

Dr M.V.SATHIYA BAMA



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Pollachi -642 004

PERSONAL PROFILE

Name : Dr M.V.SATHIYA BAMA
Date of Birth & age : 07.04.1978
Gender : Female
Marital Status : Married
Religion : Hindu
Nationality : Indian
community : BC Kongu Vellalar
Educational Qualification : M.Com, M.Phil, PGDCA, MBA, PhD
Languages Known : Tamil & English

EDUCATIONAL QUALIFICATION

COURS E	PERIOD OF STUDY	COLLEGE	UNIVERSITY	SCORE (%)
SSLC	1992-1993	Govt. Girls High School	-	77.2
HSC	1994-1995	Municipal Girls Hr.Sec. School	-	73.4
	1995-1998	NGM College	Bharathiar University	71

B.COM				
M.COM	1998-2000	NGM College	Bharathiar University	74.4
M.PHIL	2001-2002	NGM College	Bharathiar University	Awarded(2002)
PGDCA	2003	NGM College	Manonmaniyam Sundaranar, Trichy	70
MBA	2011	-	Periyar University, Salem	70.27
PH.D	2003- 2013	NGM College	Bharathiar University	Awarded(2013)

TEACHING EXPERIENCE

23 Years (PG 5 years Included) in NGM College.

- Worked as Assistant Professor (Management Faculty) in Aided Commerce (2002-07)
- Worked as Assistant Professor in Commerce-CA (SF) (2007-11)
- Working as **Associate Professor & Head of the Department of Commerce - (E-commerce)** 2011- Till date

RESERCH EXPERIENCE

- Recognized Guide/Research supervisor, guiding candidates leading to M.Phil., & PhD Programme in Commerce
- M.Phil Candidates Produced : 07
- PhD Completed : 02
- PhDSubmitted : 01
- Ph.D pursuing : 04

UGC PROJECT

- **Minor project** sanctioned by **UGC** entitled “Extent of Awareness on Consumer Protection Act among Members of Self Help Group-With Specific Reference to Coimbatore District” on 2017
- Amount Sanctioned: Rs.1, 28,640 and successfully submitted on May 2019
- **SEED MONEY** Received Rs.25,000 from NGM College

- **ICSSR** two day national seminar received Rs.1,50,000 and organized on 19th&20th January 2023

ONLINE COURSES:

NPTEL COURSE COMPLETED

01

Received certificate from **NPTEL SWAYAM** for 8 week course “**Marketing Management-I**” on july to September 2019

ARPIT REFRESHER COURSE

Completed Swayam **Arpit Refresher Course in Commerce** held on 16,02,2020,

- **Shri Ram College of Commerce,University of Delhi**
- Completed two weeks programme on Managing Online Courses and Co-Creating MOOCs Teaching Learning Centre,University of Delhi Ramanujan College Sponsored by (PMMMNTT)**MHRD** from April 20 to May 06,2020
- Completed online **AICTE** Recognized Faculty Development Programme on **Understanding Project Management Basics** from 27.04.2020 to 1.05.2020 Organized by Entrepreneurship Development and Industrial Coordination Department **NITTTR,Chandigarh**
- Completed UGC Sponsored short term course Offered by (HRDC)University of Calcutta from 9th to 15th February 2021
- **Completed Course in CSC Accademy Sucessfully Complete the course of Digital Productivity offered by passport to earning on 26.07.2025 with the score 90%.**
- **Successfully Completed the Course Design Fundamentals with AI-Adobe offered by adobe on may 09.05.2026 with the score 100%**
- **Successfully Completed the short term programm on Academic Leadership on goa university on 24.09.2025-30.9.2025**
- **Successfully Completed the short term course Women Empowement Gurunanak dev university 19.02.2026-25.02.2026 with A+ grade**

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-A study in Coimbatore District", The Journal of Indian History Congress, UGC Approved Journal, ISSN: 0975-7945, VOLUME 26, No: 2 (XVII): 2020-2021

17. Ms. P. 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", U International 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 humanitiesand 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 Emirical 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,pno:1-5
- 31.Dr.M.V.Sathiyabama published an article entitled on women empowering through entrepreneurship in food industry,Mukt Shabd Journal,ISSN NO:2347-3150,Volume XIII,Issue VI,June 2024,Pno:467-473
32. Dr.M.V.Sathiyabama published an article entitled on E-shopimg 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

BOOKS PUBLISHED

1. Dr.M.V.Sathiyabama Published a Book on Consumer Awareness –Text and Research in the year 2018
2. Published a Book on Women entrepreneurship for economic development on 2022,978-93-5737-437-8,Shanlax publishers
3. Published a Book on Rural women empowerment through entrepreneurship,Volume1,ISBN:978-93-5780-553-7,Shanlax publications,Madurai
4. Published a Book on Rural students and youth embracing digital medium to continue learning during covid-19,ISBN: 978-93-5636-348-9
5. Published a Book on women empowerment through financial inclusion,ISBN:978-93-5786-052-9
6. Published a Book on women empowerment through financial inclusion,ISBN: 978-93-5811-136-1
7. Published a Book on Rural women empowerment through entrepreneurship,Volume 2,ISBN:978- 93-5786-367-4
- 8.Implementation of ict skills for the students of their employment in skill based jobs,volume 1,ISBN:978-93-95482-15-8,SDR innoways india pvt ltd,delhi
9. Published a Book on Implementation of ict skills for the students of their employment in skill based jobs,volume 2,ISBN:978-93-95482-16-5,SDR innoways india pvt ltd,delhi

10. Published a Book on Women empowerment, entrepreneurship, empowerment, vol 1, ISBN:978-93-5813-243-4

11. Published a Book on Women empowerment, entrepreneurship, empowerment, vol 2, ISBN:978-93-5891-103-9

12. Published a Book on Rise of Entrepreneurship Exploring Innovation & Partnership ISBN: 978-93-49882-56-0

13. Published a Book on Rural Women entrepreneurs and their role in food industries within the unorganized Sector of coimbatore district ISBN: 978-93-344-2179-8

PAPERS PUBLISHED

- M.V.Sathiyabama[1] & M.Ragaprabha[2] “Designing Tourism to Promote Arts” in Two Day **National level** Conference on Responsible Tourism- Perspective for Sustainable Development organized by Sree Saraswathi Thiyagaraja College, Pollachi 25th & 26th March 2015. (Published with ISBN 978-93-84161-98 pp:157-169)
- M.V.Sathiyabama[1] & M.Ragaprabha[2] “Tourism for New Learning” in Two Day **National Level** Conference on responsible tourism- perspective for sustainable development organized by Sree Saraswathi Thiyagaraja College, Pollachi on 25th & 26th March 2015. (Published with ISBN 978-93-84161-98-9) pp:208-214
- M.V.Sathiyabama [1] & K.Sudha [2] “Social media and marketing” in **International Conference** on Innovations in Research in the Field of Social Science” organized by Sri Vasavi College, Erode on 21st July 2015. (Published with ISBN 978-93-80506-12-8) pp:95-99
- M.V.Sathiyabama [1] & M.Ragaprabha [2] “E-Shopping & Issues (With Special Reference to Pollachi Taluk)” in **International conference** on Innovative marketing strategies for sustainable growth issues and challenges” organized by Sankara College of Science and Commerce on 16th September 2015. (Published with ISBN 978-93-85477-14-0) pp:79-83
- M.V.Sathiyabama[1] & C.Dhivya[2] ”Investment Insurance and Tax Planning” in Two Day **International Level** Conference on Emerging Trends in Personal Financial Management organized by Sree Saraswathi Thiyagaraja College, Pollachi on 26th & 27th February 2016. (Published with ISBN 978-81-90871-8-4) pp:469-476
- M.V.Sathiyabama [1] & B.Indra priyadarshini [2] “Advanced management concepts” in two day **National level** conference on “ Investors Behaviour on Post Office Savings Scheme on 2012, (Published with ISBN 978-93-81537-04- 6) pp:213-223
- M.V.Sathiyabama[1] & C.Dhivya[2] “Similarities and Differences Between Rural and Urban Consumers” in the **National Level** seminar on Globalization, Information Technology and

Consumerism meeting new challenges by School of Commerce(UGC SAP DRS-I) Bharathiar University on 20th and 21st February 2017 in collaboration with centre for consumer studies, Indian institute of public administration, New Delhi.(Published with ISBN: 13:978- 81-8209-494-9) pp:111-117

