

ARTICLES PUBLISHED IN JOURNAL(S)

1. M.V.Sathiyabama, &Dr.P.Maruthu Pandian, "Consumer Awareness Density Determinants and Distribution" International Research Journal of Commerce (ISSN: 9461), July-2014
- 2.M.V.Sathiyabama, &A.Anandi Prabha, "Impact of Advertisement on Buying Behaviour" International Journal of Multidisciplinary Research (ISSN: 2320-2236X), Volume- II, Issue-XI November-2014
- 3.M.V.Sathiyabama, M.Ragaprabha, "Satisfaction of Women Consumers", International Peer-reviewed Multidisciplinary Research Journal, (ISSN: 2320- 1797) Volume-III, Issue-I January-2015
- 4.M.V.Sathiyabama, M.Ragaprabha,"Government Policies Towards FDI to Attract Foreign Investments" AE International Journal of Multidisciplinary Research, (ISSN: 2348-6724) Special Issue February-2015
- 5.M.V.Sathiyabama, P.Sudha, "Innovative Management Practices for Sustainable Growth and Development of Business and Industry" AE International journal of Multidisciplinary Research, (ISSN: 2348-6724) Special Issue February-2015
- 6.M.V.Sathiyabama, K.Sudha, "A Comparative Study on Consumers Preference Between TVS and Honda Bikes in Karur Town" QUEST International Multidisciplinary Research, (ISSN: 2278-4497) volume-IV, Issue- IV April 2015
- 7.M.V.Sathiyabama, M.Ragaprabha, "Satisfaction of Online Shopping-A Study with Special Reference to Pollachi Taluk", International Journal of Multidisciplinary Research and Modern Education" (ISSN: 2454-6119) Volume- II, Issue-I January-2016
- 8.M.V.Sathiyabama, C.Dhivya, "Cashless Economy – An Insight into the Usage and Awareness of Modern Technology in Rural Areas", International Journal of interdisciplinary Research in arts and humanities" (UGC Approved Journal) (ISSN: 2456-3145) Volume-II, Issue-II -2017

9.M.V.Sathiyabama, "Consumer Rights and Consumer Forums Evaluating the Determinants of Level of Awareness Among Self Help Group Members" International Journal of Computational Research and Development"(UGC Approved Journal) (ISSN: 2456-3137) Volume-II, Issue-II -2017

10.M.V.Sathiyabama, C.Dhivya, "Significant Movements of E.V.Ramasamy- A Renowned Social Transformer of Tamilnadu" UGC Approved International Journal of Arts, Science and Humanities (UGC Approved Journal No: 43960) (ISSN: 2321-788X) Volume-V, March -2018

11.M.V.Sathiyabama, P. Sangeetha, "A study on consumer perception and buying behaviour towards washing machine with special reference to Coimbatore city" International journal of current research and modern education, ISSN:2455- 5428,Volume -3,Issue -2,2018 Impact Factor 6.9

12.A Study on Customer Preference and Satisfaction Towards Various Online Information Sharing Apps ,IJMTE Journal ,Volume 8,Issue X,October 2018, UGC Approved Journal ,Impact factor 6.3

13.Dr.M.V.Sathiyabama,Mrs.S.Megala,"Campus to Corporate",Suraj Punj Journal for Multidisciplinary Research,ISSN No: 23942886,Volume 9,Issue 3,2019

14.Problems faced by rural handloom weavers, Suraj Punj Journal For Multidisciplinary Research, ISSN NO: 2394-2886,Volume 9,Issue 1,2019,UGC Approved Journal ,Impact factor 6.1

15.Mrs.S.Megala ,Dr.M.V.Sathiyabama,Study on financial literacy among tribal people,Indian journal of Adult Education UGC Care Group Journal,ISSN 0019- 500,Vol.81, No.4(IV) October-December 2020,P.No:119

16.Mrs.S.Megala ,Dr.M.V.Sathiyabama,Ms.P.Shiney "Women Empowerment through Microfinance-Astudy in Coimbatore District" ,The Journal of Indian History Congress, UGC Approved Journal,ISSN: 0975-7945,VOLUME 26,No:2(XVII):2020-2021

