



THE B SCHOOL

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# JSB News

The Quarterly from JSB

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### JANSONS SCHOOL OF BUSINESS

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

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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



*The best years of your life are the ones in which you decide your problems are your own. You do not blame them on your mother, the ecology, or the president. You realize that you control your own destiny. – Albert Ellis*

As budding managers, your strength is in believing that you, and you alone, are responsible for the life you are leading. Be it in the work place, or at home, taking responsibility for your action, and acting responsibly, are hallmarks that characterize your personality.

Whether you live one day at a time, or one year at a time, you should be well assured that it is you who will shape your own life. This is a never-ending choice you will be making.

*Best Wishes!*

**John  
Maxwell**

The greatest day in your life and mine is when we take total responsibility for our attitudes. That's the day we truly grow up!



## Academic Activities of Faculty

### Prof R Palaniswamy

**Paper Published:** Co-authored 'Determination of Minimum Variance and VOQL Chain Sampling Plans for Compliance Testing', International Journal of Statistics and Management System, Vol 7, No 2, 2012

**Paper Published:** Co-authored 'Impact of Demographic Factors on Satisfaction of Policy Holders: A Study in Life Insurance Sector with Reference to Erode Town', International Journal of Functional Management, Vol 4 No 2, 2013

### Prof S Gnanaharan

**Article Published:** 'The Phenomenal Success of Amul', Rural & Marketing, June 2013

### Prof C Nateson

**Paper Published:** Coauthored 'A Study on Awareness Level of Policyholders in Life Insurance Sector with reference to Erode Town', Indo Asian Journal of Advanced Management (IAJAM), Vol 2 , Issue 1, January - June 2013

### Prof K R Senthivelkumar

**Paper Published:** Coauthored 'Building Private Labels into Strong Brands', The IUP Journal of Brand Management, Vol. X, No.2, June 2013

### Prof C Suriyaprakash

**Participation in International Workshop:** 'Leadership for Large Scale Change - Stewardship for New Emergence', organized by Tata Institute of Social Sciences, Mumbai, at Auroville, Tamil Nadu during May 5-7 & Jun 5-7, 2013

**Resource Person:** 'National Conference in Transactional Analysis', organized by ICTA, Thrissur, Kerala, during May 10-12, 2013

**Resource Person:** 'National Workshop for Transactional Analysis Trainers of the South Asian Association of Transactional Analysts', organized by Ashirvad, Bangalore, during June 11-12, 2013

**Workshop attended:** 'Creative Dance Therapy by Tripura Kashyap, Bhoomika, Delhi', organized by Asha, Coimbatore, during June 22-23, 2013

We welcome your views / suggestions:  
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