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Anilkumar.R is an Associate Professor at PG Department of Management Studies, ABBS. His qualification includes MBA, B.E, K-SET (Ph.d), he has several years of corporate & teaching experience. He has undergone training in Entrepreneurship from IIE-Guwhati, EDII-Ahmedabad, MSME, NEN & Enactus, He has received multiple Govt. grants for conducting Entrepreneurship Development Workshops (EDP), Training & Capacity Building Programme in Entrepreneurship, Industrial Motivation Camps and Entrepreneurship Awareness Camps. He is in the final stage of completion of Ph.D. in Marketing from Bharathiar University. Guided more than 40 Projects at Post-Graduate level and published various books and research articles in marketing and entrepreneurship domain. Incubated 3 companies by students at campus. Also mentor and consultant for 4 business startups. He is a resource person for EDII, MSME, NEN, Enactus for conducting workshops, seminars in Entrepreneurship. He is certified startup mentor at national level by NEN. He is also a resource person for Securities & Exchange Board of India (SEBI) responsible to impart financial education. He was also a BOE at PES University, advisory member for few colleges in Karnataka and Tamilnadu.

Prof. Anilkumar is an author of 'International Marketing Strategies' book. He has presented and published many papers in both National and International Conferences & Journals. He has conducted several Workshops in the area of Entrepreneurship, Marketing for various Colleges, NGO, Self Help Groups, & Executives etc.

Prof. Anilkumar is a Reviewer for **International Journal for Management and Humanities, IJMTEG Group of Journals (IJRE, IJREE, IJRCS, IJRME, IJM, IJMTEG)**. He has been instrumental in getting funds for research projects from DST for EDII associated project on Women Entrepreneurship.

He has secured awards like Rashtrapathi Award by President of India as a Presidential Scout in 1999, Rajyapuraskar Award by Governor of Karnataka in 1997. Also acknowledged as Entrepreneur Creator by Enactus in 2014.

Prof. Anilkumar is also a life member of International Society for Research and Development (ISRDR), London, UK, International Association of Engineers (IAENG), Hong Kong, NEN and Enactus. His area of interests are: Marketing, Digital Marketing, Startups and Entrepreneurship.