

## ANITHA B R

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### Education

	Degree	Year	Institute	Specialization
1	B.B.M	2008	S.J.R.C.W ,Bangalore University	HR
2	M.B.A	2010	Vivekananda Institute of Management , Bangalore University	HR & MARKETING
3	KSET	2015	Mysore university	Qualified
	M.COM	2018	Bangalore university (Distance Education )	Accounting and Taxation
4	Ph.D( Full Time)	2021	Tumkur University	Thesis Submitted

### Professional Experience

	Date (from-to)	Designation	Organization
1	7 <sup>th</sup> May 2025 till Date	Assistant Professor	Siddaganga Institute of Management
2	January 2017 - May 2022	Assistant Professor	Vivekananda Institute of Management
3	Jananuary 2014 - December 2016	Lecturer	Sri Jaghathguru Renukacharya College for women
4	April -2013 to March 2014	Assistant Professor ( Guest Faculty )	Vivekananda Institute of Management
5	July 2011 - July 2013	HR Manager	Hytech Industries, Bengaluru

*(Please fill in reverse order. Current designation should be at the top)*

## Research Areas

- Human Resource
- Data Driven HR Practices
- Sustainable development of Business
- Data driven HR Decisions

## Publications

### Journals

#### 1. Adoption of Data Driven Decisions into HR Practices for Sustainability of Business

Prof Noor Afza and Anitha B R , "Adoption of Data Driven Decisions into HR Practices for Sustainability of Business," *Annals of the Bhandarkar Oriental Research Institute*, UGC Care List Group I Vol.CI, Issue – 1, 2024.

#### 2. Is Data Driven HR Approach Enhances Organizational Sustainability in the New Revolutionary Era

Anitha B R and Prof. Noor afza , "Is Data Driven HR Approach Enhances Organizational Sustainability in the New Revolutionary Era," *Journal Foundational Research*, vol. 2(F), Jul.–Dec. 2023, ISSN: 2395-5635.

#### 3. Data Driven HR Practices for Leveraging Sustainable Developments of Organization – A Conceptual Study

Anitha B R and Prof Noor Afza, "Data Driven HR Practices for Leveraging Sustainable Developments of Organization – A Conceptual Study," *Eur. Chem. Bull.*, 2023,12, (Special Issue 5),1255-1260,Scopus, ISSN: 2063-5346.

### Conference/ Workshop/ Seminars

Date	Event	Title/Topic	Organizer/Location	Additional Details
19 <sup>th</sup> October 2024	Paper Presented	Data driven Decision making and its impact on Digitalization of HR Practices	National Level Conference, Tumkur University	Digitalization and Innovation for Sustainable Eco – System of Business

<b>Date</b>	<b>Event</b>	<b>Title/Topic</b>	<b>Organizer/Location</b>	<b>Additional Details</b>
4th Aug 2023	Paper Presentation (Awarded)	Is Data Driven HR Practices as an Innovative Tool for Sustainability	International Conference, Mount Carmel College (Autonomous)	<b>Won Second Best Paper</b>
18th May 2024	Webinar Participation	Future of Artificial Intelligence in Everyday Life	Youth Lab Colobardo, USA (for India) & Innop Global, USA	Online
12th July 2023	Paper Presentation	HR Analytics as a Tool for HR Decisions in Enhancing Employee Performance – A Conceptual Study	Davangere University	Atmanirbhar Bharat & Management Education in India
16th Dec 2023	Paper Presentation	Adoption of Data Driven Decisions into HR Practices for Sustainability of Business	12th International Conference, International Council for Development Research, Mysore	In association with James Cook University (Australia) University of Kuwait
26th Sep 2023	Conference Participation	Emerging Trends in Humanities in the New Revolutionary Era – Industry 5.0	International Multidisciplinary Conference (Hybrid Mode)	
16th Sep 2023	Workshop Participation	Maximizing Data Quality – Sampling and Data Collection	Tumkur University	National Level, Hybrid
10th Feb 2023	Workshop Participation	Questionnaire Designing & Data Collection: A Practical Approach	Tumkur University	National Level
19th Nov 2022	Workshop Participation	Smart Literature Review: A Conceptual Approach	Tumkur University	National Level
17th-19th Oct 2022	Workshop Participation	SPSS and Research Metrics	Internal Quality Assurance Cell & Research	National Workshop