- M.V.Sathiyabama[1] & C.Dhivya[2] “Organizational Exit interview- A Special Reference to MNC Employees” in Two day **National Level** Conference on “Changing Paradigms in Indian Business” organized by School of Commerce and Management NGM College, Pollachi on 24th & 25th March 2017.(Published with ISBN 978-81-933882-0-4) pp:54-59
- M.V.Sathiyabama “Arokiyamana Unavum Valamana Valvum” manaiyiyal mahathuvam certificate course,paper 1 2018.(Published with ISBN 978-93- 87509-14-1) pp:38-46
- M.V.Sathiyabama “Sakipu thanmaiku sanrugala” manaiyiyal mahathuvam certificate course, paper 2, 2018.(Published with ISBN 978-93-87509-14-1) pp:38-46
- Dr.M.V.Sathiyabama P:roblems faced by women entrepreneurs” in the **UGC sponsored National level** conference on Digital Scholarship(NCDS 2020) organized by Central University of Tamilnadu,Thiruvavur Sponsored by ICSSR New Delhi on 12th and 13th March 2020
- Women Entrepreneurship Development in India-Problems and Opportunities, ICSSR Sponsored one day national level seminar, Vol-ISBN-978-5701-450-2,14th September 2022, ICSSR Sponsored seminar
- NEP.2020 Perspectives and future of technical education in India, ICSSR Sponsored one day national level seminar, ISBN:978-93-94004-18-4, ICSSR Sponsored seminar
- Digital Tools in Teaching and Learning, ICSSR Sponsored one day national level seminar, ISBN:978-93-94004-08-5
- A study on Analysis of students discernment and involvement inonline learning during the covid-19 pandemic, 978-93-5636-348-9, ICSSR Sponsored seminar
- Academic Bank of credits in Higher education-A Global perspective, ISBN:978-93-94004-18-4 ICSSR Sponsored seminar
- Challenges and opportunities for women entrepreneurs in India, 978-93-5813-243-4
- Dr.M.V.Sathiyabama Book chapter ICSSR National Seminar Organized by the Department of Commerce on Vision for vishwa guru India: initiatives for global Leadership by 2047 entitled Digitalization of Agriculture in India – Descriptive Analysis on 21.7.2023, **Volume – I, ISBN : 978-93-94004-23-8,PP 101-106**
- Dr.M.V.Sathiyabama Book chapter in ICSSR National Seminar on rural women empowerment through skill development organized by department of commerce(CA) on Challenges and Opportunities of Women Entrepreneurs on 2nd August 2023, **Vol – 1, ISBN: 978-93-5980-468-2**

- Dr.M.V.Sathiyabama book chapter entitled on challenges and problems of women empowerment in ICSSR National Seminar on perspective of ict tools in education on 4th august 2023, **ISBN: 978-93-94004-27-6,pp 122-129**
- Dr.M.V.Sathiyabama book chapter entitled on Socio Economic Impact of Women Entrepreneurs An Empirical Study With Special Reference to Coimbatore District in ICSSR National Seminar on rural women empowerment through skill development organized by department of commerce(CA) on 2nd August 2023,pp:272to277, **Vol – II, ISBN: 978-93-5980-468-26.**
- Dr.M.V.Sathiyabama book chapter entitled on DEVOPS-An Overview 2017 ISBN 978-93-87009-05-9
- Dr.M.V.Sathiyabama book chapter entitled on Awareness of social media among rural liberalization 2020 ISBN 978-93-5406-205-6
- Dr.M.V.Sathiyabama book chapter entitled on Plagiarism: pros and cons 2020 ISBN 978-93-5406-205-6
- Dr.M.V.Sathiyabama book chapter entitled on Co-creation model of learning, Teaching and curriculum-Staff & Students as Partners towards Nation educational policy 2022 ISBN 978-93-94004-17-7
- Dr.M.V.Sathiyabama book chapter entitled on A study on effectiveness of information and communication technology(ICT) in strengthening higher education system in India2022 ISBN 978-93-95422-15-8
- Dr.M.V.Sathiyabama book chapter entitled on Impact of digitalization on education – Theoretical Analysis2022 ISBN 978-93-90956-04-3
- Dr.M.V.Sathiyabama book chapter entitled on The strategies for progression of smart villages and rural digital transformation process Impact of digital transformation in education sector 2023 ISBN 978-93-94004-19-1
- Dr.M.V.Sathiyabama book chapter entitled on Challenges and opportunities of women entrepreneurs 2023 ISBN 978-93-5813-243-4
- Dr.M.V.Sathiyabama book chapter entitled on Problems faced by Rural Women entrepreneurs in India 2023 ISBN 978-93-94004-22-1
- Dr.M.V.Sathiyabama book chapter entitled on Implementation of new education policy on the higher education and its opportunities 2023 ISBN 978-93-94004-25-2
- Dr.M.V.Sathiyabama book chapter entitled on Challenges and opportunities for women entrepreneurs in India 2023 ISBN 978-93-5813-243-4
- Dr.M.V.Sathiyabama book chapter entitled on Effectiveness of Implementing Deep learning activities in a blended learning perspective through Big data analysis 2023 ISBN 978-93-94004-07-8

- Dr.M.V.Sathiyabama book chapter entitled on Hybrid bio fiber-based composites for structural cellular plates 2023 ISBN 978-81-951871-6-4
- Dr.M.V.Sathiyabama book chapter entitled on Sirudhaaniya urpaththi-arokiya viruthi i2024 ISBN 978-93-87009-15-8
- Dr.M.V.Sathiyabama book chapter entitled on Digital Safety for students-issues and challenges2024 ISBN 978-93-94004-31-3
- Dr.M.V.Sathiyabama book chapter entitled on Role of Artificial intelligences in higher education2024 ISBN 978-93-94004-60-3
- Dr.M.V.Sathiyabama book chapter entitled on Role of south Indian-An icon of freedom movement in kongu region, Tamil Nadu2024 ISBN 978-93-6163-874-9
- Dr.M.V.Sathiyabama book chapter entitled on Empowering India through Digital Transformation Vol. – 1– A Sustainable Approach 2024 ISBN : 978-93-340-6921-1
- Dr.M.V.Sathiyabama book chapter entitled on Empowering India through Digital Transformation Vol. – 2– A Sustainable Approach2024 ISBN 978-93-340-9096-3
- Dr.M.V.Sathiyabama book chapter entitled on Empowering India through Digital Transformation Vol. – 3– A Sustainable Approach 2024 ISBN : 978-93-340-9642-2
- Dr.M.V.Sathiyabama book chapter entitled on Green Entrepreneurship Startups 2024 ISBN 978-93-6126-266-1
- Dr.M.V.Sathiyabama published an Paper entitled “Retailers’ Perception towards Impact of Foreign DirectInvestment (FDI) on Indian Retail Market Segments” National Conference on Navigating the Future of Commerce through digital Transformation, Artificial Intelligence and ESGconcerns for Sustainable Business PSGR Krishnammal College for Women, Coimbatore – 641 004, Tamil Nadu, INDIA - ISBN : 978-81-987468-8-7
- Dr.M.V.Sathiyabama published an Paper entitled “Artificial Intelligence:Impact on Entrepreneurship and job creation, ICSSR Sponsored Seminar Harnessing Artificial Intelligence,Innovation and Technology: A pathway to economic transformation and sustainable development in India ON 19.09.2025,,ISBN:978-93-94004-5—4
- Dr.M.V.Sathiyabama published an Paper entitled “Artificial Intelligence in Health care:Opportunities and challenges” ICSSR Sponsored Seminar Harnessing Artificial Intelligence,Innovation and Technology: A pathway to economic transformation and sustainable development in India ON 19.09.2025,,ISBN:978-93-94004-62-7
- Dr.M.V.Sathiyabama published an Paper entitled “A Comparative Analysis of AI adoption in public sector Organizations” ICSSR Sponsored Seminar Harnessing Artificial Intelligence,Innovation and Technology: A pathway to economic transformation and sustainable development in India ON 19.09.2025,,ISBN:978-93-94004-62-7
- Dr.M.V.Sathiyabama published an Book entitled “ Rural Women Entrepreneurs and their Role

in food industries within the Unorganized Sector of Coimbatore District ISBN :978-93-344-2179-8

- Dr.M.V.Sathiyabama book chapter entitled on A study on Green bond in India ISBN : 978-81-984034-0-7
- Dr.M.V.Sathiyabama published an Book entitled “Rise of Entrepreneurship Exploring Innovation Inclusion and Partnership” ISBN : 978-93-3425164-7
-
- Dr.M.V.Sathiyabama book chapter entitled on Green Entrepreneurship Startups Sustainability Of Indian Agriculture:Challenges And Opportunities,Sri Ramakrishna College of Arts & Science.
- Dr.M.V.Sathiyabama book chapter entitled onGreen Finance For A Viksit Bharat, A Study On Green Bonds In IndiaRathinam College.
- Dr.M.V.Sathiyabama book chapter entitled on Awareness and challenges of Ai Human resource managementand Recruitmtment,Impact of Ai and job role transformation .ISBN:978-93-343-8143-6
- Dr.M.V.Sathiyabama book chapter entitled onIndia – Malaysia BilateralRelations In The 21st Century,A Impact of Trade And Investment Opportunities .ISBN:978-93-6126-546-4
- Dr.M.V.Sathiyabama book chapter entitled on Impact ofAi in logistic Balanceing efficiency and ethical responsibility Ai in logistics and supply chain management ethical implication in automation,transperancy and sustainability.2025 Page no:238-243
- Dr.M.V.Sathiyabama book chapter entitled on Impact of AI on global supply chain equity AI in logistics and supply chain management ethical implication in automation,transperancy and sustainability.2025 isbn 978-93-343-8143-6
- Dr.M.V.Sathiyabama book chapter entitled on Impact ofAI and Job Role Transformation 2025.ISBN:978-93-343-8143-6
- **Dr.M.V.Sathiyabama book chapter entitled on “Impact of Digital Agriculture on the Sustainable Agriculture Sector through ICT Initiatives” New Developments and Prospects in Indian Agriculture ISBN: 978-93-341-7996-5**
- **Dr.M.V.Sathiyabama book chapter entitled on “Role of Public Sector Banks and Regional Rural Banks in Digital transformation .JAN2026 ISBN:978-93-94004-59-7**
- **Dr.M.V.Sathiyabama book chapter entitled on “Financial influsion among tribles:Barriers,Strategies and pathyways to economics Empowerment. JAN2026 ISBN:978-93-5525-437-5**

