



THE B SCHOOL

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The Quarterly from JSB



## JANSONS SCHOOL OF BUSINESS

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

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A Level (National Rating)  
A\*\* Level (Regional Rating-TN)

**Rated at the **A++** level by Business India**  
*[Best B-School Survey, 2012]*

## **VISION**

To be a world class Business School developing competent and committed managers & entrepreneurs driven by values.

## **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.

To enhance learning through experimentation and exploration by preserving eternal values.

## **MISSION**

**JSB is a member of AACSB**

*[The Association to Advance Collegiate Schools of Business]*

## *Chairman-Speak*



Often than not, we are all conditioned to mindlessly use terms like “team work” and “togetherness”. But, what happens in such teams is a thought that many do not entertain. Besides the pleasantness exuded by accomplished teams, there are so many instances of toxicity and bitterness.

There is no one gaining if such teams enjoy their partnerships on finding fault with other members, instead of focusing on results. To truly make the best use of working in a team, it is important to give positive feedback. As Abraham Lincoln said, **“He has a right to criticize, who has a heart to help.”**

*Have a  
Great Year Ahead!*

**Theodore  
Roosevelt**

*“The most important single ingredient in the formula of success is knowing how to get along with people.”*



# Milaap 2013



Milaap 2013, the Alumni Meet, eagerly looked forward to by all JSBians, was organised on February 24, 2013 at JSB.



## Executive Interaction Programmes

23-01-2013

**Mr. Vijay Ananthanarayan Sai**  
Sai Business Consultants, Chennai

16-02-2013

**Mr. K. Ravi**  
CFO, Roots India Ltd, Coimbatore

25-01-2013

**Prof. Suresh Paul Antony**  
IIM Trichy

21-02-2013

**Mr. Balachandran Dharmen**  
Director, RR Kabel Limited

30-01-2013

**Dr. Prasanna Bhat**  
Corporate Advisor, Chennai

01-03-2013

**Mr. Shyam Velumani**  
CEO, Vivaha.com

05-02-2013

**Mr. Ruben Thomas**  
Former GM, Vodafone, Coimbatore

08-03-2013

**Ms. Gowthami**  
CEO, Travel Another India

15-02-2013

**Mrs. Veena Narasimha Murthy**  
Entrepreneur

15 .03.2013

**Mr. Gnana Sekar Kancdaswamy**  
MD, Pazhamudhir Nilayam, Coimbatore



## Academic Activities of Faculty

### Prof R Palaniswamy

**Article Co-authored:** "Spillover Effect of Volatility in BSE Sensex on BSE Sectoral Indices" , along with Prof. C. Nateson, Ms. P. Renukadevi and Ms. D. Suganya, International Journal of Management and Business Studies, ISSN:2230-9519 (online).

**Article Co-authored:** "Is Soap more than a Bathing Product for Consumers?", along with Prof. K.R. Senthivelkumar, Journal of Marketing and Communication, Volume 8, Issue 3, January-April 2013.

### Prof C Nateson

**Article Co-authored:** "Framework of an Expatriation Assignment", along with Ms. Sreelekha, AIMS International Journal of Management, Volume 6, Number 3, September 2012.

**Paper co-presented:** "Problems in International Marketing", along with Mr P.T. Muralidharan, International Conference organised by Dr. GRD College of Science and Commerce, Coimbatore, March 7-8, 2013.

**Article Co-authored:** "Spillover Effect of Volatility in BSE Sensex on BSE Sectoral Indices" , along with Prof. R. Palaniswamy, Ms. P. Renukadevi and Ms. D. Suganya, International Journal of Management and Business Studies, ISSN:2230-9519 (online).

### Prof D Swamy

**Paper Presented:** "Factors Influencing the Customers in their Supermarket Choice", Tenth AIMS International Conference on Management, IIM- Bangalore, January 6-9, 2013.

### Prof K R Senthivelkumar

**Article Co-authored:** "Is Soap more than a Bathing Product for Consumers?", along with Prof R Palaniswamy, Journal of Marketing and Communication, Volume 8, Issue 3, January-April 2013.

### Prof S Karthikeyan

**Talk Delivered:** Seminar on Commodity & Currency Futures Trading for investors/traders at Chennai, organized by Goodwill Commodities, Member of Multi Commodities Exchange of India Ltd and Nanayam Vikatan (Personal Finance Magazine from Vikatan Group), January 27, 2013.

**Resource Person:** Training and Development Programme on Financial Derivatives for Investors conducted by PSG Institute of Management, Coimbatore, March 9-10, 2013.

## Academic Activities of Faculty

### Prof C Suriyaprakash

**Training Conducted:** Multi Level Training in TA, International Professional Development Training, South Asian Association of Transactional Analysts, Ashirvad, Bangalore, January 4-6, 2013

**Paper Presented and Technical Session Chaired:** "Leader-member Relationship: Influence of Personality and Leadership Styles", Tenth AIMS International Conference on Management, Association of Indian Management Scholars, IIM-Bangalore, January 6-9, 2013

**International Workshop Attended:** Gestalt Techniques, Ashirvad, Bangalore, February 26-March 6, 2013

### Prof T Senthil Kumar

**Paper Presented:** "Bank Mergers: A DEA Approach", Faculty Forum for Research Scholars, PSG Institute of Management, Coimbatore, March 1, 2013.

### Prof S J Sanu

**Paper Presented:** "Enterprising Society", National Seminar on Entrepreneurship Development – Recent Trends, organized by Govt. College, Tripunithura, sponsored by the Directorate of Collegiate Education, Government of Kerala, February 14-16, 2013.

**Paper Presented:** "Equity Research" in a National Seminar on Matching with Industry Benchmarks – Challenges Ahead for Commerce Education, organized by Post Graduate Dept. of Commerce, Govt. College for Women, Thiruvananthapuram, February 15-16, 2013.

**Paper Presented:** "Entrepreneurship – Opportunities & Challenges", National Seminar on Government's Role in Awareness Creation on Entrepreneurship Among Women in India, organized by Govt. Arts College Thiruvananthapuram, March 15-16, 2013.

**Paper Presented:** "FDI in Infrastructure – Indian Scenario" in an International Seminar on Foreign Direct Investment – Indian Scenario, organized by Dept. of Commerce, University of Kerala, March 23-24, 2013.

We welcome your views / suggestions:

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