

Name : Chockalingam Rm
Staff ID : RIM03635
Designation : Assistant Professor
Department : Management
Experience : 2 Years & 9 Months
Qualification : B. Com, MBA
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
MBA – IB	Management	GRD Academy of Management	2022
B. Com	Commerce	GRD College of Arts & Science	2020

SEED MONEY

Title	Institution	Amount	Year	Status
Unveiling the root Causes of Adverse Student Behaviour: A Comprehensive Study	RCAS	25,000 Rs.	2024	Completed

Journal Publications

- Chockalingam, R. M. (2024). An analysis of the effectiveness of digital marketing strategies in influencing consumer behaviour with a focus on Amazon, Inc. Bharatiya Shiksha Shodh Patrika, 43(1), 75–78.
- Chockalingam, R. M. (2024). Analyzing the impact of television advertisements on consumer behavior. International Journal of Cultural Studies and Social Sciences, 20(1), 169–172.
- Chockalingam, R. M. (2024). A study on the performance evaluation of mutual funds with reference to SBI equity funds. History Research Journal, 30(2), March–April.
- Chockalingam, R. M. (2024). Analyzing the role of online payment systems in retail business within Coimbatore district. Rabindra Bharati University Journal of Economics, XXVIII(13).
- Chockalingam, R. M. (2024). A study on consumer buying behaviour towards KTM bikes within Coimbatore district. IPE Journal of Management, 14(9), January–June.
- Chockalingam, R. M. (2024). Analysing human resource management practices in warehouses with reference to Flipkart Pvt. Ltd. – Coimbatore. Humanities and Social Science Studies, 13(1), No. 21, January–June.
- Chockalingam, R. M. (2024). Analysing the challenges and problems in freight forwarding houses, Coimbatore district. Humanities and Social Science Studies, 13(1), No. 21, January–June.
- Chockalingam, R. M. (2024). A study on customer perception towards dairy products within Coimbatore. Meerayan Journal, 25(6). ISSN: 2455-6033.

PRESENTATIONS

	State Level	National	International
Conference	2	1	1
Seminar	4	1	1

PARTICIPATION

	State Level	National	International
Conference	2	1	1
Seminar	4	1	1
Workshop	5	2	-
Orientation	4	-	-
FDP/PDP	5	2	-

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Golden Gurus Awards	GRT Jewellers	2025