

# Dr. Joshy John

## Journals

- 'The Relationship of Impulse Buying Behaviour and Brand Equity' ,March 2019, International Journal of exclusive Management Research
- 'It's All at the Store: Exploring Impulse Buying Experiences inside Organized Retail Formats' ,March 2016,, IFSRA Business Review
- Consumer Behaviour in Online Shopping ,January 2019, Journal of Emerging Technologies and Innovative Research
- A Study on Impulse Buying Behaviour in Organized Retail Formats with special Reference to Kochi ,December 2011, Research Lines
- Pandemic Triggered Impulse Buying: Special Reference to 'COVID'19 Outbreak Fear in Kerala ,April 2021, International Journal for All Research Writings
- A Proposed Model of Online Consumer Behaviour: Focus on Core Facets ,2022, Journal of Education : Rabindhra bharti University
- Relationship Marketing in Banking – Key to Sustainable Competitive Advantage' ,. December 2009, Research Lines

## Book Chapters Published

- Major Dimensions of Antecedent Factors of Impulse Buying Behavior Inside Organized Retail Stores with reference to Shoppers of Rural Background-Directorate of Public Relations and Publications CUSAT Kochi Kerala-15-04-2017(ISBN: 978 -93 -80095 -99 -8)
- A study on Differentiated Brand Identity of Kerala as a Tourism Destination with Special Reference to 'Thekkady"-Aruna Publications Villivakkom Chennai-22-02-2013(ISBN: 978 93 81790 93 9)
- Effect of Kids Presence in shopping trips to organized outlets on Impulse Buying among women of Kottayam Municipality-Excellent Publishing House New Delhi 110070-20-03-2015(ISBN: 978 93 8493518 4)
- Receptiveness Assessment of OBE: Reference to Beneficiaries of Department of Business Administration. Book Title: Outcome Based Education Experiments of a Higher Education Institution-WINCO Books, Joseph Arcade Pala Kerala-03-01-2022(ISBN: 978 -93- 90759 -17- 0)

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## Book Chapters Published

- CSR-Bloomsbury-06-07-2016(ISBN: ISBN 978-93-85936-28-9)
- Outcome Based Education: Experiments of a Higher Education Institution-Winco Books-03-01-2023(ISBN: 978-93-90759-17-0)

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### **Book Chapters Published**

Receptiveness Assessment of OBE : Reference to Beneficiaries of the Department of Business Administration-Wincos Publications-01-03-2022(ISBN: 9789390759170)

## **Ms. Simi John**

### **Journals**

Animal Extinction and its impact on Biodiversity ,2018, Journal of Indian Legal Thought  
Intellectual Property rights and Biodiversity ,2018, International Conference Proceedings

### **Book Chapters Published**

Receptiveness Assessment of OBE: Reference to Beneficiaries of Department of Business Administration-Wincos Publications-03-01-2022(ISBN: 978-93-90759-17-0)