17. MsP.Shiney, Dr.M.V.Sathiyabama, Ms.S.Megala "A study on challenges and opportunities of women entrepreneurs in Coimbatore" Sambodhi-UGC Care Journal, ISSN: 2249-6661, Vol-43, No:04(XVI), October -December 2020
18. Ms.S.Megala, Dr.M.V.Sathiyabama, "Problems faced by women entrepreneurs" UGC Care Group -1 Journal, ISSN : 0975-4520, Volume-23, No:04(IX), October- December 2020
19. Dr.M.V.Sathiyabama, "Women entrepreneurship for economic development" ANVESAK- UGC Care Group-1 Journal, ISSN:0378- 4568, Vol.51, No.1(XII) January-June 2021, P.No:106
20. Dr.M.V.Sathiyabama "Consumer Preference Towards Instant Food Products", UInternational Journal of Human Rights, UGC Care Group 1, ISSN: 2394-0298, Vol.8(XIX)-2021
21. Dr.M.V.Sathiyabama published an article entitled on "Problems faced by micro, small and medium enterprises –a special reference to small entrepreneurs, Journal of the oriental institute, Vol. 72, Issue. 01, No. 2, January -March: 2023 UGC Care Approved, Group I, Peer Reviewed and Referred Journal
22. Dr.M.V.Sathiyabama published an article entitled on Problems faced by women empowerment in NCC with Reference to Coimbatore district, Journal of the asiatic society of Mumbai, ISSN : 0972-0766, Vol. : XCV, No:37, 2022, UGC CARE Approved, Peer Reviewed and Referred Journal
23. Dr.M.V.Sathiyabama published article entitled on Problems and prospects faced by micro, small and medium scale enterprises with special reference to Coimbatore. Journal of the asiatic society of Mumbai, UGC CARE Approved, Peer Reviewed and Referred Journal, ISSN:0972-0766, Vol.XCVI, No;6, 2023
24. Women empowerment in NCC with special reference to coimbatore district, Journal of Fundamental & Comparative Research, Vol. VIII, No. 2(I) July –December : 2022, ISSN: 2277-7067, UGC Care Approved, Peer Reviewed and Referred Journal
25. Dr.M.V.Sathiyabama, Published article entitled on "Effectiveness of online apps in covid19 among college teachers in Coimbatore district", Journal of Fundamental & Comparative Research, Vol. VIII, No. 1(XXXVII) : 2022, ISSN: 2277-7067, Journal of Kavikulaguru Kalidas Sanskrit University, Ramtek

26. Dr.M.V.Sathiyabama published article entitled on "A Study On Innovative Strategies Adopted By Selected Insurance Companies (With Special Reference To Coimbatore)" Journal of Foundational Research ISSN: 2395-5635 Volume XXXI, No. 2 (E) 109-113, July – December : 2023, UGC CARE Indexed, Peer Reviewed and Referred Journal
27. Dr.M.V.Sathiyabama published article entitled on Modern business challenges faced by first generation women entrepreneurs in coimbatore city – with special reference to apparel sector UGC Care Group I Journal ISSN: 0974-0066 Vol-84 No. 15, July – December: 2023, Journal of Madhya Bharti -Humanities and Social Sciences
28. Dr.M.V.Sathiyabama published an article entitled on A study on analysis of students perception and experience In online learning during the covid pandemic situation, International research journal of humanities and interdisciplinary studies, ISSN: 2582-8568, August 2021, pp: 134-139
29. Dr.M.V.Sathiyabama published an article entitled on Consumer preferences for organic food in Coimbatore district: An Empirical Study, International journal of cultural studies and social sciences, Vol: 20, Issue-1, No: 52, January-June 2024, ISSN: 2347-4777 (UGC CARE Journal), p.no: 134-139
30. Dr.M.V.Sathiyabama published an article entitled on Consumer attitude and purchase intention towards organic food products in Coimbatore district, Indian Journal of psychology, ISSN: 0019-5553, Book No: 13, 2024, p.no: 1-5
31. Dr.M.V.Sathiyabama published an article entitled on women empowering through entrepreneurship in food industry, Mukta Shabd Journal, ISSN NO: 2347-3150, Volume XIII, Issue VI, June 2024, P.no: 467-473
32. Dr.M.V.Sathiyabama published an article entitled on E-shopping and issues (with special reference to pollachi taluk)
33. Dr.M.V.Sathiyabama published an article entitled on investment, insurance and tax planning
34. Dr.M.V.Sathiyabama published an article entitled on women entrepreneurship – density and determinants
35. Dr.M.V.Sathiyabama published an article entitled on A study on user gratification and growth prospects of bit-coin in digital era.

