small and Medium Enterprises in ABDC Journal</p> <p><b>Anirudh N M (2025)</b>, Cross Cutting Social Dynamics in Marketing: Unveiling the Experiences of Overloaded Consumer Segment in ABDC Journal</p>
<p>BOOK/ BOOK CHAPTER PUBLISHED</p>	<p>Books</p> <ol style="list-style-type: none"> <li>1. Advanced Corporate Accounting</li> <li>2. Financial Management</li> <li>3. Strategic Human Resource Management</li> </ol> <p>Book Chapter</p> <p>IOT: Security Threats; Detection and Mitigation Strategies</p>
<p>FDP ATTENDED</p>	<ul style="list-style-type: none"> <li>❖ 10 days FDP on Transforming Research into Quality Publication: Tools, Techniques and Practices</li> <li>❖ One day FDP on Advanced AI tools for the Teachers of NEP 2021</li> <li>❖ One day FDP on Understanding IPR: A Complete Guide</li> <li>❖ FDP On Developing Leadership Skills among Academicians</li> <li>❖ Teacher's Empowerment</li> <li>❖ Art of Mentoring and Counselling</li> <li>❖ Creating Research Ecosystem in Higher Education System</li> <li>❖ Research Methodology</li> <li>❖ Advances in Research methodology and Publications Techniques</li> <li>❖ E-Resources Training Programme</li> </ul>