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**Publications**

1. Joshua Selvakumar J, Arthi. T.S (2019),” Influence of Green Brand Image on Brand Loyalty – A Study on Leading Automobile Brands”, Global Management Review, vol.13, issue 1.
2. Kumara Sabapathy , Joshua Selvakumar (2018), “Impact of Facebook marketing on E-WOM with reference to the Hotel Industry”,SJCC Management Research Review Printed ISSN-2249-4359 Vol – 8(1) June. 2018. Page No. 116-132
3. Manikanda Prabhu & Joshua selvakumar (2018),”Supply chain and its impact on supply chain performance of Peanut chikki Industry in Kovilpatti, Global Journal of Management and Business Research: E Marketing, Vol 18 Issue 3.
4. Ranga Ram, Joshua Selvakumar (2018),”An Analysis on the Supply Chain and Marketing of Wild Honey Products – with reference to Coimbatore”, Research Review International Journal of Multidisciplinary, Vol.03, issue-03, pp 16-21
5. Joshua Selvakumar.J, Naidu R. Raghavan (2017), “Influence of Lifestyle and attitude on online shopping” , Asia Pacific Journal of Research, Vol. 1, issue LV, pp 24-30. ISSN 2320-5504.
6. Joshua Selvakumar (2016), “A Study on the performance and outcome of Integrated marketing Communication in the Apparel Retail Trade”, Asian Journal of Research in Social science and Humanities, Vol.6, No.9, pp. 930-942.
7. Joshua Selvakumar (2015), “Examining the government communication model for distributing educational welfare schemes in Tamilnadu, India” , International Management Research Review, Vol.4 Issue-2, ISSN: 2231-2501, pp 79-87.
8. Joshua Selvakumar (2015), “Impact of Service Quality on Customer Satisfaction in Public Sector and Private Sector Banks”, Purushartha – Journal of Management, Ethics and Spirituality, Vol.8,No.1, pp 1-12, ISSN 0975-024X
9. Joshua Selvakumar (2015), “The Impact of Hard Sell and Soft Sell Advertisements in Altering viewers Attitude and Purchase Intension towards Brands”, International Journal of Marketing and Technology, Issue 9, Vol.5, pp 214-228, ISSN 2249-1058