



THE B SCHOOL

JSB MELANGE

Bi-Annual Newsletter from Jansons School of Business

Issue 56

January - June 2023

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JANSONS SCHOOL OF BUSINESS

(Autonomous)

Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA

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Vision

To be a quintessentially practical Business School and a Centre of Excellence for Research, Innovation, Entrepreneurship, disseminating knowledge to produce Managers and Entrepreneurs who would be game-changers in Management and leadership practices, for serving the society.

Mission

Mission Statement 1:

Providing excellent infrastructure, well qualified and experienced faculty and conducive atmosphere for learning, Research, Innovation, Consultancy and Entrepreneurship to serve the society.

Mission Statement 2:

Providing a curriculum that meets international standards, societal and industrial needs and ensures traits required to be a successful Management Professional with creative thinking, critical analysis, human and ethical values.

Mission Statement 3:

Providing facilities and avenues for co-curricular and extra-curricular activities, effective mentoring and financial support to the needy.

Mission Statement 4:

Establishing MoUs with leading National and International Corporates and Universities for academic as well as research collaborations.

Mission Statement 5:

Involving in social responsibility activities like rural development, improvement of school education, and health & hygiene awareness.



Chairman-Speak



Rtn. MPHF. T. S. Natarajan

Change is everywhere. Of late, we have been constantly witnessing this manifestation of time. Disruptions are many, and promising progress is also being scaled in this course. I strongly believe that change is an inevitable exercise for which each one of us should be equipped. Talking about change, I am reminded of the famous quote by Kelly. A. Morgan: "Changes are inevitable and not always controllable. What can be controlled is how you manage, react to, and work through the change process".

So, let's learn from every change that is happening around us as change is the only changeless thing in the world!

Wish you all a real successful life!

Director's Message



Dr A G V Narayanan

Dear Readers,

Greetings from Jansons School of Business.

By the time this bi-annual Newsletter reaches your hand, we would have stepped into our 22nd year of existence in Management Education space in this region. Having made a humble beginning in the year 2002, JSB has been growing by leaps and bounds and could garner an appreciable mindshare of all the stakeholders concerned. Consistent patronage and support from the parents, students, as well the industry (Recruiters) has shaped JSB as one of the forces to be reckoned with in Management Education.

While marching towards excellence, we also take cognizance of the challenges the B-Schools across the globe have been going through due to geo-political developments. Taking enough cues on these developments as well the National Education Policy 2020 proposed by the Government of India, JSB has started taking some of the measures like 1. Ensuring inclusivity and diversity 2. Making the curriculum quite contemporary and relevant 3. Fostering innovation and entrepreneurship 4. Offering a flexible academic system in line with global practices and 5. Focussing on sustainability and social responsiveness. The members of the newly constituted Governing Body, Academic Council and Board of Studies, through their intellectual inputs, help JSB in putting the global standards in practice. We are quite optimistic that JSB would find its place among the Top premier B-Schools in the country by 2030.

Wishing you a happy reading!

From the Editor's Desk

Dear Readers

Welcome to the maiden issue of our bi-annual newsletter, The JSB Melange. Jansons School of Business is well known for its academic excellence and its dedicated approach to imparting quality management education. In this pursuit, we take up a myriad of assignments that define our zeal and passion for this defined quest.

This edition of JSB Melange mirrors our dreams and highlights the medley of events and activities at our buzzing campus. I am delighted to capture the insights of JSB and present before you the strong feeling of interest and enthusiasm of the team JSB.

The editorial team is thankful to all those who contributed to this edition of JSB Melange. My special thanks to Mr. J Shahul Hameed for his technical expertise, which helped in bringing forth the best in Melange.

I take this opportunity to extend overwhelming gratitude to our Patrons, the Management of Jansons School of Business, and the Director for the unswerving support extended in the creation of this edition.

We sincerely hope that reading this newsletter is as enjoyable for you as it did while creating the same.

Happy Reading!