- **Dr.M.V.Sathiyabama book chapter entitled on “ A study on fintech innovation and their influence on social and financial performance in microfinance institution JAN2026 ISBN:978-93-5619-250-2**
- **Dr.M.V.Sathiyabama book chapter entitled on “ The Role of AI in Implementing the national education policy 2020:challenges and Opportunities ISBN:978-93-94004-29-0**
- **Dr.M.V.Sathiyabama book chapter entitled on “Designing Adaptive Learning platform in NEP 2020 LEARNER centric approach ISBN:978-93-94004-30-6**
- **Dr.M.V.Sathiyabama book chapter entitled on “bridging the digital divide:Crtical challenges to inclusive education under NEP 2020 ISBN:978-93-94004-30-6**
- **Dr.M.V.Sathiyabama book chapter entitled on “The Role of AI in teacher professional development and its implications for AI literacy and training ISBN:978-93-94004-30-6**
- **Dr.M.V.Sathiyabama book chapter entitled on “Artificial Intelligence in Healthcare: Opportunities and Challenges” ISBN: 978-93-94004-62-7**
- **Dr.M.V.Sathiyabama book chapter entitled on “A Comparative Analysis of AI Adoption in Public Sector Organizations” ISBN: 978-93-94004-62-7**
- **Dr.M.V.Sathiyabama book chapter entitled on “Impact of Artificial Intelligence on Entrepreneurship” ISBN: 978-93-94004-62-7**
- **Dr.M.V.Sathiyabama book chapter entitled on “Retailer’s perception toward impact of FDI on Indian retail market segment ISBN:978-81-98468-8-7**
- **Dr.M.V.Sathiyabama book chapter entitled on “Digital Payments and UPI Adoption under GST: Shaping India’s Role in the Global Fintech Ecosystem” ISBN: 978-93-48980-93-9**

2022-2023

Seminar/Conference

- Presented a paper entitled “Emerging trends in commerce and management” in the national seminar on Emerging trends in commerce and management held on 15th September 2022 organized by the Department of Commerce,RCAS in association with I Nurture education solutions pvt Ltd.
- Presented a paper entitled “Effectiveness of telemarketing ,Deep learning activities in a blended learning perspective through big data analytics” in the ICSSR Sponsored Two day national seminar on Blended mode of teaching and learning for teachers community organized by

Department of BPS,NGM College on 30.01.2023&31.01.2023

- Presented a paper entitled “Digital tools in teaching and learning” in the ICSSR Sponsored Two day national seminar on Impact on digital learning in education sector-A pandemic perspective organized by the Department of commerce NGM College on 08th & 9th February 2023
- Presented a paper entitled “Perspectives and future of technical education in India -NEP 2020” in the ICSSR Sponsored one day national seminar on Co-Creation model of learning, Teaching & Curriculum-Staff & Students as parents towards national educational policy-2022 organized by the Department of BPS,NGM College on 03rd march 2023.
- Presented a paper entitled “Challenges and opportunities for women entrepreneurs in India” in the ICSSR Sponsored one day national seminar on Women’s employment, entrepreneurship and empowerment organized by the Department of E-Commerce,NGM College on 15th march 2023.
- Presented a paper entitled “Problems faced by women entrepreneurs in India” in the ICSSR Sponsored one day national seminar on Inclusive growth and women empowerment through rural entrepreneurship organized by the PG and Research Department of commerce NGM College on 05th April 2023
- Presented a paper entitled “Global business innovation and technology in insurance sectors” in an international conference on global business innovation and technology in the corporate and insurance sectors(ICGOBIT-2K23) organized by the School of Commerce on 12th April 2023.
- Presented a paper entitled “The impact on digital transformation in the Education sector” in the ICSSR Sponsored two day national seminar on The strategies for progression of smart villages and rural digital transformation process organized by the PG Department of Commerce(CA),NGM College on 05th & 6th April 2023
- Presented a paper entitled “A study on Analysis of students discernment and involvement in online learning during the covid -19 pandemic situation” in the ICSSR Sponsored two days national seminar on Rural students and youth embracing digital medium to continue learning during covid-19 organized by the Department of Commerce(E-Commerce),NGM College on 15th & 16th June 2023
- **Presented a paper entitled “Next Generation GST Reform and India’s Socio economic reset: Institutional, Sector and welfare dimensions under the 2025 GST Council regime” in the ICSSR Sponsored two days national seminar on 12.03.2026-13.03.2026.**

2022-2023

Workshop

- Participated through offline and presented paper entitled Implementation of outcome based education-Opportunities and challenges in the two day national level workshop on “Implementation of outcome based education: Opportunities and challenges -Learning outcome based curriculum framework ” organized by the internal quality assurance cell,NGM College on

20th & 21st March 2023

Fdp

- Participated in professional training programme on interdisciplinary approaches of economics - An eye opener organized by the department of economics ,NGM college,Pollachi held on 7th october 2022

2023-2024

Seminar/Conference

- Presented a paper entitled “Challenges and problems of women Empowerment” in the ICSSR Sponsored one day national seminar on Perspective of ICT tools in education organized by the Department of Commerce,NGM College on 04th August 2023
- Presented a paper entitled “Impact of digital transformation on business models-Opportunities and challenges in the ICSSR Sponsored one day national seminar on India 2.0: vision for india 2047-Digital ecosystem&Harnessing Artificial Intelligence organized by PG Department of Commerce with International business ,NGM College on 24th January 2024
- Presented a paper entitled “Role of Artificial intelligence in higher education in the ICSSR Sponsored one day national seminar on India 2.0: vision for india 2047-Digital ecosystem&Harnessing Artificial Intelligence organized by PG Department of Commerce with International business ,NGM College on 24th January 2024
- Presented a paper entitled “Digital safety for students-Issues and challenges in the ICSSR Sponsored one day national seminar on India 2.0: vision for india 2047-Digital ecosystem&Harnessing Artificial Intelligence organized by PG Department of Commerce with International business ,NGM College on 24th January 2024
- Presented a paper entitled “Women in managerial and leadership positions in the G20 in the two day international conference on G20 and indian management practices organized by Sakthi Institute of Information and Management studies,Pollachi on 7th & 8th December 2023.
- Presented a paper entitled “Role of south indian -An icon of freedom movement in kongu region,Tamilnadu in the ICSSR Sponsored one day national seminar on Unsung freedom fighters of Kongu region organized by the Department of History ,NGM College,Pollachi on 15th December 2023
- Presented a paper entitled “Implementation of new education policy On the higher education and its Opportunities in the ICSSR Sponsored one day national seminar on Impact of new education policy among future generation organized by the PG Department of Commerce(CA) ,NGM College,Pollachi on 10th August 2023
- Presented a paper entitled “Impact of digital transformation on business models - opportunities and challenges in the two day international conference on G20 and indian management practices

organized by Sakthi Institute of Information and Management studies, Pollachi on 7th & 8th December 2023.

- Presented a paper entitled “Digitalization in the global and Indian economy growth and development in international conference on Digitalization of global business environments 2.0 organized by Rathinam College of Arts&Science on 19th October 2023.
- Presented a paper entitled “India’s role in G20 in international conference on G 20 -Impact on Indian Industries organized by Rathinam College of Arts&Science on 10.08.2023.
- Presented a paper entitled “ A study on users gratification and growth prospects of bitcoin in digital era in the international conference on fintech: Digital transformation of financial services -ICF2023 organized by THE Department of Commerce, Bharathiyar University Sponsored by ICSSR on 15th and 16th September 2023
- Presented a paper entitled “sustainability and success of MSME in India in the ICSSR Sponsored one day national seminar on Sustainable developments through MSME’s: A pathway to self-Reliant India. Organized by Department of Commerce ,NGM College, Pollachi on 6th October 2023
- Presented a paper entitled “sustainability of Indian agriculture challenges and opportunities in the ICSSR Sponsored two day national seminar on Envisioning a self-reliant rural India for sustainable economic development Organized by PG Department of Commerce with international business ,NGM College, Pollachi on 12th & 13th October 2023.

Workshop

- Participated in the ICSSR Sponsored workshop on Digital India scheme- PMJDY, APY, PMSYM on the title Implication of digital financial inclusion supporting rural women economic empowerment in western Tamil Nadu, held on 20th February 2024 organized by the UG Department of Commerce with International business.

Orientation Programme

Attended Orientation and Sensitization programme under Malaviya Mission Teacher Training Programme (MM-TTP) of UGC from November 18-28, 2024

Faculty Development Programme

- Attended the Faculty Development Programme entitled on Yoga for healthy life from 29.01.2024 to 06.02.2024 Organized by the Department of Human Excellence, NGM College, Pollachi.
- Participated in 7 days Faculty Development Programme on quality education for nation building Organized by the Internal Quality Assurance cell (IQAC) of Sakthi Institute of Information and Management Studies (SIIMS) Pollachi from 31.07.2023 to 08.08.2023.

