

# JSB NEWS

Issue XV | Oct - Dec 2012

The Quarterly from JSB

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THE B SCHOOL



## JANSONS SCHOOL OF BUSINESS

Approved by AICTE & Affiliated to Bharathiar University  
An ISO 9001:2008 Certified & NBA-AICTE Accredited Institution

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of **AACSB**

[The Association to Advance  
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Rated  
**'A★★'** (State Level-TN) &  
**'A'** (National Level)  
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Rated at  
the **A++** level  
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Business India  
[Best B-School Survey, 2012]



**QUALITY POLICY**

JSB is committed to provide a learning environment of a high order to students in Management Science and transform them to be Competent, Skillful and Professional in serving the industry worldwide.



## Chairman-Speak



As anyone with experience would have told you: 'You are what you think you are doing', it is essential that we take pride in doing our work.

Let me tell you a small story. A visitor once goes to a building site, and enquires a rather sullen-looking worker, "What are you doing?". He replies, without looking up, that he was cutting the stones into smaller blocks. The visitor moves on to another worker, who looks very happy with his task, and asks him: "So, what are you doing?". With a song in his voice, the second worker replies with pride that he was helping to build a cathedral!

This is not just for the workers, but this lesson is also for the employee, who wants to be a leader. As **Jan Carlzon** articulates: "A true leader is one who designs the cathedral and then shares the vision that inspires others to build it".

**"Remember: You are the writer of your story; other people help you to open the next page"**

*-Dhanti Praspani*



*Best Wishes  
&  
Happy New Year*



# Executive Interaction Programmes



**Mr. Ravindran**  
HDFC Bank

“Challenges in Career transition from academics to corporate and Career options in HR for MBAs in Banking”

18<sup>th</sup> October  
2012

**Mr. Baskar Ayer**  
Mindscan Marketing and  
Consultancy Services

“How to make Career Choices”

19<sup>th</sup> October  
2012

**Mr. Chandu Nair**  
Entrepreneur

“Entrepreneurship”

7<sup>th</sup> November  
2012

# Academic Activities of Faculty

## Prof S Gnanharan

**Article Published:** 'Bye, Bye to Sandhai?', Rural Marketing Journal, Sep, 2012

**Article Published:** 'Amul Model of Entrepreneurship', Business Mandate, Oct-Nov, 2012

## Prof D Swamy

**Review:** Reviewed the text book 'Hill and Jain: International Business', 6th edition (SIE), by Tata McGraw-Hill, as a feedback for possible changes in the forthcoming new edition, to be published by Tata McGraw-Hill, New Delhi.

## Prof K R Sentilvelkumar

**Case Authored & Presented:** 'What TATA Nano is not and Why?', 3rd International Case Conference (ICC-2012) organized by Institute of Management Technology (IMT), Nagpur in association with Case Research Society of India (CRSI), Goa during Nov 29 – Dec 1, 2012.

**Case Authored & Presented:** 'Evolving a Positioning Strategy for Peter England Bags', International Case Study Conference (ICSC 2012) organized by IBS, Hyderabad, in association with ecch and University Utara Malaysia, Hyderabad during Dec 14 – 15, 2012.

## Dr S Karthikeyan

**Paper Published:** 'Advantages of an Entrepreneur Stock Investor', monthly magazine of The Southern India Engineering Manufacturer's Association (SIEMA), Volume 11, Issue 11, Nov, 2012.

## Prof C Suriyaprakash

**Corporate Training:** 'Transactional Analysis for Better Living', Arvind Lifestyle Brands, Bangalore, during Oct 8-9, 2012.

**Conducted Workshop:** 'Train the Trainers in TA', Seed Therapy Centre, Bangalore, Oct 19, 2012

**Attended International Workshop:** 'Vipassana Meditation Course', Dhamma Setu, Chennai, during Oct 19-30, 2012

## ⊗ Academic Activities of Faculty ⊗

### Prof T Senthil Kumar

**Paper Presented:** 'A Study on the Effect of Select Merger Announcements on Shareholders' Returns in Indian Banking Industry', 5th International Conference on Emerging Financial Markets, organised by PSG Institute of Management, Coimbatore, during Dec 27-28, 2012. The paper has also been published electronically in the conference journal (Vol.1, Issue 1, Dec 2012, ISBN:978-93-5087-0224).

### Prof S J Sanu

**Attended Workshop:** 'Case Study Method of Teaching for Accounting and Finance Faculty', organized by Case Research Society of India and IFMR, Chennai, during Nov 16-18, 2012.

### Prof G Rajeev

**Attended Workshop:** 'Case Study Method of Teaching for Accounting and Finance Faculty', organized by Case Research Society of India and IFMR, Chennai, during Nov 16-18, 2012.



We welcome your views / suggestions:

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