Dr. Devi Premnath



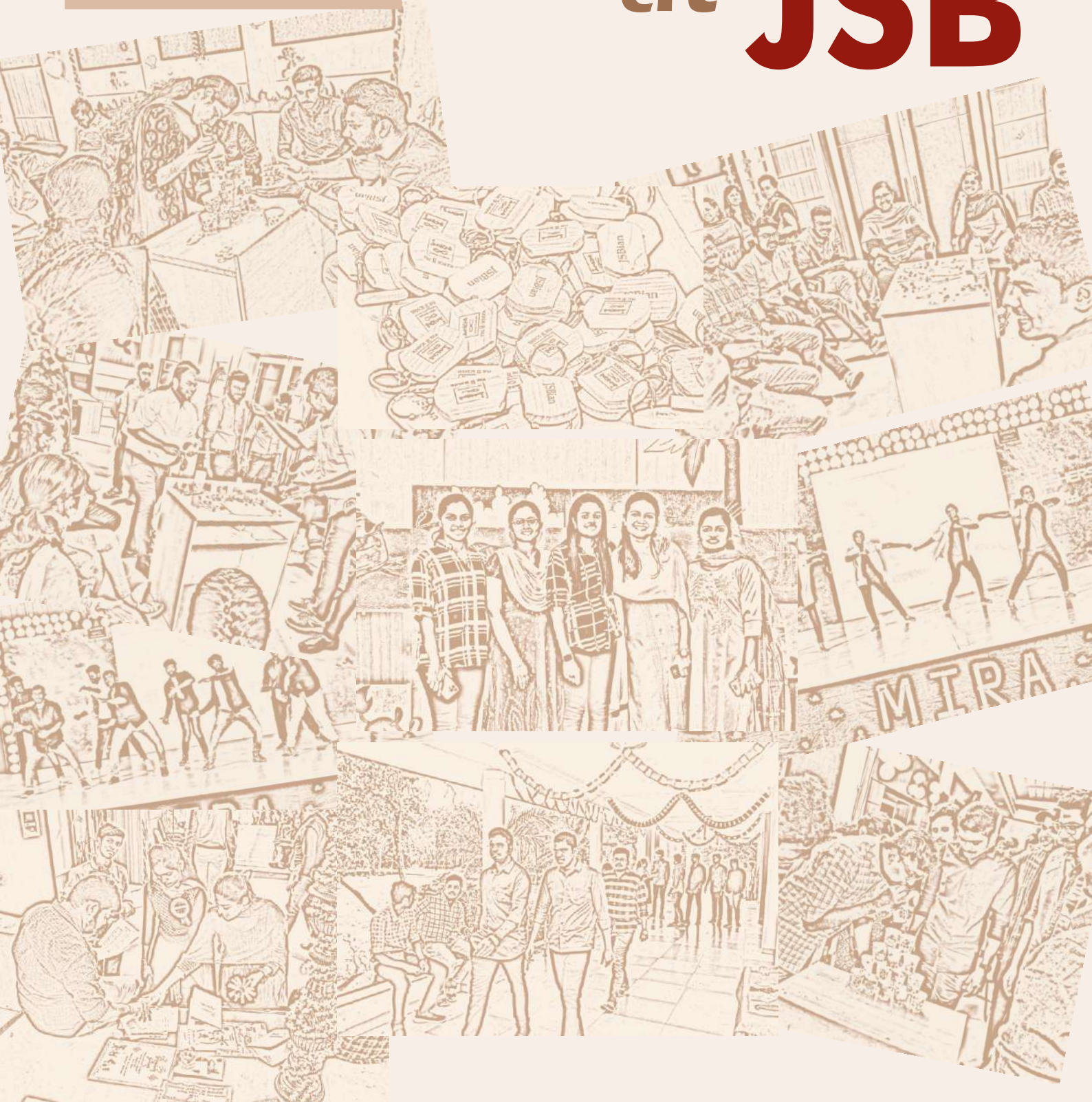
jansons



Infinite Learning

THE B SCHOOL

Happenings at JSB



Decoding Budget 2023 by JSBians'

On 4.02.2023, the second-year students of JSB organized a post-budget analysis session to discuss the pros and cons of the Budget 2023 tabled by the Government of India.

The second-year students presented their varied perspectives which helped them to apprise themselves on the financial impact of budget on the micro and macro-economic aspects of the country.



MILAAP 2023



Milaap 2023 @ JSB - Alumni Reunion is one of the flagship events that JSB hosts. On 26.02.2023, JSB saw its alums gathering in with an air of nostalgia. The response was overwhelming. Milaap 2023 helped in strengthening the connection with our alumni who have been leading new directions in the corporate world and ever since playing a vital role in enriching the alma mater.

Placement Day 2023



Jansons School of Business organized a placement day event on the 26.03.2023 to recognize and distribute offer letters to the batch of 2023 who have been successfully placed through campus interviews.

Associate Professor of Marketing and Placement Head Dr. Balathandayuthapani presented the placement report of the Batch of 2023.



Speaking at the event, the Chief Guest, Mr. Balaji Ethirajan, President, People Services, TVS Supply Chain Solutions Limited, Chennai briefly shared his insights on building a successful career.

Sri. T. N. Thirukumar, Vice-Chairman, Jansons School of Business graced the occasion with his esteemed presence.



Dr A G V Narayanan, Director of Jansons School of Business applauded the effort of the placement team and briefly highlighted the challenges of placements from an institution's perspective.

The event concluded after the offer letter distribution ceremony and a vote of thanks.



Women's Day Celebrations @ JSB

JSB unveiled various events to appreciate the relentless and committed work of women from different walks of life on 08.03.2023.

The International Women's Day celebrations at JSB saw Dr A G V Narayanan felicitating the female support staff of JSB with a small token of appreciation. The students of JSB came together to celebrate and express their solidarity with the very cause of women's empowerment.



JSB's CSR commitments

On 12.04.2023, a group of second-year students from the Jansons School of Business visited RC Maadhiri Thuvakka Palli, Government Aided School, Karumathampatti as a part of their CSR activities. A range of fun and engaging activities were conducted for the students from Grades 1-5. Students were exposed to basic English grammar, spoken English, Science concepts, Math, and Team-building activities.

Bidding Adieu to Batch 2023

JSB bid adieu to the 2023 batch on Tuesday, 18.04.2023. The farewell allowed the graduating batch to celebrate their accomplishments and reminisce about their experiences in the program. It was a memorable occasion filled with heartfelt farewells



Felicitation of First-Year Students

A felicitation event for the first-year students of the 2024 batch was organized on 27.04.2023, to congratulate students who have excelled in academics and attendance.

Sanjai. R, Santhosh. R, and Sanjay. V won the first, second, and third ranks respectively for academic excellence, and Aswin.S won the award for securing 100% attendance.

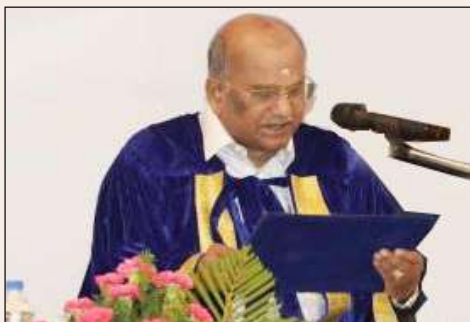


Graduation Day 2023

Jansons School of Business, Coimbatore, conducted its Graduation Day 2023 on 10.06.2023. Rtn. MPHF. T. S. Natarajan, the Chairman of Jansons Foundation, presided over the Graduation Day ceremony, declared the graduation day open, and administered the pledge to the graduands.

Director A G V Narayanan delivered the welcome address and presented a report of the activities of the college. The Chief Guest Shri. Kabir Ahmed Shakir, Chief Financial Officer, Tata Communications, Mumbai, delivered the Graduation Day address and presented the degree certificates of the successful MBA students of the 2018-2020 and 2019-2021 Batches of Jansons School of Business.