<b>Date</b>	<b>Event</b>	<b>Title/Topic</b>	<b>Organizer/Location</b>	<b>Additional Details</b>
			Development Cell, Tumkur University	
22nd Aug–3rd Sep 2022	Capacity Building Programme	Two Week Capacity Building Programme for Newly Recruited Young Faculty in Social Science	Mangalore University	ICSSR Sponsored
16th July 2022	Workshop Participation	Scholarly Publishing: Dos and Don'ts	Tumkur University	National Level
21st-22nd Jun 2022	Paper Presentation	Data Driven HR Practices for Leveraging Sustainable Developments of Organization – A Conceptual Study	National Conference, KIMS, Karnatak University Dharwad	
17th-18th May 2022	Paper Presentation	Data Driven HR Practices on Employee Engagement – A Conceptual Study	International Conference, Kaamadhenu Arts and Science College, Tamil Nadu	
13th-14th May 2022	Paper Presentation	Impact of Data Driven HR Practices on Employee Engagement in IT Sector – A Conceptual Study	International Conference on Operations Management (ICOM- 2022), IBS Hyderabad	
29th-30th Apr 2022	Conference Participation	Atmanirbhar Bharat Opportunities for Empowering India	National Conference, Dept. of Studies and Research in Economics, Tumkur University	Sponsored by Indian Council of Social Science Research
21st-22nd Apr 2022	Paper Presentation	Effectiveness of Data Driven Strategies to Enhance	International Conference, PG & Research Dept. of	

<b>Date</b>	<b>Event</b>	<b>Title/Topic</b>	<b>Organizer/Location</b>	<b>Additional Details</b>
		Organizational Performance – A Conceptual Study	Commerce, Loyola College, Chennai	
19th Feb 2022	Paper Presentation	Role of NEP in Transforming Indian Education System	National Seminar, Dept. of PG Studies & Research in Social Work, Kuvempu University	
15th-18th Nov 2021	Workshop Participation	Research Methodology	Dept. of B.Com Bank Management, Dwaraka Doss Goverdhan Doss Vaishnav College, University of Madras	National Level, Four Days
Oct–Dec 2020	Journal Publication	A Study on Impact of Innovative HR Practices on Employee Engagement in IT Industry	Splint International Journal of Professionals, Vol. 7, No. 4	
2020	Paper Presentation	Feasibility of Massive Open Online Courses with Reference to Indian Education Market	International Conference, Bharati Vidyapeeths Institute of Management Studies and Research	
2 <sup>nd</sup> February 2019	Workshop Participation	Research Methodology and	Tumkur University	National Level
15 <sup>th</sup> June 2019	Workshop Participation	Application of Statistical Tools in Research	Tumkur University	National Level
27 <sup>th</sup> and 28 <sup>th</sup> November 2018	FDP Participation	Case Writing and Analysis	Jain CMS Business School	Two Days

<b>Date</b>	<b>Event</b>	<b>Title/Topic</b>	<b>Organizer/Location</b>	<b>Additional Details</b>
17 <sup>th</sup> May 2018	Seminar Participation	Higher Education in India: Prospects, Challenges and the Way Forward	VIMS, Bangalore	One Day
13 <sup>th</sup> April 2018	Conference Participation	Innovation, Sustainability & Change: Emerging Challenges & Opportunities in Entrepreneurship Management	National Conference	One Day
6 <sup>th</sup> May 2016	FDP Participation	Technology Enabled Teaching and Learning in Higher Education	Vivekananda Institute of Management	One Day
19 <sup>th</sup> January 2016	Workshop Participation	Quality Improvement Workshop on Guidance Skills for MBA Projects	CBSM, Bangalore	
23 <sup>rd</sup> April 2015	Seminar Participation	Changing Dimensions of Corporate Reporting in India under IFRS Regime	National Seminar	Bangalore University