- Actively participated Faculty Development Programme on “Classroom Climate” jointly organized by the Department of Commerce (SF) NGM College Pollachi and UGC-Academic Staff College, Bharathiar University Coimbatore on 2nd April 2005
- Actively participated Faculty Development Programme on “Towards Better Teaching” jointly organized by the Department of Commerce with Computer Applications, NGM College Pollachi and UGC-Academic Staff College, Bharathiar University Coimbatore on 30th September 2006
- Actively participated National Level Faculty Development Programme on “Quality Enhancement in Higher Education” organized by Internal Quality Assurance Cell (IQAC) , Sree Ramu College of Arts and Science, Pollachi on 26.9.2015
- Actively participated National Level Faculty Development Programme on “Innovative Strategies to Enhance Teaching Learning Process” organized by Internal Quality Assurance Cell(IQAC), Sree Ramu College of Arts and Science, Pollachi on 10.9.2016
- Attended 12 days training programme on Personality Development organized by the Human Excellence Department NGM College from 9.8.2016 to 26.8.2016
- Actively participated Faculty Development Programme on “Business Analytics using R” organized by the centre for faculty development Sakthi Institute of Information and Management Studies NGM campus Pollachi on 26th December 2016
- Actively participated Faculty Development Programme on “Campus to Corporate” designed and conducted by Tata Consultancy Services at PSGR Krishnammal College for Women Coimbatore from 28th November 2016 to 2nd December 2016
- Actively participated Faculty Development Programme on “Computerized Accounting using Tally ERP 9” Organized by the Department of Commerce NGM College, Pollachi during 16th and 17th February 2017
- Actively participated Faculty Development Programme on “Goods and Service Tax” Organized by PG Department of Commerce with Computer Applications,NGM College,Pollachi and The Coimbatore Branch of SIRC OF The Institute of Chartered Accountants of India” on 5th August 2017
- Actively participated Faculty Development Programme on “Mentoring the Mentors” designed and conducted by Karunya Institute of Technology and sciences on 23rd February 2018 (Held in Sakthi Institute of Information and Management Studies NGM campus
- Actively participated Faculty Development Programme on “ Quality Teaching Strategies for Outcome Based Education” organized by Bharathiar University Arts & Science College, Pollachi on 28.12.2018

- Attended faculty development programme on Recent trends in higher education in science and humanities to rural students organized by the NGM College from 12th June 2019 to 14th June 2019.
- One Week Faculty Programme 21st -26th on Projects and Assessment May 2020 Organized **GAD-TLC,(PMMMNMTT),MHRD (Equivalent to one week face to face FDP)**
- Completed five days Online Faculty Development Programme Organized by Mahatma Gandhi National Council of Rural Education, **Department of Higher Education,Govt of India,MHRD,Sponsored by PMMMNMTT**, Experiential Learning-Gandhi's NaiTalin,May 11-5,2020
- Activity participated Faculty Development Programme on Dhrona- the art of teaching and learning for the next gen on 11-04-2020
- Attended two day FDP on Virtual Teaching conducted on April 29&30,2020 through online mode organized by **Teaching Learning Centre,Department of Higher Education,MHRD**
- Attended online national webinar on 11th May 2020 Indian Economy during the pandemic: Strategies for Resilience and navigating the new normal Organized by Business Administration and Commerce Mandsaur University
- Gurunanak University ,Amritsar,Govt of India,MHRD Organized one day webinar on Book and Article publishing and springerlink platform Demonstration on April 29,2020
- Participated five days International Faculty Development Programme on IIT Bombay-research and methodology on 19-04-2020-24-04-2020
- Participated five days International Faculty Development Programme on Recent trends in artificial intelligence and impact on teaching professional on 22-04-2020-24-04-2020
- Participated five days International Faculty Development Programme on Managing online classes and co-creating mood on 20-04-2020-06-05-2020
- Activity participated Faculty Development Programme on National workshop on development of teacher's e-kit on 27-04-2020
- Participated five days International Faculty Development Programme on Understanding project management basics on 27-04-2020-01-05-2020
- Activity participated Faculty Development Programme on Big data analytics for business on 08-05-2020
- Participated five days International Faculty Development Programme on Personal financial planning on 18-05-2020-24-05-2020
- Participated five days International Faculty Development Programme on Research prospects and promises of deep learning in problem solving on 19-05-2020-22-05-2020
- Participated five days International Faculty Development Programme on Impact of post COVID-19 scenario and banking and insurance sector solving on 20-05-2020-27-05-2020

- Participated five days International Faculty Development Programme on Innovation in information technology post COVID-19 on 21-05-2020-27-05-2020
- Participated five days International Faculty Development Programme on New paradigms of teaching 22-05-2020-29-05-2020
- Participated in a faculty Development Programme on New paradigms of teaching during and post covid times on 12-06-2020
- Participated in a faculty Development Programme on Dream struggle and victory on 11-07-2020
- Participated five days International Faculty Development Programme on Convergence of technology business education entrepreneurship for sustainable development 22-06-2021-26-06-2021
- Participated ten days International Faculty Development Programme on Next generation teachers 24-09-2021-04-10-2021
- Participated seven days International Faculty Development Programme on Changing dimensions in commerce education 20-10-2021-27-10-2021
- Participated five days International Faculty Development Programme on Research and Innovation Organized by the Department of Commerce(A&F) SRM Institute of Science and Technology, Ramapuram Campus, Chennai-89 from 05.07.2021 to 09.07.2021
- Participated a seven day Faculty Development Programme (UGC Paramarsh Scheme) CBE-Road ahead to advance educational quality and finance globe mobility organized by IQAC and CDC between 10/11/2021 and 17/11/2021
- Dr.M.V.Sathiyabama attended Professional Development Programme on net banking organized by the department of commerce on 16th November 2022 on 16-11-2022
- Dr.M.V.Sathiyabama attended Professional Training Programme on “Annuity Products of LIC “Organized by Department of Commerce - Banking and Insurance, Nallamuthu Gounder Mahalingam College , Pollachi on 15th November 2022
- Dr.M.V.Sathiyabama has participated in Five Days National Level Faculty Development Programme on “Contribution Of Service Sectors In Economic Growth And Industrial Development” organized by the Department of Commerce – Business Process Services NGM College from 21.11.2022 to 25.11.2022
- Dr.M.V.Sathiyabama attended Professional Training Programme on “social media technologies&marketing organized by the department of computer science(sf)NGM College,,on 16th September 2022
- M.V.Sathiyabama attended International Level Virtual Technical Symposium on “VIRTIT - 2K22” Department of Computer Science, Bell Institute of Hotel Management & Catering Technology, Sivakasi on 23/05/2022.

- Dr.M.V.Sathiyabama attended Professional Training Programme on “social media technologies&marketing organized by the department of computer science(sf)NGM College,,on 16th September 2022
- Dr.M.V.Sathiyabama attended Professional Training Programme on “social media technologies&marketing organized by the department of computer science(sf)NGM College,,on 16th September 2022
- Dr.M.V.Sathiyabama attended International Level Virtual Technical Symposium on “VIRTIT - 2K22” Department of Computer Science, Bell Institute of Hotel Management & Catering Technology, Sivakasi on 23/05/2022
- International level faculty development programme organized by department of computer sciencenalla muthu gounder mahalingam college,pollachi,7 days international level online faculty development programme on "Research perspectives on new age technologies on 03/08/2021 to 10/08/2021
- Five days international faculty development program on research and innovation organized by the department of commerce (A & F) SRM intitute of science and technology,ramapuram campus,Chennai on 05/07/2021 to 09/07/2021
- Funding agencies for project proposals organized by post graduate and research department of commerce,nalla muthu gounder mahalingam college,polachi on 20/07/2021
- Two weeks capacity building programme for faculty of social sciences organized by department of commerce manonmaniam sundaranar university,tirunel veli,tamilnadu on 15/12/2021 to 29/12/2021
- New education policy of india organized by internal quality assurance cell,PPG college of arts and science,coimbatore in collaboration with shiksha sanskriti utthan nyas on 25.03.2021
- Three day Online Faculty Development Programme on 'Investor Education and Awareness' at Ethiraj College for Women, Chennai from 2nd to 4th December, 2021on 2.12.2021 to 4.12.2021
- Participated four days International Faculty Development Programme on Research methodology and advanced pedagogies in higher education 24-04-2023-28-04-2023
- Participated three days Faculty Development Programme on Overviews of capital market 12-09-2023-15-09-2023
- Participated ten days Faculty Development Programme on Tally erp 9 with GST 16-10-2023-26-10-2023
- Participated seven days Faculty Development Programme on Empowering education: nurturing innovation and entrepreneurship in academic 15-11-2023-21-11-2023
- Participated seven days Faculty Development Programme on Professionalism and interpersonal skill management 29-01-2024-05-02-2024

- Dr.M.V.Sathiyabama attended faculty development programme on Intellectual Property Rights organised by Amity College of Commerce and Finance Kolkata on 3rd July 2023 to 07th July 2023.
- Dr.M.V.Sathiyabama attended feedback on national level one week FDP organized by Empowering Educators Nurturing Innovation and Entrepreneurship in Academia on 31.07.2023
- Participated ten days Faculty Development Programme on NEP 2020 orientation & sensitization programme 06-05-2024-15-05-2024
- Participated five days Faculty Development Programme on Integrating NEP 2020 into higher education: strategies for faculty development and curriculum innovation 02-09-2024-06-09-2024
- **Participated five days Faculty Development Programme on UGC sponsored One-week Online Short Term Programme on “Innovative Teaching: e-Content Development, Artificial Intelligence & Online Pedagogy” organised by UGC-MMTTC, GJUS&T, Hisar w.e.f. 07-Jul-2025 to 12-Jul-2025.**
- **Participated five days Faculty Development Programme on outcome based learning in HEI's for quality education jointly organized by IQAC department of science Dhaanish Ahmed Institute of Technology 18.07.2025-22.07.2025.**
- **Participated five days Faculty Development Programme on Empowering Education Foundation and Frontiers of Business Analytics Hindustan College of Arts and Science 15.9.2025-19.9.2025**
- **Participated five days Faculty Development Programme on Empowering Educator for Digital Future organized by Department of Commerce, Hindustan College of Arts and Science 12.03.2026-18.3.2026.**
- **Participated five days Faculty Development Programme on “Capacity Building in Higher Education Institutions (HEIs): The Challenges & Opportunities” from 14 - 18 July 2025 organized by Don Bosco Institute of Technology (DBIT), New Delhi.**
- **Participated five days Faculty Development Programme on Digital Pedagogy organized by Department of Visual Communication S.A. Arts and Science.**
- **Participated ten days Faculty Development Programme on Human Development programme organized by Department of Human Excellence, NGM College on 08.08.2025-18.08.2025**
- **Participated ten days Faculty Development Programme on National Intellectual Property Awareness Mission organized by Intellectual Property Office on 22.08.2025**