Shri. T. N. Thirukumar, Vice-Chairman, Jansons Foundation, graced the ceremony with his presence.



JSB's Centres of Excellence

Centre for Management Development



JSB in association with the National Institute of Personnel Management (NIPM) Coimbatore Chapter organized a Management Development Program on 27.04.2023 for HR and other Management Professionals on "Rehumanizing Work: The Power of Transactional Analysis". Prof. Suriyaprakash C, Professor, and Area Chair - OB & HR, Jansons School of Business facilitated the program.



JEMP@JANSONS: Jansons School of Business, Coimbatore, and Institute of Gems & Jewellery, Malappuram, Kerala jointly organized a two-day Jewellery Executive Management Program (JEMP) on 22-23.06.2023 at JSB's premises.

The program was inaugurated by Sri. M. K. Srinivasan, Managing Director, Emerald Jewel Industry India Limited, Coimbatore. Director A G V Narayanan, Jansons School of Business delivered the keynote address. Sri. Mohammed Abdussalam K. T, Chairman of the Institute of Gems & Jewellery presided over the inaugural function.

The Management Development Program had a unique blend of speakers from the industry and academia who poured in their expertise on the different realms of jewellery management. Prof. C. Suriaprakash and Prof. Devi Premnath rendered their expertise on the areas of People Management and Marketing Strategies respectively. The two-day program also covered areas like Statutes & Regulations, Accounting & Finance, Retail Store Operations, MIS & Reports, Know Your Diamonds, and Frontline Sales. More than 50 participants representing the jewelry industry in the Kovai region attended the program.



JSB's Centres of Excellence

Centre for Research Excellence

- The public viva voce examination on the title "HR practices and the issues of employing migrant workers in the steel industry" for the award of the doctoral degree was held on 25.04.2023. The Viva was defended by Ms. P. M. Reema under the supervision of Prof. C. Suriya Prakash. Dr. N. Senthil Kumar, Professor, Department of Management Studies, College of Engineering, Anna University, Chennai was the External Examiner.
- Ms. Chinnu Stephan defended her thesis for the award of a doctoral degree on 19.06.2023. The thesis titled "Factors Contributing to Organisational Ethical Behaviour and its Influence on the Relationship between Employee Engagement and Job Performance of Medical Representatives" was supervised by Prof. C. Suriya Prakash. Dr. Senthil Kumar, Professor, Department of Management Studies, College of Engineering, Anna University, Chennai was the External Examiner.

Centre for Business Analytics

JSB became the Institutional Member of the Analytics Society of India DCAL, IIMB on 10.05.2023

Entrepreneurial Development Cell

JSB's Institution Innovation Council convened the Quarter 4 Council Meeting for reviewing and planning the activities of Q3 and Q4 on 20.06.2023

Centre for Family Business

Centre for Family Business, JSB in association with Foundation for Research, Education, and Development (FRED) conducted a faculty development program titled 'Writing Case Study on Family Business' on the 16th of June 2023 at the JSB Campus. The program was attended by the faculty of JSB. Dr. Mohan Kumar R, Co-founder, FRED, Mysuru and Dr. Tobias Koellner, Professor, Witten Institute of Family Business (WIFU) were the resource persons of the day.



JSB's Collaborative Ventures



With National Institute of Personnel Management (NIPM)

Jansons School of Business signed an MoU with the National Institute of Personnel Management and inaugurated the NIPM Student Chapter on 25.03.2023 to further the cause of professionalism in the area of Personnel and Industrial relations. The student chapter at JSB will play an instrumental role in providing networking opportunities with professional societies. Dr. Y E Sridhar, Chairman, Mr. M. Srinivasan, Vice Chairman, and Mr. V. Meenakshi Sundaram, Vice Chairman of NIPM Coimbatore Chapter graced the occasion.



JSB's Collaborative Ventures



With Coimbatore Management Association (CMA)

To facilitate the mutual sharing of knowledge, experience, and best practices, JSB's association with CMA paved the way for a student chapter on the campus, promising a variety of supportive programs for them.

Sri. Varadarajan, Whole-time Director, Rajshree Sugars & Chemicals Limited, President-CMA graced the event with his esteemed presence.



With the Institute of Gems and Jewellery

Jansons School of Business and Institute of Gems & Jewellery, a Centre of Excellence affiliated to the Gem & Jewellery Skill Council of India (GJSCI), signed a Memorandum of Understanding on Saturday, 13.05.2023 at the JSB premises. Dir. A G V Narayanan, (JSB), and Dir. Abdul Karim Kolthody, (IGJ) signed the MoU to organize quality Management Development Programs and Short-term Training Programs for middle & senior level executives and leaders/promoters from the gem and jewellery industry.



Confluence of Infinity

CORPORATE CONFLUENCE

(An Interaction with Corporate Executives)

Mr. Mahesh Bellie, Founder - StoryEQ, Chennai addressed the students on 'Building capability, credibility and career with business storytelling' on 21.01.2023



Mr. Prabhu Williams, General Manager, Ocean World Lines International LLC, Dubai, spoke on the topic 'Career prospects in Logistics and Supply Chain Management' on 11.03.2023



ACADEMIC CONFLUENCE

(An Interaction with Academia)

Dr. T Senthil Kumar, Associate Professor and Programme Leader (PG), School of Accounting and Finance, Asia Pacific University of Technology and Innovation, Kuala Lumpur, Malaysia addressed the students on 'Finance Digital Transformation' on 24.01.2023



Dr. Bhimaraya Metri, Director, Indian Institute of Management, Nagpur on 04.02.2023 spoke on the post-pandemic challenges and solutions. **Dr. P Narayana Reddy**, Regional Vice President, AIMS graced the occasion and interacted with the students

Dr. P. Saravanan, Professor - Finance & Accounting Area, Indian Institute of Management, Tiruchirappalli briefly spoke on the theme 'Breaking the Bank: The collapse of SVB bank and its impact' on 24.03.2023.