36. Dr.M.V.Sathiyabama published an article entitled on the role of education and training in promoting women's entrepreneurship.
- 37.Dr.M.V.Sathiyabama published an article entitled “ Awareness of Artificial Intelligence (AI) in Precision Agricultural” Humanities and Social Science Studies Journal:ISSN 2319-829X ,Vol:14,Issue:01,No:14.January-June -2025,pp:118-122
- 38.Dr.M.V.Sathiyabama published an article entitled “Role of Government Schemes in Enhancing Food and Nutritional Security Among Tribal Women in Coimbatore District”Humanities and Social Science Studies ,Vol:14,Issue:1,No:13,January-June-2025,ISSN:2319-629X,pp:149-157
- 39.Dr.M.V.Sathiyabama published an article entitled”Perception about E-Bike users in Coimbatore District”Humanities and Social Science Studies,Vol:14,Issue:1,No:13,January-June-2025,ISSN:2319-629X,pp:149-157
- 40.Dr.M.V.Sathiyabama published an article entitled “Challenges Faced By Tribal Women In Food And Nutritional Security -With Special Reference To Pollachi Taluk” IAPQR Transactions ,ISSN:0970-0102,Vol:50, Issue:01,No:6, 2025,pp:136-139.
- 41.Dr.M.V.Sathiyabama published an article entitled “Awareness And Action: Nutritional Security Among Tribal Women”,Madhya Bharti -Humanities and Social Sciences,Vol:86,No:8, ISSN:0974-0066,pp:58-61,January-june 2025
- 42.Dr.M.V.Sathiyabama published an article entitled “Empowering Tribal Women: A Study On Food And Nutritional Security Awareness”Madhya Bharti -Humanities and Social Sciences,ISSN:0974-0066,Vol:86,No:08,January-June 2025,pp:54-57
- 43.Dr.M.V.Sathiyabama published an article entitled impact of influencer marketing on consumer buying behaviour with Respect to online products - a study of gen z with special reference to pollachi taluk, Madhya Bharti -Humanities and Social Sciences UGC Care Group IJournal ISSN: 0974-0066 Vol-86 No. 4, January–June: 2025,pp:101-105

44.Dr.M.V.Sathiyabama published an article entitled “Cultural Dimensions of Nutrition Awareness among Tribal Women,Pathways to Food Security” Madhya Bharti -Humanities and Social Sciences,Vol:86,No:01,July-December 2025,ISSN:0974-0066.pp:176-179

45.Dr.M.V.Sathiyabama published an article entitled “Traditional Food Practices And Modern Nutrition Awareness Among Tribal Women In Pollachi Taluk”Madhya Bharti -Humanities and Social Sciences,Vol:86,No:02,July-December 2025,ISSN:0974-0066.pp:32-35

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46. Dr.M.V.Sathiyabama Published An Article Entitled “A Study On The Relationship Between Consumer Perception And Willingness To Pay For Organic Products” Rchub: Journal Of Contemporary Trends In Management, Commerce And Economics (Jcmce)Vol: 2, Issue 1, Jan – Mar 2026rchub Publisher Issn: 3108-3501doi: <https://doi.org/10.65725/Jcmce/2/1/001>

47. Dr.M.V.Sathiyabama Published An Article Entitled “Adoption Of Generative Ai Tools In Marketing And Customer Engagement: A Study On Indian Businesses” International Journal For Multidisciplinary Research (Ic – Aircm – T 3 – 2026) E-Issn: 2582-2160

48. Dr.M.V.Sathiyabama Published An Article Entitled “Perception About E-Bike Users In Coimbatore District” Humanities And Social Science Studies, Vol. 14, Issue 1, No.13, January – June: 2025 Issn 2319-829x