PAPER PRESENTATIONS

- Presented a paper entitled “Non Performing Assets in Indian Banking Industry” in the UGC sponsored

National Level Conference on emerging issues in Indian banking industry organized by PG research Department of commerce, NGM college, Pollachi on 13th & 14th December 2002

- Presented a paper entitled “Foreign Direct Investment in India” in the **State Level** Seminar on the Impact of LPG on the Indian Financial Sector organized by FINCON, Vellalar College for Women Erode on 7th February 2004
- Presented a paper entitled Role of MNCs in financial sector **National Level** Seminar on 13-03-2004
- Presented a paper entitled “Foreign Investment in Indian Capital Market since Globalization” in the UGC **National Level** Seminar on Indian capital market in the post liberalization era held at Bharathidasan University, Trichirapalli on March 7-8, 2004
- Presented a paper entitled “Mutual Fund Industry in India “ in the UGC sponsored **National Seminar** on Indian Financial System-Prospects and Retrospect’s organized by M.E.S Kalladi College on 1st ,2nd &3rd November 2006
- Presented a paper in UGC sponsored **National Level** Seminar on “Impact of Information Technology and Learning Process in Tamil language” organized by PG Department of Tamil, NGM College, Pollachi on 26th & 27th September 2008
- Presented a paper entitled “Role of Rural Banking in India” in the **State Level** Conference on rural banking organized by KG College of Arts and Science College, Coimbatore on 1st October 2011
- Presented a paper entitled Advanced management concepts on 16-12-2011
- Presented a research paper titled “Investors Behaviour on Post Office Saving Scheme” in the **National Level** Conference on Contemporary Issues in Global Business Management”(CIGBM) Organized by Karpagam University, Coimbatore on 3rd February 2012
- Presented a paper entitled “E-marketing” in the **National Level** Conference on Business Management Strategies: Issues & Challenges” organized by Sri Krishna Arts and Science College, Coimbatore on 14th September 2012
- Presented a research paper titled “Corporate Social Responsibility & Financial Inclusion plan in the **International** Conference on Corporate Social Responsibility – The Indian Perspective on 18th September 2012
- Presented a research paper titled “Online Social Network” in the **International** Seminar on ” Social Network and Communication” Organized by Vellalar College for Women Erode on 7th and 8th 2012
- Presented paper entitled “Impact of Global Recession in Banking Companies” in the **National Level** Seminar organized by Sree Ramu College of Arts and Science, Pollachi on 6th January 2012
- Presented a paper entitled “Technopreneurship” in the **National Level** Seminar on TECHNOPRENEURSHIP Organized by Nehru Arts and Science College, Coimbatore on 8th August 2012
- Presented a paper entitled “Total Quality Management” in the NAAC sponsored **national** level seminar on Academic Excellence Through Quality Sustainable and Enhancement Organized by NGM College, Pollachi on 17th &18th August 2012

- Presented a paper entitled “Online Social Network” in the **International** Conference on “Navigating the Perspectives of Global Business Opportunities- Imperative and Initiative (ICNPGBO)” Organized by S.N.R Sons College on 8th April 2013
- Presented paper entitled “The success of modern life lies in harmony with nature” in the **International conference** organized by Department of Human Excellence, NGM College, Pollachi on 21st September 2017
- Presented a paper entitled “Sociopreneurship” in **National Level** Seminar on Sociopreneurship Organized by Nehru Arts and Science College on 7th August 2013 Presented a paper entitled “Financial Inclusion in India” in the **International** Conference on Financial Services – Issues and Challenges” Organized by P.K.R Arts college for Women, Gobichettipalayam on 13th August 2013
- Presented a research paper titled “Problems and Prospects of Women Entrepreneurship” in **National Level** Seminar on role of Agribusiness in sustainable rural entrepreneurship development sponsored by Indian Council of Social Science research by Dr.NGP Arts and Science College Coimbatore on 20th August 2015 in ISBN Edited Book
- Presented a paper entitled Role of agribusiness in sustainable rural entrepreneurship development **National Level** Seminar on 20-08-2015
- Presented a paper entitled Impact of social media Conference on 9-1-2015
- Presented a paper entitled Innovative management practices for sustainable growth and development of business Conference on 23-02-2015
- Presented a paper entitled Innovative marketing strategies for sustainable growth Conference on 16-09-2015
- Presented a paper entitled New Learning for Tourism **National Level** on 25-03-2015-26-03-2015
Presented a paper entitled Responsible tourism for sustainable development-issues and prospects **National Level** on 25-03-2015-26-03-2015
- Presented a paper entitled Designing tourism to promote arts **National Level** on 25-03-2015-26-03-2015
- Presented a paper entitled “Government Policies Towards FDI to attract Foreign Investments” in the **national** Conference on Strategies for the Sustainable Industrial Development –Road Map to Make in India Organized by Vidyasagar college of Arts and Science Udumalpet on 23rd 2015
- Presented a paper entitled Social media and marketing” in the **international** Conference on Innovations in research in the field of social science Organized by Sree Vasavi College, Erode on 21st July 2015
- Presented a paper entitled Designing Tourism to Promote Arts” in the **national** Conference on Responsible Tourism for Sustainable Development – Issues and Prospectus Organized by Sree Saraswathi Thiyagaraja College on 25th & 26th 2015
- Presented a paper entitled Emerging trends in personal financial management **National Level** on 26-02-2016-27-02-2016
- Presented a paper entitled Investment, Insurance and Tax planning **National Level** on 26-03-2016-27-

03-2016

- Presented a paper entitled Achieving business excellence: through the convergence of globalization, technology and innovation Conference on 04-02-2016
- Presented paper on the topic “Digital marketing” in the **National Level** Conference on achieving business excellence: through the convergence of globalization, technology & innovation” on 4th February 2016 at GRD Institute of Management, Coimbatore
- Presented a paper entitled Investment Insurance and Tax Planning” in the **national** level seminar on Emerging Trends in Personal Functional Management Organized by Sree Saraswathi Thiyagaraja College on 26th & 27th 2016
- Presented paper entitled “Women Entrepreneurship” in **National Level** Seminar on entrepreneurship, innovation and development organized by the Department of Commerce and Management, Vidyasagar College of Arts and Science, Udumalpet on March 10th, 2016
- Presented paper entitled “Role of Modern Marketing Strategies Organization Growth” in **National Level** Conference on” Impact of Modern Management on Indian Economic Growth organized by SNMV Institute of Management, SNMV CAS on 06th January, 2017
- Presented a paper entitled Changing paradigms in Indian business Conference on 24-03-2017-25-03-2017
- Presented a paper entitled Contribution and impact of intellectual, ideologist and reformists towards social political transformation in 20th century Conference on 20-09-2017
- Presented paper entitled “Similarities and Differences Between Rural and Urban Consumers” in the **National Level** Seminar on Globalization, Information Technology and Consumerism meeting new challenges by School of Commerce (UGC SAP DRS-I) Bharathiar University on 20th and 21st February 2017 in collaboration with centre for consumer studies, Indian institute of Public Administration, New Delhi
- Presented paper entitled “Social media & marketing” in **National Level** Conference on Impact of Modern Management on Indian Economic Growth organized by SNMV Institute of Management, SNMV CAS on 09th January, 2017
- Presented a paper entitled “Impact of Globalization in Agriculture Sector” in the **National**
- **Level** Conference on DEMONETIZATION- Effects on Indian financial system organized by Sree Saraswathi Thygaraja College, Pollachi on 15th February 2017
- Presented a research paper titled “Emerging Trends and Innovative Strategies in Social Marketing” in the **International Conference** Organized by Department of CA&PA Sankara College of Science and Commerce, Coimbatore on 11th October 2017
- Presented a research paper titled “DEVOPS –An Overview” in the **national Conference** on Green Computing Organized by Department of Computer science (Aided) NGM College, Pollachi on 22nd September 2017