Dr. Anil Anand Pathak, Associate Professor and Faculty In-Charge, PGDM-HRM, Management Development Institute, Gurgaon deliberated on the topic 'Win-Win Negotiations' on 24.03.2023.

CXO CONFLUENCE

(An Interaction with Corporate Leaders)



Mr. M. Sathyamurthy, President, Olam Latin America & Cocoa Americas, Olam Food Ingredients, Brazil interacted on the topic 'How strategizing simplifies business' on 10.01.2023

Mr. V. Balaji, Chief Marketing Officer, Repose Mattress Pvt Limited, Coimbatore addressed the students on 'The Power of Branding and Marketing' on 11.02.2023.



Mr. Janakiram Raju, Former Chairman and Managing Director, of BASF, Bangladesh Limited spoke about Rural Marketing and highlighted concepts of authenticity, adaptability, and emotional quotient for a successful career.

ALUMNI CONFLUENCE

(An Interaction with Alumna)



Ms. Adityaa I, Former Finance Officer, Department of Education, New South Wales Government, Sydney spoke on the topic "The Challenges faced by Women in the Corporate World" on Friday, 28.04.2023

Workshops



Dr. M. Rangarajan, CEO, Mind Games Quizzing and Consulting, Coimbatore conducted a Workshop on 'Nuances of Business Quizzing' on 25.01.2023

Dr. P. Krishnakumar, Head-Library & Information Centre, JSB, Coimbatore conducted a workshop on 'How to review a book' on 17.02.2023. He reviewed the book 'One + One = Three' written by Dave Trott



JSB's Students Shine!

Mr. Aakash Raj R, Mr. Roshan Dharmaraj S, Mr. Vaideshwaran K, II year JSB and Mr. Aswin S, Mr. Karthik Raja L, Mr. Sudarsan C N, I year JSB bagged the first and second place for the event "Virtual War" a digital marketing event conducted by DJ Academy as a part of CMA's Student Management Day program on 17.02.2023



Our students were winners again at CAMCEE 2023, a National Level Talent Fest organized by Jansons Institute of Technology on 25.02.2023. Mr. Ram Eswar and Mr. Vaitheeswaran secured 1st place in the marketing event and Ms. Shruti Rani Burman and Mr. Akash Raj secured 3rd place in the paper presentation contest.

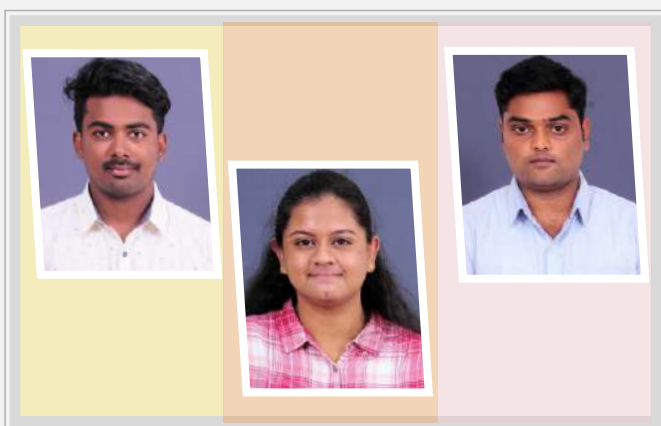
Our students secured the runners-up position in Business Quiz and IPL auction at "REPOWIS", the management event organized by the Department of Management Studies, Kongu Engineering College, Erode on 03.03.2023. Winners of the business quiz were Devasenabathy S, and A. Kamaleshwaran. Kalieswaran S, Siddhardh R, Sanjay M, and Vaideshwaran K stole the show at the IPL auction



On 09.02.2023, our students Mr. Sanjai R and Ms. Sri Shivaanugraha participated in the elocution competition organized by The Indian Chamber of Commerce and Industry, Coimbatore. Mr. Sanjai R won the accolade by securing the first prize.

JSB's Students Shine!

The students of I MBA Mr. Billgates, Mr. Harish Karthik, Mr. Sanjai R, and Mr. Viswanathan participated in "Kingpin", the best manager event conducted by Amrita School of Business on 10.02.2023. The two-day program was a rigorous and challenging exercise with competitors from all corners. Mr. Viswanathan brought laurels to the institution by winning the title. He also bagged a cash prize of Rs. 25000.



Mr. Arigaran, Ms. Sri Shivaanugragha, and Mr. Siddharthan of the 2024 batch represented JSB at the Singapore-India Hackathon'23 on 10.06.2023

JSB Academia 4.0

JSB has always been at the forefront of designing innovative curricula for the MBA program. The curricula are reviewed from time to time and new courses are introduced to enable the students to develop the skillsets and competencies that will prepare them for a successful career in management. JSB conducted a preliminary meeting with Dr. K.S. Chandrasekar, Kerala University, on Curriculum and Syllabus revision for the academic year 2023-2024, on 13.03.2023.

The Board of Studies Meeting was held on 24.03.2023 to discuss and deliberate on curriculum and syllabus revision for the academic year 2023-2024. Distinguished members and leading experts from the industry and academia were present at the meeting. The Board shared some valuable inputs for curriculum and syllabus enhancement.



THE Student CORNER

The Rise of ChatGPT: Will AI replace human jobs?

By

Mr. Aakash Raj (Batch 2023)

Customer Success Executive, IndiaMart Ltd



In recent days, many media and influencers are throwing some new tech scares in society about our modern AI tools like ChatGPT, Google's Bard, and Microsoft's AI-powered Bing. Whether these tools can overshadow our Job roles & natures? Well, we can take this thread as multifaceted.

I'm Aakash Raj, Customer Success Executive, IndiaMart Ltd. sharing a few insights on this thread that bring some light into this topic for emerging students and working professionals.

