

**Name** : C. Anithashree  
**Staff ID** : RCAS03737  
**Designation** : Assistant Professor  
**Department** : Management  
**Experience** : 12 years  
**Qualification** : B.Tech. (IT)., MBA(HR)., (PhD)  
**Specialization** : Human Resource Management  
**Mail ID** : [anitha.mba@rathinam.in](mailto:anitha.mba@rathinam.in)



### ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D	Human Resource Management	Nirmala College for Women	Pursuing
MBA	Human Resource Management	Bharathiar University	2015
B.Tech.	IT	Anna University	2012

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
Diploma	Web Designing	CCI Education Pvt Ltd	2011

### Journal Publications

1. **C.Anithashree**, A study on AI tools usage to promote office optimization, International Journal of Commerce and Management Research, ISSN: 2455-1627 , Volume 11, Issue 4, 2025, Page No. 55-57.
2. **C.Anithashree**, Digital evolution: An interdisciplinary approach for sustainable development, International Journal of Commerce and Management Research . ISSN: 2455-1627 , Volume 11, Issue 4, 2025, Page No. 58-60.
3. **C.Anithashree**, Impact of Emotional Intelligence on Human Resource Management Practices Among the Remote Working IT Employees, Bharatiya Shiksha Shodh Patrika, ISSN 0970-7603, VOL. 43, No.1(IV), January-June:2024.
4. **C. Anithashree**, Smart Effectiveness of AI in Recruitment Process with Special Reference to NXXT Cyber Security PVT LTD, Coimbatore, Journal of Non Linear Analysis and Optimization Theory and Applications, ISSN: 1906-9635, Vol.15, Issue.01, No.7, January – June 2024.

5. **C.Anithashree**, Impact of AI in Training and Development for the professors in Private colleges with special References to Coimbatore District, Meerayan Journal, ISSN: 2455-6033, Vol 25, issue 5 2025
6. C.Anithashree, A Study on Customer Relationship Management For Zudio with Special Reference to Coimbatore District, Meerayan Journal, ISSN: 2455-6033, Vol 25, issue 5 2025.

### **Book Chapters**

1. C.Anithashree, The Disruptive Innovations and Industry Transformation in Business, New Paradigms in Management and Social Science, ISBN -978-93-5813-508-3, PG.NO.85
2. C.Anithashree, ISBN NO: 978-819857069-7, Green Human Resource Management: HR Managers' Contribution To Sustainability, PG.NO. 47
3. C.Anithashree, ISBN NO: 978-93 92649-86-8 , New Horizons in Commerce Management & Technology , PG.NO. 63

### **Books**

1. **C.Anithashree**, Ms.A.Gayathri, Organizational Behaviour, Imaginex Inks Publication , ISBN : 978-93-921230-98-2
2. **C.Anithashree**, Principles Of Management, Mind Reading Publications, ISBN -978-93-92150-98-2

### **PRESENTATIONS**

	<b>State Level</b>	<b>National</b>	<b>International</b>
<b>Conference</b>	5	4	5
<b>Seminar</b>	5	3	4

### **PARTICIPATION**

	<b>State Level</b>	<b>National</b>	<b>International</b>
<b>Conference</b>	15	6	6
<b>Seminar</b>	20	5	6
<b>Workshop</b>	11	9	7
<b>FDP/PDP</b>	30	24	12

### **Invited Speaker / Session Chair- Conference / Seminar / Workshop**

1. Six Sigma – PPG College of Arts and Science  
A professional workshop focused on Six Sigma methodologies, emphasizing quality management, process improvement, and data-driven decision-making to enhance efficiency in business operations.
2. Design Thinking Workshop – Government Arts College, Coimbatore  
An interactive workshop introducing participants to the principles of design thinking, encouraging creative problem-solving and innovation through user-centered approaches.
3. Management Spheres – Commerce, SNS College of Arts and Science  
A commerce-oriented event highlighting different aspects of management, leadership, and organizational practices, helping students strengthen managerial and business skills.
4. Smart Techniques – KSG College of Arts and Science  
A workshop aimed at enhancing learning and productivity by introducing modern, smart techniques and tools useful for both academic and professional growth.

### **AWARDS, HONORS AND RECOGNITION**

<b>Awards / Honors /Recognition</b>	<b>Agency / Institution</b>	<b>Year of Award</b>
Best Faculty Coordinator 2023	Young Indians, Coimbatore Yuva Vertical	2023
Best Faculty Coordinator 2024	Young Indians, Coimbatore Yuva Vertical	2024
Best Faculty Coordinator 2024	Rotaract District 3201, Coimbatore.	2024
Excellence in Mentoring Award	SNS Institution Coimbatore Faculty Excellence Award '25	2024
Golden Guru Award	GRT Jewellers	2025
Kalam Award	Silampoli Foundation	2025