- Presented a paper titled “Arutchelvar na.Mahalingam Avarkalin Valvum Paniyum” in the **International Conference** Organized by Department of Tamil(Aided) NGM College, Pollachi on 27th September 2017
- Presented a paper titled The success of modern life lies in harmony with the nature held on 21-09-2019
- Presented the paper in international level conference on “Impact of International Business in Enabling Indian Economic Growth” SNMV CAS held in 08th January 2019
- Presented a paper titled Customer Awareness and Usage of Mobile Banking in the International Conference on “Transformation of Management Practices for the Digital Age” organized by SIMMS on 15th March 2019
- Presented a paper titled Campus to Corporate Transistion in the National Conference on organized by Sree Saraswathi Thygaraja College on 22nd February 2019
- Presented a paper titled Problems faced by Women Entrepreneurs in UGC Sponsored National Conference on Strategic and Innovative Drive to Entrepreneurship for Economic Development organized by Avinashilingam for Homescience and Higher Education for Women on 12-13 December 2019
- Participated in the **ICSSR IMPRESS -Sponsered National Workshop** on Acedemic Identity and Enhancing Research Visibility and Improving Citations Organized by Department of Library PSG College of Arts and Science Coimbatore on September 26-27,2019
- Presented a paper titled Study on Financial Literacy Among Tribal People in the ICSSR National level seminar on Financial Inclusion: Creating value for banks and boosting economic growth organized by School of Commerce, Bharathiar University (UGC-SAP-DRS-I) on 6-8 January 2020
- Presented a paper titled Awareness of social media among rural area liberalization conference on 12-03-2020-13-03-2020
- Presented a paper titled Indraiya vazhviyalukku ellakiyam conference on 20-05-2020-24-05-2020
- Presented a paper titled Strategic roadmap towards industry 4.O Seminar on 01-06-2020-07-06-2020
- Presented a paper entitled Small business and their challenges during covid-19 pandemic in developing countries in a **international conference** on global business change and transformation e submit GBCTS 2021 on March 11th and 12th 2021 Organized by Sakthi Institute of Information and Management Studies
- Presented a paper titled Knowledge management in higher education institution conference on 07-04-2021-08-04-2021
- Presented a paper titled Best practices and their success stories in higher educational institution conference on 25-06-2021-26-06-2021

- Presented a paper titled Implication of covid19:problems and consequence conference on 27-08-2021
- Presented a paper titled Emerging trends in science and technologies conference on 27-10-2021
- Presented a paper entitled Information and cyber security system in a **international conference** on global business change and transformation e submit GBCTS 2021 on March 11th and 12th 2021 Organized by Sakthi Institute of Information and Management Studies
- Presented a paper titled Enterprenurship Skills Seminar on 20-05-2021
- Presented a paper titled Intellcual property rights (IPR) on 15-11-2022
- Presented a paper titled Rural Students and youth emparising digital medium to continue learning during covid-19 on 15-06-2022-16-06-2022
- Presented paper in international conference on Contemporary approaches to empower smart future through digitalization entitled Impact of Digitalization on Education – Theoretical Analysis, on November 24th □□□th □ 2022, pp:6-18
- 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 ISSN: 2395-5635 Volume XXXI, No. 2 (E) 109-113, July – December : 2023, UGC CARE Indexed, Peer Reviewed and Referred Journal
- Presented a paper titled Global business innovation and technology in the corporate and insurance sector conference on 12-04-2023
- Presented a paper titled Education and learning :unlocking opportunities conference on 15-10-2023
- Presented a paper titled Artificial intelligence in business management conference on 07-03-2024
- Presented a paper titled Green entrepreneurship research for startups under the sustainable development goals on 06-09-2024
- **Presented a paper entitled “navigating the future of commercethrough digital Transformation,AI and ESG concern for Sustainable Business paper on Retailer perception toward impact of FDI Indian Retail Market Segments on 29.09.2025**
- **Presented a paper entitled “AI in revolution in commerce management:trends and technologies and transformation paper on Adoption of generative AI tools in marketing and customer engagement:A study on Indian Businesses in sankara college on 08.01.2026..**

SEMINARS ATTENDED

- Dr.M.V.Sathiyabama participated and presented in ICSSR National Seminar Organized by the Department of Commerce on Vision for vishwa guru India: initiatives for global Leadership by

2047 entitled Digitalization of Agriculture in India – Descriptive Analysis on 21.7.2023

- Dr.M.V.Sathiyabama participated and presented in ICSSR National Seminar on rural women empowerment through skill development organized by department of commerce(CA) on Challenges and Opportunities of Women Entrepreneurs on 2nd August 2023.
- Dr.M.V.Sathiyabama participated and presented paper on Socio Economic Impact of Women Entrepreneurs An Empirical Study With Special Reference to Coimbatore District in ICSSR National Seminar on rural women empowerment through skill development organized by department of commerce(CA) on 2nd August 2023.
- Dr.M.V.Sathiyabama participated and presented paper on challenges and problems of women empowerment in ICSSR National Seminar on perspective of ict tools in education on 4th august 2023
- Dr.M.V.Sathiyabama participated and presented paper on Sustainability and success of MSME in India in ICSSR National Seminar on “Sustainable developments through MSME’s A pathway to self reliant India
- Dr.M.V.Sathiyabama participated and presented paper on sustainability of indian agriculture: challenges and opportunities" for ICSSR Sponsored Two Day National Seminar on "Envisioning Self Reliant India towards sustainable economic development" on 12th and 13th October 2023.
- Dr.M.V.Sathiyabama participated and presented paper on Role of South Indian – An Icon of Freedom Movement in Kongu Region, Tamil Nadu in ICSSR National Seminar on Unsung freedom fighters of kongu region organized by the department of history on December 15, 2023

MEMBERSHIP IN PROFESSIONAL BODIES

- University Nominee in Board of Studies, Kongunadu Arts and Science College, Coimbatore
- University Nominee in Board of Studies, PSG Krishnammal College of Arts and Science College, Coimbatore
- Committee Member in Two Day National Level Conference - School of Commerce and Management, NGM college, Pollachi
- University Nominee in Nirmala College for Women, Coimbatore
- Acted as judge in the various events held in our college
- Organized e-commerce expo on sep 26th & 27th 2012
- Attended Doctorial Committee meeting in Sri Ramakrishna college on 1.8.2018
- Summer Internship Viva Voce examiner in Sree Saraswathi Thygaraja college on 29.9.2012

- External examiner by Bharathiar university project Viva Voce examiner on 26.3.2018
- Supervisor on Consultancy service on e-desk for online bill payments in E- Commerce Department ,NGM College,Pollachi
- Question paper setter in various colleges
- Life Member of International Institute of Organized Research (I2OR)India w.e.f.July 2021

AWARDS RECEIVED

- ☐ Received Award “**EXCELLENCE IN ACTION**” from Alagappa University ,Pollachi Kalvi Mayam on 02.11.2014
- ☐ Received **GNANA GURU** Award from Linons Club of Pollachi on 21.09.2019
- ☐ Received International Eminent Teacher Award from I2OR 2021
- ☐ Received National Award for Academia Excellence from I2OR 2021
- ☐ Received Global Faculty Award from AKS Education on februray 2022
- ☐ Received smart inspirer award from I net technologies in 2022
- ☐ Received nation builder award from rotary club of pollachi on 2022
- ☐ Received “Outstanding Faculty Award 2025” from Lions Club of Udumalai Servoitor,Club No:149896, Trust No: BK4/13/2024
- ☐ **Received the inclusive educator award 2025 from Flyers charitable trust for global literacy day**
- ☐ **Received the PIT Best Research Supervisor Award27.07.2025.**
- ☐ **Received the best women personality award from Lions Club pollachi,Pollachi taluk chess association,TNAVMS youth wing,changavi vidhyaa mandir,kambam kalai mandram,eema sadangu arakkattalai,Pollachi sports association present 2026.**

RESOURCE PERSON

- ✓ Invited as Resource Person on the topic of “Carrier opportunities in E-Commerce” in Vidyasagar College of Art and Science on 21st August 2014
- ✓ Invited as Resource person on the topic “Elainarkalin Elichi” Organized by Vivekanandar Narpanimandram NGM College pollachi on 2019
- ✓ Resource person in Faculty Development Programme NGM College on “ICT Tools for Collaboration” on 3rd Feburay 2020
- ✓ Invited Resource person on the topic Students Guidance Progrmme on Commerce Programmes “Choice and Opportunities” Organized by Kalam Help Foundation,Pollachi (Govt Reg.No: Book.No : 4-

213/2012) on 11.06.2021 - IQAC Number for the event : IQAC/2021-21/E06/002

- ✓ Invited Resource person on the topic digital tools for pedagogy and research 27.04.2023 organised by department of MSW,NGM College.
- ✓ Invited Resource person for kalam help foundation on 8th year remembrance day of Dr.A.P.J.Abdul Kalam on 27.07.2023
- ✓ Invited resource person in one day national seminar on resource person in rural students and youth embracing digital medium to continue learning during covid 19 pandemic on 15th&16th June 2022.
- ✓ Invited resource person in one day national seminar on implementation of ICT Skills for the students for their employment in skill based jobs sponsored by ICSSR on 19th October 2022.
- ✓ **Invited resource university nominee for the board of studies commerce SF1 in PSGR Krishnammal college for women on 13.12.2024**
- ✓ **Invited resource person in two day national seminar on Institutional Bottleneck and digital compliance mechanisms in GST Implementation on 12.03.2026 and 13.03.2026**

MOU

- ☐ Signing of MOU with Integrated Enterprises (India) Ltd, Pollachi for academic and Extension Activities
- ☐ Signing of MOU with Maruthi Driving School, Pollachi for academic and Extension Activities
- ☐ Signing an MoU with Bodipalayam Panchayat for providing health and legal Awareness on 09.03.2022

CONSULTANCY SERVICE

- ☐ Consultancy service on “e-Desk’ for online electricity bill payments and railway ticket reservations from 2016 onwards
- ☐ Extension programme and consultancy also for issuing pan card to all teaching and non teaching staff members on 12th and 13th July 2018
- ☐ Consultancy service on online employment registration and renewal Organized by E-Commerce and PG Department of social work from 22,23,24 August 2023