There is a possibility that ChatGPT may replace some jobs in the future. However, it is important to note that it may also create new jobs and opportunities. Here are some potential ways ChatGPT may impact employment:

- ChatGPT is not a knowledge-creation tool, It's a knowledge replication tool. It can't create new, creative content of its own. When we prompt GPT to produce some content, it searches across millions of internet resources and replicates those content, and gives a result. So those content creators, and copywriters, can't be replaced by this because they produce unique and creative content.
- It is a new tool in our toolbox to enhance the efficiency of our job. For example, invention of calculator.
- The invention of the calculator did not replace any jobs as such, but it did make certain jobs more efficient and accurate. In fact, it reduced the amount of time and effort required for complex calculations in fields such as engineering, finance, and science. However, it also created new jobs related to the manufacturing, sales, and maintenance of calculators.
- Repetitive tasks in customer service and support may be automated with ChatGPT, which could lead to job displacement for some customer service representatives.
- ChatGPT could also impact jobs in fields such as content creation, marketing, and advertising, as it could potentially generate content and marketing copy. But still, it can't replace human decision-making skills and the emotional touch of humans.
- However, ChatGPT may also create new job opportunities, such as those related to the development and maintenance of ChatGPT systems and applications, as well as jobs in data analysis and machine learning.
- It is important to note that the extent to which ChatGPT will replace jobs is uncertain and will depend on factors such as technological advances, societal acceptance, and regulatory frameworks.

Overall, it is important to carefully consider the potential impacts of ChatGPT on employment and take proactive steps to address any negative consequences while also leveraging new opportunities.

As the AI revolution begins, we, students and working professionals, should always reskill and upskill ourselves to stay ahead of AI. If we stay in our comfort zone and fail to explore in the rapid tech age, not only AI, but your friendly neighbor also overshadows your skill and move ahead.

So now, we can't debate whether these AI-powered Bots will replace human jobs or not, but what is sure is that in a few years, certain jobs will get automated and lead to huge job displacement. But it's worth mentioning that, new jobs will also emerge in tech sectors.

THE FACULTY CORNER

Skill facts for the new era of work

By

Dr. Sridevi. K.B

Professor – Jansons School of Business



New Era of Work

In the present scenario, all the organizations endure extreme shifts in their paradigms in terms of technological and managerial advancements. As a result of this transformation, the employers are observing an all-time record high demand for skills. Skill gaps stands for the difference between the skills expected by the employer and the actual skills possessed by the employees. Skill gaps are becoming more crucial in the new era of work and hence, as a bridging initiative, industries are implementing Industry 5.0 in a bullish trend.

Skill facts in the new era of work

As per Mckinsey's recent research, it was identified that 87% of the global organizations are experiencing immense skill gaps and also predicted it to be more intensified in the near future. It is also forecasted that by the year 2030, the skill deficit will be an alarming problem for all the industries. Beyond its impacts to the industries, this skill deficit will also have adverse impacts for the global economy by pulling down the GDP and resulting a loss of \$8.5 trillion. Skill gaps are not only observed in the opening level jobs, but also remarkably exist in the middle and higher-level jobs. The research findings inferred that almost 50% of the organizations have reported the deficiency of interest among their employees for skill enhancement. In fact, the new era of work demands continuous upskilling and reskilling among all the grades of employees.

Bridging the skill gaps

36% of today's organizations are witnessing skill gaps as the major pulling down factor for their productivity. By 2030, irrespective of all the jobs, all the grades of employees will experience tough skill competitions not only from the fellow human beings, but also with Machines and digital counterparts. The employees at all levels need to realize the changing scenarios and skill requirements. This understanding will facilitate the individuals to match their skill sets with the expected skills sets. The individuals can develop their skills by regularly self-assessing their own skills and mapping it with the industrial skill expectations, consistently advancing their hard skills, soft skills, technical skills, and digital skills too. It is equally important to foresee the skill requirements and be keen in upskilling and reskilling. The digital platforms are expanding the number of avenues available for upskilling and reskilling and that too from global skill builders.

Many research works are identifying the skill enrichment as the only survival possibility for the future organizations and individuals. The World Bank has declared 'Skill Development' as the most important social reform to cut down employment problems and uplift the economic status of the global citizens.

'Every skill you acquire doubles your odds of success' - Scott Adams.

References

- ① <https://www.mckinsey.com/featured-insights/sustainable-inclusive-growth/chart-of-the-day/mind-the-skills-gap>
- ② <https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/the-organization-blog/using-skill-gap-assessments-to-help-future-proof-your-organization>

Academic Endeavors

Dir. A G V Narayanan

Guest of Honor

Deliberated on the future of Management Education in India in the wake of NEP implementation in the Southern Region Round Table Conference on "Management Education Model in the context of NEP 2020" conducted by AIMS on 05.02.2023.

Delivered the Keynote address at the inaugural function of JEMP 2023, an Executive Management Development program on 22.06.2023.

Resource Person

Delivered a talk on 'NEP – Excerpts & Implications to the Faculty' at Sri Ramakrishna College of Arts & Science for Women, Coimbatore during the National Seminar on Emerging Trends in Higher Education on 10.02.2023.

Prof. B. Arul Senthil

Resource Person

Acted as a Resource Person for a Lecture on the topic "Predictive Analysis: Why it Matters in Business" at Hallmark Business School, Trichy on 20.05.2023.

Participation in workshops and Conferences

Attended FDP on "Learning Practical Tips and Techniques for Planning and Delivering Effective Case-based Classes" by Dr Srinivasan R Iyengar on 18.05.2023 at Happy Valley B-School, Coimbatore.

Attended an interactive session on "Building High-Performance Teams through Culture, Competence & Commitment" organized by NIPM Coimbatore, on 30.06.2023 at PSGIM.

Prof. M. Balathandayuthapani

Publications

Published a paper 'An Empirical Study to analyze the impact of Service Quality and service recovery on Satisfaction among the Generation Y Customers of online retailers'. South India Journal of Social Sciences, UGC Care approved group 1 journal, ISSN: 0972–8945, Vol. XXI, No.28, January – June: 2023.

