

## Faculty Profile

**Name:** Anil Anirudhan  
**Designation:** Senior Faculty Associate  
**Teaching Areas:** Entrepreneurship,  
Agri-tech,  
Sustainability,  
Strategy  
**Research interest:** Entrepreneurship,  
Agri-tech,  
Sustainability,  
Strategy  
**Education:** MBA, LLB, PG Diploma in IRPM, Pursuing PhD from  
Gitam University



### Research/Selected Publications:

1. The case study "Nongfu Spring: Can the Chinese Bottled Water Market Leader Sustain its Position?" has been accepted for publication in *CEIBS -Global Platform of China Cases*. April 2022.
2. The case study "Xiaomi: A Chinese Multinational's Journey in India" has been accepted for publication in *CEIBS -Global Platform of China Cases* ([chinacases.org](http://chinacases.org)). June 2021