ROLES AND RESPONSIBILITIES

- ☐ Co-ordinator in **Students Guild of Services(SGS)** NGM College, Pollachi

- ☐ Active Member in Consumer Association, Pollachi
- ☐ Co-coordinator cum article writer in Manaiyil Mahathuvam and Ulavu Bharatham
- ☐ Internal Auditor in ISO cell
- ☐ Research Committee Member NGM College, Pollachi
- ☐ Trade Centre Co-Ordinator, NGM College, Pollachi
- ☐ Member in UGC Affairs Committee -NGM
- ☐ Organizer e-commerce expo on sep 26th & 27th 2012
- ☐ Convener of one day national level symposium on E-business and E-Commerce-Its emerging trends held on 23.8.2017
- ☐ Acted as moderator in **Vox Populi**, NGM College, Students perception on implementation of national educational policy 10.11.22
- ☐ Chemistrians green vaibav 2022 on world environment day 2022 as event judge
- ☐ Inter department competition organized by department of Commerce(CA) on 02&03 June 2022 as event judge
- ☐ Additional chief superintendent of examination

WORKSHOPS/CONFERENCE/SEMINARS PARTICIPATED

- ☐ Participated in the seminar on building the future by preparing new generations organized by NSS Bharathiar University, Coimbatore on 22.9.96
- ☐ One day seminar on current research in commerce by the Post Graduate and Research Department of Commerce NGM College Pollachi on 29th January 2001
- ☐ Actively participated workshop on “Emerging Trends in Web Designing” held at Sree Ramu College of Arts and Science, Pollachi on 8.3.2002 to 9.3.2002
- ☐ Participated in the State Level seminar on “Emerging Trends in Business” organized by Parks College, Tirupur on march 7th 2003
- ☐ Participated in the National Seminar on “Role of MNC’s in Financial Sector” organized by CMSs College of Science and Commerce, Coimbatore on March 13th 2004

- Participated in the AICTE Sponsored National Seminar on “Environment and Pollution Awareness” conducted by Sree Saraswathi Thiyagaraja College, Pollachi on 21st October 2004
- Participated in the UGC Sponsored Two Day National level seminar on “Emerging Issues in Human Resources Accounting” held at Gobi Arts and Science College, Gobichettipalayam March during 26th & 27th March 2004
- Participated in the One Day Seminar on “Understanding Markets and Building Brands” organized by the Department of International Business, NGM College, Pollachi on 21st January 2004
- Participated in the Workshop on “Latex- the Document Preparation System held on the 25th October 2005 at NGM College, Pollachi
- Attended International Conference on “Innovation and Entrepreneurship in a Networked world-ICIE 2012” organized by the Department Sakthi Institute of Information and Management Studies during 10th & 11th may 2012
- Attended International Workshop on “Transformational Upshot” organized by the Department of Business Administration on 8th august 2014, NGM College, Pollachi
- Participated in the National Workshop on “e-content Development for Enhancing Pedagogical Skills for Teachers in Higher Education: A Complete e-Content Production Experience”, organized by Centre for Education Beyond Curriculum(CEDBEC),Christ University, Bangalore held on September 9-11-2014
- Actively participated in the One Day National Seminar on Methodological Issues in Commerce Research organized by PG & Research Department of Commerce and International Business, Sree Narayanaguru College on 6th January 2015
- Attended One Day Workshop on SPSS AND ITS APPLICATIONS” organized by GRD Institute of Management, Dr.G.R.Damoderan College of Science, Coimbatore on 22.01.2016
- Participated in the National workshop Academic Identity,Enhancing Research Visibility and Improving Citations on 26-09-2019-27-09-2019
- Participated in the National Seminar on “Empowering the Youth to Enrich the Mankind” organized by Human Excellence Department, NGM College,

Pollachi held on 29th January 2016

- ☐ Attended One day Workshop on “SPSS-Applications in Biostatistics” organized by PG and Research Department of Botany, NGM College, Pollachi on 4th October 2016
- ☐ Participated Two Day National Seminar on “Reforms in Teaching Learning & Higher Education” organized by IQAC, Sree Saraswathi Thiyagaraja College, Pollachi on 17th & 18th 2017
- ☐ Actively participated in the State Level Symposium 2k17 on “Overseas Trade” organized by the PG Department of Commerce with International Business, NGM College, Pollachi on 3rd January 2017
- ☐ Participated One Day National Seminar on “Goods and Services Tax” organized by Department of Commerce-CA, NGM College on 5.8.17.
- ☐ Actively participated in the National level Seminar on Swami Vivekananda’s Thoughts on “Empower the youth to enrich the nation” organized by Swami Vivekanandar Students Thinkers Forum, NGM College, Pollachi on 28th July 2017
- ☐ Attended Two day Workshop on “Research Methods and Data Analysis sing SPSS” organized by PG and Research Department of Commerce, NGM College, Pollachi on 24th & 25th July 2018
- ☐ Attended One day International Workshop on “Leadership and a management” organized by Department of Business Administration, NGM College, Pollachi on 11th December 2018
- ☐ Participated in One day Workshop on “E-Banking – The Digital Ways” NGM College, Polachi on 29th January 2019.
- ☐ Participated in the National workshop Scientific Research & Data Analytics on 12-10-2019
- ☐ Participated in the National workshop Tally with GST on 21-12-2019
- ☐ Participated in the National workshop Reference Management Tools and Online Citation Database on 19-04-2020-21-04-2020
- ☐ Participated **One week** National workshop on “ICT Tools for Collaoration” through full time online mode from November 19 to 25,2019 Organized by SNDT Women’s University(**MHRD**) -Online
- ☐ **International conference** on E-Startup Challenges and Opportunities

Organized by Rathinam College of Arts&Science on February 25.02.2020

- ☐ Participated **Two week National workshop** on “Online and Blended Learning” from March 09 to 21,2020 Organized by SNDT Women’s University(**MHRD**) –Online
- ☐ Participated in the National workshop ICT Tools for Online Learning on 20-04-2020-28-04-2020
- ☐ Participated in the National workshop Book & Article Publishing and Springerlink Platform Demonstration on 29-04-2020
- ☐ Participated in the National workshop The aspirants of NET/JRF/SET Exams on 01-07-2020-31-08-2020
- ☐ Participated National WorkshopParticipated **One week National workshop** on “Online and Blended Learning” from July 27th -Aug 02,2020 to 21,2020 Organized by SNDT Women’s University(**MHRD**) -Online
- ☐ Development of Teachers e-kit Organized by **GAD TLC**(PMMMNMSTT) **MHRD** held on May 15, 2020 (This is equal to Regular National Seminar)
- ☐ National Workshop on Development of Teachers e-kit Organized by **GAD TLC**(PMMMNMSTT) **MHRD** held on April 27,2020 (This is equal to Regular National Seminar)
- ☐ Participated and completed with A grade in the 3 days online workshop on Reference Management Tools and Online Citation Database held on 19th to 21 April 2020-Online Organized by Indian Academic Researchers Association
- ☐ National Workshop on Development of Teachers e-kit Organized by **GAD TLC**(PMMMNMSTT) **MHRD** held on April 22, 2020 (This is equal to Regular National Seminar)
- ☐ Participated **RUSA** Sponsored online workshop on Onlien Assessment Tools - A step Forward organized on 22nd March 2021 by Mehr Chand DAV College for Women, Chandigarh
- ☐ Participated Two day National level workshop on Curriculum Design on 29th October &31st October 2021 Organized by The Associated Chambers of Commerce and Industry of India(ASSOCHAM) Tamilnadu & Kerala Chapter and Kumaraguru college of Technology(KCT)
- ☐ Participated in the National workshop Character Building through Education with Special Reference to National Education Policy-2020 on 25-02-2021

- ☐ Participated in the National workshop Atmanirbhar Bharat through Experiential Learning, Internship, Apprenticeship and Entrepreneurship on 19-03-2021
- ☐ Participated in the National workshop Intellectual Property Rights on 26-04-2021-27-04-2021
- ☐ Participated in the National workshop Therapeutic Interventions and Clinical Social Workers Response To Covid-19 on 24-05-2021-25-05-2021
- ☐ Participated in the National workshop Meeting with Self on 27-07-2021-28-07-2021
- ☐ Participated National Level Workshop on Writing Effective Research Activities organized by Department of Computer science on 24/11/2021
- ☐ Participated in the National workshop Implementation of Outcome Based Education: on 20-03-2023-21-03-2023
- ☐ **Dr.M.V.Sathiyabama** Participated national level workshop on new reforms in higher education with the reference to NEP 2020 organized by department of commerce from 17.7.23 to 21.7.23
- ☐ **Dr.M.V.Sathiyabama** Participated national level workshop on **Emerging consumer rights in the Digital Age** organized by **Curent law farum** in collaboration with consumer Advocacy group on **04.05.2025**
- ☐ **Dr.M.V.Sathiyabama** Participated national level workshop on **“Build your Finacial Security:A Workshop Professor and Students”** organized by **Star International Foundation for Research and Education** on **17.09.2025**
- ☐ **Dr.M.V.Sathiyabama** Participated national level workshop on **“in”The Gen Z Effect: Innovation, Impact and the Future of Industry”** organized by **Star International Foundation for Research and Education** on **02.10.2025 - 08-10.2025.**