Published a case study on "Ford's Exit in India", Quaderns Journal, UGC CARE approved group 2 journal, ISSN: 1138-5790, Volume 11, Issue 5 – May 2023

Participation in Conferences and Workshops

Presented a case on "Ford's Exit - An In-depth Analysis" at the "International Conference on Contemporary Research in Management" organized by PSG Institute of Management on 11-12.01.2023.

Participated in the Online Faculty Development Programme on "Fast-Evolving Securities Market in India - A Refresher Course" conducted by the National Institute of Securities Markets on 10-11.02.2023.

Academic Endeavors

Prof. Devi Premnath

Publications

Authored an article titled "A Strategist to a Philanthropist"- A Tribute to Padma Shri R.K.Krishnakumar in the CMA Digest, March 2023, Issue-79, Volume- 32.

Published a case study on "Ford's Exit in India", Quaderns Journal, UGC CARE approved group 2 journal, ISSN: 1138-5790, Volume 11, Issue 5 – May 2023

Resource Person & Chair

Invited as the resource person for a KTU (Kerala Technical University sponsored) FDP on Social Entrepreneurship Management conducted by Nehru School of Management, Thrissur, Kerala on 24.01.2023

Invited to Chair a three-day National Conference on 'Emerging Perspectives and Challenges in Commerce and Management' from 17-20.02.2023, organized by Bharathmatha College, Thrikkakara, Kerala.

Invited as a resource person for a seminar on 'India's G-20 Presidency 2023' on 20.03.2023 organized by Jansons Institution's Innovation Council (JIT-IIC), Jansons Institute of Technology.

Acted as the resource person for a two-day National Seminar on "Prospects and Challenges in Commerce" on 27-28.03.2023, organized by Sreekrishnapuram V. T. Bhattathiripad College, Palakkad

Acted as a resource person for the Jewellery Executive Management Development Programme organized by the Institute of Gems and Jewellery in association with Jansons School of Business on the topic of Marketing strategies in Jewellery Management on 22.06.2023

Participation in Workshop and Conferences

Participated and presented a case on Ford's Exit – An in-depth analysis at the International Conference on Contemporary Research in Management conducted by PSG IM Coimbatore on 12.01.2023

Participated in a National Level online workshop on Social Science thesis writing; An Art or Skill of Researcher, conducted by Kongu Engineering College on 27.01.2023

Prof. J. Ragunatha Raghavan

Resource Person

Acted as a resource person for a four-day training program at Sardar Vallabhbhai Patel Institute of Textiles and International Business on 14-15.06.2023 on the topics of Sustainable production practices in Garment manufacturing, Weaving, and Textile processing

Participation in Workshops and Conferences

Participated and presented a paper on "Marketing during Crisis" at The International Conference on Contemporary Research in Management conducted by PSG IM Coimbatore on 11-12.01.2023.

Academic Endeavors

Prof. J. Shanthilakshmi

Panelist

Acted as a panelist for the Business Model Canvas Competition organized by Jansons Institute of Technology as part of JIT-IIC on 25.02.2023.

Participation in Workshops and Conferences

Participated in a one-day Leadership Development Program organized by NIPM Coimbatore Chapter. "Leaders in the making – Decoding the Leadership DNA" on 03.03.2023.

Prof. K.B Sridevi

Participation in Workshops and Conferences

Participated in a one-day workshop on Digital Business Transformation (DBT) organized by ELGI Equipments, Coimbatore on 13.06.2023

Participated in the National level 5 days online FDP on "Writing and Teaching a Case" organized by MET Institute of Management, Mumbai from 20-24.06.2023

Participated in a book review session on the topic "The Book Ethnically Diverse Workplace: Experience of Immigrant Indian Professionals in Australia" organized by Emerald Publishing on 27.06.2023

Participated in a virtual sharing session on "Building blocks of Startup Entrepreneurship" organized by the Association of Indian Management Schools on 28.06.2023

Certifications

Completed an online course in "Marketing and Retail Analytics", from Great Learning Academy in June.

Reviewer

Provided reviews to the Journal of Economic and Administrative Sciences, a WoS and ABDC-indexed Journal published by Emerald publishers for April, May, and June 2023 issues.

Provided reviews to the Journal of Organizational Change Management, a WoS and ABDC-indexed Journal published by Emerald Publishers for the May 2023 issue.

Prof M.S. Srikrishna

Participation in workshops and Conferences

Participated and presented on "Marketing during Crisis" at The International Conference on Contemporary Research in Management conducted by PSG IM Coimbatore on 11-12.01.2023

Attended FDP on "Learning Practical Tips and Techniques for Planning and Delivering Effective Case-based Classes" by Dr Srinivasan R Iyengar on 18.05.2023 at Happy Valley B-School, Coimbatore.

Participated in the TA 101 workshop conducted by Prof. C. Suriyaprakash in collaboration with the "International Transactional Analysis Association" (ITAA) in Mumbai on 12-13.05.2023.

Academic Endeavors

Prof. C. Suriyaprakash

Resource Person

Acted as a resource person at Tata Institute of Social Sciences on the topic "Secular Ethics" on 2-01.2023.

Invited for a talk on the topic "Resilience at the Core of Personal leadership" at Cameron Manufacturing India Pvt. Ltd., Coimbatore on 27.02.2023

Acted as the resource person to deliberate on the topic "Personal Leadership" at AVP College of Arts and Science, Thirumuruganpoondi, Tirupur on 9.03.2023

Presented a webinar on "Wellbeing", at Bharathi Park Ladies Club, Coimbatore, 16.03.2023

Conducted a workshop on Transactional Analysis at UGC -HRDC, Kerala University, Thiruvananthapuram on 28.03.2023

Invited to conduct a workshop on Transactional Analysis 101 at Kumaraguru College of Liberal Arts and Science, Coimbatore on 20.04.2023

Invited to talk on the topic "Rehumanising Work: The Power of Transactional Analysis" conducted by National Institute of Personnel Management, Coimbatore on 27.04.2023

Gave a talk on "Work-Life integration" at Hindusthan College of Arts and Science on 29.04.2023.

Conducted a Management Development Programme on Transactional Analysis 101 in Mumbai on 12 - 13.05.2023

Acted as a resource person for the Jewellery Executive Management Development Programme organized by the Institute of Gems and Jewellery in association with Jansons School of Business on the topic "Marketing Strategies in Jewellery Management" on 23.06.2023

Participation in Workshops and Conferences

Attended Regional Meeting: "Visioning Retreat", South Asian Association of Transactional Analysts, Fireflies Intercultural Centre, Bengaluru, 4-5.03.2023

Attended Workshop (Online): "Examination Markers Workshop", South Asian Association of Transactional Analysts, 14.03.2023

Participated in a webinar titled "Coaching as a Profession" organized by ICF Bengaluru and Coaching Lighthouse on 15.04.2023

Attended a webinar organized by Coaching Lighthouse on the title "Coaching café: Executive Coaching with bare hands" on 20.05.2023

Participated in a webinar on excellence in Peer Review: How to be an effective peer reviewer, conducted by Taylor and Francis: An informa business, UK

Attended a webinar on "Empowering Workplace: Managing Stress for better performance" conducted by 24alife

Certifications

Completed an online certification course on 8.04.2023 on "Essence of Coaching: Coach Training and Certifications", conducted by Coaching Lighthouse, Bengaluru (ICF accredited).

Alumni Column



Ms. Preethi

(Batch: 2020)

HR – Business Partner Organization

ITSS Global

They say that Human Resources is a thankless job. Being an HR, I have never regretted choosing this field. Instead, I feel so grateful and thankful for handling critical things in an organization. I started my career as a HR – Recruiter at ITSS Global, a banking software solution technology industry.

I had a thirst for taking up bigger assignments and I didn't want to restrict my profile into recruitment. So, I decided to accept the challenging opportunities that came my way. To be honest, I was afraid to take up new challenges in the beginning. But today I am grateful for fear.

For when I act bravely, my fear disappears and abundance appears. That led me to provide a valuable contribution to the organization's success and I was promoted as HR – Business Partner within 7 months of my career span.

Dealing with day-to-day challenges has become part and parcel of this field. We would have heard that the market is in a downward trend. Retaining employees was one of the biggest challenges that we faced at ITSS. We had to strengthen our EVP (Employee Value Proposition) to overcome this. The HR Department took many initiatives to minimize the adverse impact. Analyzing the needs of the employees and taking effective and sustainable measures helped us to resolve this issue to a greater extent.

The challenges that I face in this field make my life more interesting, give me a lot of learning, keep me busy, and add more flavor to my life. I am waiting for more challenges and learning, to excel in my career in the HR field.

Alumni Voices...



Mr. Dharvesh (Batch 2014)

Agile coach & Delivery head, Cognizant Technologies

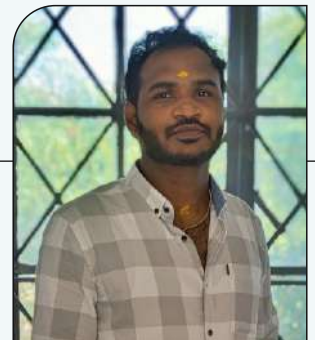
JSB has given me huge learning since the inception of my course. Those two years were a roller coaster ride for me. The years taught me, guided me, trained me, and inspired me in many possible ways. Today, I'm nurturing all dreams from what I learned from JSB. Indeed, that is a place for infinite learning.



Mr. Praveen Kumar R V (Batch 2016)

Credit Manager, Mortgages Division Tamil Nadu
Axis Bank Limited, Coimbatore

I am grateful to JSB and my beloved teachers who have changed my whole aspect of learning. I express my heartfelt thanks to the institution for giving me the perfect opportunity to explore myself. The individual attention and care by the faculty to each student is highly exemplary. I had the opportunity to study Masters from brilliant minds in the industry who had shared all their previous experiences in the market and kept us updated with current trends in the industry. Presently am working for Axis Bank Limited as Credit Manager for Mortgages. Good luck to all students of JSB.



Mr. Raja Ganesan (Batch 2020)

Customer Success Operations Manager
Volopay

JSB has brought us numerous memories and served as a great platform for us to upscale ourselves. Right from the ambiance, amenities, infrastructure, and the curriculum designed are all oriented towards keeping the budding professionals comfortable and paving the way to get ready for the future!

Specially, we get to meet many top management people from multiple companies to motivate us through their successful journeys and especially their failure stories which will be an eye-opener for people who wish to start their ventures! Our learning continued at our lovely hostel zone as well as we had a wonderful group of staff supporting us anytime, we were in need! If you have the drive to come up, you are in the right place!

Best 2 years of our life! Would love to come back to enjoy the vibes again.

Expressions

Alumni Voices...



Ms. Priyanka Sundaram (Batch 2020)
HR - Accenture

I would describe my journey in JSB as a fantastic ride full of learning filled with amazing opportunities to grow. The two years at JSB offer a distinct advantage of hands-on learning, internship provisions in the curriculum right from the first year, and facilities coupled with specialized courses tailored through industry-academia interfaces and experts, which one can avail an experience second to none.