GUEST LECTURES / WORKSHOPS / EXTENSION PROGRAMMES ORGANIZED

- ☐ Organised a guest lecture in the topic “Financial Inclusion – Trends in E-Commerce” on 21.9.2011 (Resource Person: Mr.R.Ragunathan, MD of Clancor Technovates India Pvt, Coimbatore)
- ☐ Organised a guest lecture in the topic “Leadership qualities & General Legal Awareness” on 12.3.2012 (Resource Person: Ms.A.Priyamvatha, Sub-Inspector of Police, West Police Station, Pollachi)

- Organised a guest lecture in the topic “Corruption and Economic Development” on 19.3.2012 (Resource Person: Ms.G.Raja Rajeshwari, Assistant Professor, Economics Division, School of Science & Languages, VIT University, Vellore)
- Organised a guest lecture in the topic “Stress Free Education” on 04.08.2012 (Resource Person: Mr.S.Murthy, Director, Vivekananda Vidhyalayam, Udumalpet)
- Organised a guest lecture in the topic “E-Business” on 02.01.2013 (Resource Person: S.Kumar Chandar, Assistant Professor(IT), Sardar Vallabhai Patel International School of Textiles & Management, Govt of India, Coimbatore)
- Organised a guest lecture in the topic “Security issues in E-Commerce” on 31.07.2013 (Resource Person: B.Narasimhan, Assistant Professor, Department of Computer Technology, Dr.NGP Arts and Science College, Coimbatore)
- Organized an Extension Programme on “Commerce to E-Commerce” on 26.10.2013 for the Non-teaching staff members of the NGM College
- Organized a Workshop in the topic “Creativity and Innovation” on 7.2.2014 (Resource Person Dr.V.Suresh, Director, Department of Management Studies, Hindustan College of Engineering, Coimbatore)
- Organized a Guest lecture in the topic “Current Trends in e-Marketing” on 19.3.2014 (Resource Person Prof.M.Karthikeyan, Head, Department of B.com CA, Kongunadu Arts & Science College, Coimbatore)
- Organized a guest lecture in the topic “ Application of E-Commerce and National Development” on 21.07.2014 (Resource Person S.Sannasi, Associate Prof, Department of Applied Commerce, Parks College, Thirupur)
- Organised a guest lecture in the topic “Big Data Analytics for E-Commerce and Introduction to Hadoop Tools” on 02.01.2015 (Resource Person: Prof B.Narasimhan, Assistant Professor, Department of Computer Technology, Dr. N.G.P Arts and Science College, Coimbatore)
- Organized an Extension programme on “Bricks and Blocks of E-Commerce” for the welfare of the Members in Self Help Groups, Pollachi on 24th Feb 2015
- Organised a guest lecture in the topic “Current Trends in E-Commerce” on 16.07.2015 (Resource Person: A.Vanitha, Creative Designer, Mindwiz Techno Solution, Pollachi)

- Organized a Workshop in the topic “Enlightening Interactive Skills” on 23.07.2015 (Resource Person Dr. Thamaraiselvi Rajmohan, Assistant Professor, Sardhar Vallabhai Patel International School of Textile Management, Coimbatore)
- Organized a guest lecture in the topic ‘How to Crack Competitive Exams’ on 29.09.2015 (Resource Person: M.Marimuthu, Managing Director, U-Learn Smart Academy, Pollachi)
- Organized a guest lecture in the topic ‘Future with Dreams’ on 07.01.2016 (Resource Person: S.Afsal Ahamed, ,Managing Trustee, Kalam Foundation, Pollachi)
- Organized a Guest lecture in the topic “Current Trends in e-commerce” on 2.2.2016 (Resource Person S.Maruthavijayan, Assistant Professor in Management, SNR Sons College, Coimbatore)
- Organized a Workshop in the topic “Mobile Commerce” on 21.3.2016 (Resource Person Prof.N.Saravana kumar, Assistant Professor, Department of MBA, Coimbatore Institute of Management & Technology, Coimbatore.)
- Organized a guest lecture in the topic “E-Commerce” on 24.6.2016 (Resource Person: Webinar , Mr.Sreekanth Chethur, E-Commerce Operations Manager, Landmark Group, Dubai We Bind Technologies, Mumbai)
- Organized a guest lecture in the topic “Current Issues in Indian Economy” on 28.9.2016 (Resource Person: Mr.Jawahar, Career Guidance Counselling Cell, Dhanvanthar IAS Academy, Chennai)
- Organized a guest lecture in the topic “GST – Highlights and Impact” on 02.01.2017 (Resource Person: Mr.S.Alagupandi, Senior Tally Trainer, Kalvi Higher Education & Research Institute, Coimbatore)
- Organized a Guest Lecture in the topic “Laws Applicable on E-Transactions” on 10.3.2017 (Resource Person P.N.Laksmi, Co-ordinator, Deepan Academy)
- Organized an Extension Programme on ‘Issuing PAN Cards’ to the Non-Teaching and Teaching Staffs, Students of NGM College and Public on 18th & 19th January 2017
- Organized One Day National Level Symposium on “E-Business and E-Commerce-Its Emerging Trends” on 23.8.17
- Organized extension programme on “issuing pan card” to the teaching, non teaching and public on 12th july 2017

- Organized an extension programme on “Digital Addiction & Ecommerce Growth” on 5.2.18 (Resource person M.M.Prabhu Immigration advisor oshibha overseas, Coimbatore)
- Organized Guest lecture on “enrich and empower women” on 14.3.201 (Resource person: Tmt.Girija, Joint Secretary, All India Insurance Employee Association, Coimbatore)
- Organized a guest lecture on “Self Confidence and Goal Setting” 31.07.2018 (Resource person Cd.John Edison, senior facilitator and certified coach, Ex-Cognizent, Coimbatore)
- Organized Road Safety Awareness Programme on 11.9.18. Five students from each department participated and benefited
- Organised a workshop in the topic ‘Photoshop & Corel draw’ on 20.03.2019. Resource Mr.S.Muthaiya Sellamuthu, Web Designer/Graphic Designer, Google Certified Social Media Analyst, Coimbatore.
- Organized workshop on Developing Software Projects on 13.08.2019
- Organized Guest Lecture on Artificial Intelligence in E-Commerce 26.07.19.
- Organized Digital Literacy Programme for Self Help Group Members to Empower the SHG Members on 17.08.2019
- Organized Workshop on Self Realisation and Right Attitude for Students Guild of Service on 20.08.2019
- Organized one week National Level Faculty Development Programme Nurturing Entrepreneurship –Law And Ict Perspective Organized By The Department of E-Commerce on 16th to 22nd May 2020 (Online Mode)
- Organized one day national level webinar on “investing via asset allocation” on 21.05.2021 (Online mode)
- Organized webinar on “Software Project –An Overview” on 27.11.2021
- Organized one day national level webinar on “A road map to Digital Transformation” on 28.09.2021 (Online mode)
- Election Commission of India and Students Guild of Service Jointly organized Special Camp for Enrollment of Voters and Alteration in Voter ID on 11.11.2021
- Organized Skill Development Programme on “E-Business” on 17.12.2021 (Online mode)
- Organized an extension programme on “Online Employment Registration and Renewal” to the non teaching ,Teaching faculties, Students and public on 23rd to 25th March 2022
- Organized ICSSR National seminar on ict skills for the students of their

employment in skill based jobs on October 19th 2022

- ☐ Organized a professional development programme for teaching and non-teaching faculty on Cardiovascular health awareness on 26.10.2022
- ☐ Organized ICSSR National seminar on Rural students and youth embracing digital medium to continue learning during covid-19 15&16 June 2022
- ☐ Organized ICSSR National seminar on Rural women empowerment through entrepreneurship on January 19th & 20th 2023
- ☐ Organized ICSSR National seminar on women empowerment through financial inclusion 03.02.2023
- ☐ Organized ICSSR National seminar on Women empowerment, entrepreneurship, empowerment on 15.03.2023
- ☐ Organized a seminar on The best is yet to come on 14.07.2023
- ☐ E-Commerce and Kalam help foundation jointly organized competition programme for school children Kids park matriculation school, kinathukadavu on 27.07.2023
- ☐ Organized a seminar on The best is yet to come on 14.07.2023
- ☐ E-Commerce and PG Department of social work jointly organized Extension **Activity & Consultancy service on Online employment registration and renewal on 22,23,24 August 2023 at Dr.A.P.J Abdul Kalam Arangam**
- ☐
- ☐ **Organized a extension Activitiy with Mosas Gnanabharanam eye hospital organized free camp in kaliyapuram Anaimalai.**

PhD Awarded

1. Ms.Shiney Awarded Ph d On 23.7.2023 entitled Entrepreneurial Challenges Faced By The Micro, Small And Medium Enterprises (Msme) With Special Reference To Manufacturing Sector In Coimbatore District

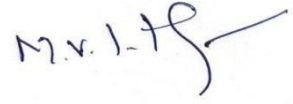
2. Ms.P.Megala Awarded Phd on 23.7.2023 entitled Women Empowerment In NCC With Special Reference To Arts And Science Colleges Coimbatore District Coimbatore District

3.Ms.Ponnmani awarded phd on 2025.

DECLARATION

I hereby assure you that the above furnished information's are true to the best of my knowledge.

Place: Pollachi
Date: 04.03.2026

A handwritten signature in blue ink, appearing to read 'M.V. SATHIYA BAMA' with a stylized flourish at the end.

(Dr M.V.SATHIYA BAMA)