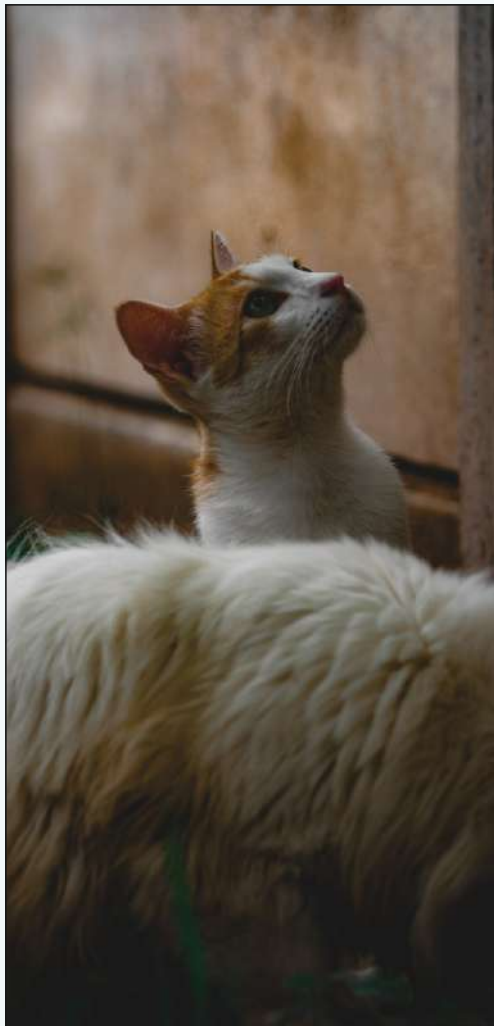
Here, I've learned management skills that are beyond the books. From dynamic syllabi to insightful presentations, one finds a different perception to look at things. I had a lot of takeaways from the CXO sessions. You'll find every possible method of learning - Activities, Events, Workshops, Quizzes, and much more. I have learned for a lifetime by organizing and actively taking part in such activities. Thank you JSB for giving me amazing Professors, best friends, and for billions of unforgettable memories for a lifetime.



Ms. Krbashri J (Batch 2021)
Functional consultant - TATA Consulting Services

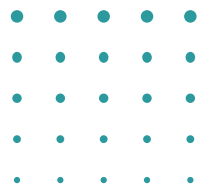
I didn't know life would be so beautiful until I came to JSB, 2 years was full of fun and learning. Learned not only from textbooks but how to handle life positively. I would say this place is known for 3F's " Faculty members, Friends and Food". Entered here once and exited with ample memories. Love JSB as a whole!

Expressions



Photography by
Mr. Mukesh Gupta (Batch 2024)





Mr Sathyamurthy M, President
Olam Latin America & Cocoa Americas
Olam Food Ingredients, Brazil

Very enthusiastic students. Keen to learn and raised right & relevant questions. JSB, with its infrastructure and capability, can aim for sky. Good Luck!

Mr Mahesh Bellie
Founder - StoryEQ
Chennai

A visionary Institution under able leadership,
waiting to make its mark



Dr T Senthil Kumar
Associate Professor and Programme Leader (PG)
School of Accounting and Finance
Asia Pacific University of Technology and Innovation
Kuala Lumpur, Malaysia

Very interactive & enthusiastic students. Wishing the Students,
Staff & the Institution the very best!

Dr M Rangarajan
Chief Executive Officer
Mindgames Quizzing and Consulting, Coimbatore

The Quiz Club orientation session was highly interactive. The students
show the potential and we can see stars for future quizzing!
Let the Club begin!

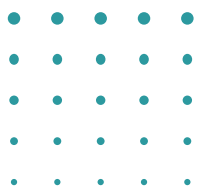


Dr P Saravanan
Professor - Finance & Accounting Area
Indian Institute of Management, Tiruchirappalli

JSB students were quite interactive and raised relevant questions
on the Indian Banking System and SVB's failure



REFLECTIONS...



Dr Anil Anand Pathak

Associate Professor and Faculty In-charge, PGDM - HRM
Management Development Institute
Gurgaon

JSB came to me as an Oasis in the desert. A school with excellent infrastructure, a great go-getter and highly motivated Director, who has created an effective BoS with illustrious personalities. I wish Dr. A G V Narayanan the very best to take JSB to the next level.

Dr Bhimaraya Metri

Director
IIM Nagpur

Jansons School of Business is a great environmental friendly
Institute with good faculty, intellectual capital & students



Ms Adityaa I

Former Finance officer
Department of Education
New South Wales Government - Sydney

I am very happy to address my fellow JSBians. The students were very responsive and I hope they had the opportunity to relearn and unlearn certain things about themselves

Mr Balaji Ethirajan

Global Chief Human Resource Officer
TVS Supply Chain Solutions Limited
Chennai

Very pleased with Infrastructure and Quality of Interaction with students. I want to congratulate the Director Dr A G V Narayanan for his inspirational leadership. Best Wishes and Good Luck!



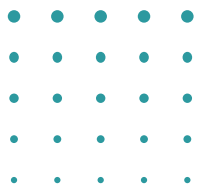
Dr P Narayana Reddy

Regional Vice President
Association of Indian Management Schools (AIMS)
Hyderabad

Jansons School of Business is having an excellent academic environment, disciplined students, committed faculty and a vision to achieve. All the Best!



REFLECTIONS...



Mr V Balaji
Chief Marketing Officer
Repose Mattress Pvt Ltd
Coimbatore

It was a very interactive session with the students and I really enjoyed sharing my thoughts with them

Rtn N Janakiram Raju
Former Chairman &
Managing Director
BASF Bangladesh Ltd

It was an interesting & lively interactive session with the students. An impressive campus, an ambiance to learn more and an appropriate faculty too in encouraging students. Best wishes!



Dr Nithin Devaraaj
Chief Executive Officer, FLS VOITH
Vice President - Coimbatore Management Association

Happy to be in the vibrant campus under Dr AGV's leadership. CMA Student Chapter will definitely enhance the efforts in developing future leaders

Sri R Varadarajan
Wholtime Director
Rajshree Sugars & Chemicals Limited
President - Coimbatore Management Association

I am truly delighted to have been a part of the Inauguration of the CMA Student Chapter. My congratulations to the Faculty and Students



Shri. Kabir Ahmed Shakir
Chief Financial Officer
Tata Communications, Mumbai

Thank you for having me. It's a great campus and an amazing setup. It was an awesome experience visiting the campus and meeting the Management. Good luck to JSB to reach greater heights

Thank You!

Recruiters, Parents, Alumni & Students





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