

The Quarterly from Jansons School of Business

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THE B SCHOOL

# JSB NEWS



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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, developing managers and entrepreneurs who would be game-changers in management and leadership practices.

## Mission

To enrich the learning experience by questioning assumptions, thinking deeply, and by creating avenues for hands-on enquiry, in an atmosphere of mutual respect, with an aim to serve business and society at large.

## Quality Policy

Jansons School of Business 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.

Rated at the A++ level by Business India Best B- School Survey, 2020

## Chairman - Speak



Rtn. MPHF. T. S. Natarajan

Among poets who wrote for the common man, Robert Frost would stand out charmingly. His verses remind the readers of not only rural life, but also thoughtful ways of approaching life itself.

In this issue, I would like to share a few verses from one of his most-quoted, often-read, and insightful poems:

*I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I—  
I took the one less traveled by,  
And that has made all the difference.*

This poem prompts us to look for the less beaten path, and take the course with hope and confidence. No doubt that real entrepreneurs are made that way. They experiment with new trails and unbeaten alleyways.

Wishing you the courage to take the road "less travelled by"!

*Best Wishes!*



# Events

## Bon Voyage

IT'S NOT "GOOD BYE", IT'S "SEE YOU LATER"

Farewell party was arranged for the 2022 batch by 2023 batch on April 2 2022.

2023 batch students organized the farewell party in Oscar theme and gifted Oscar design awards to their seniors along with Dance, music, tribute videos, Surprise indoor and outdoor activities followed by a grand dinner. Batch 2022 students were given send off with happy moments and memories which would remind them of evergreen days they spent in JSB.



# Academic Activities

## **Prof. D. Swamy**

**Participation in International Summit (online): Education Summit 2022**, organised by Salesforce and Arizona State University, USA, April 21, 2022

## **Prof. C. Suriyaprakash**

**Article Published in International Journal (Co-author):** "A Qualitative Study on the Factors Contributing to Organizational Ethical Behaviour of Medical Representatives", International Journal of Economic Perspectives, 16(2), 83-98, ISSN: 1307-1637, February 2022

**International Workshop Attended (Online):** Executive Process Meet, SAATA, April 4, 2022

**Presented in National Webinar:** "The Power of Personal Leadership", Leadership Training Series, Department of Business Administration, St. Joseph's College (Autonomous), Trichy, April 4, 2022

**International Workshop Attended (Online):** Trainers Process Meet, SAATA, April 7, 2022

**International Workshop Facilitated (Online):** Training Endorsement Workshop, International Board of Certification, San Francisco, USA, May 13-15, 2022

**Article Published in International Journal (Co-author):** "The Development and Validation of the Organisational Ethical Behaviour Questionnaire of Medical Representatives International Journal of Humanities, Law and Social Sciences, Vol. IX, Issue I: 2022, 162-173, ISSN 2348-8301, May 2022

**Presented in International Conference Workshop (Online):** "Physis at the Core of Resilience and Recovery", International Transactional Analysis Association, USA, June 4, 2022

**Attended International Conference (Online):** First ITAA Online Conference, International Transactional Analysis Association, USA, June 3-5, 2022

**Presented in International Webinar:** TA Talks on 'Beauty is in the Process', South Asian Association of Transactional Analysts, June 12, 2022

**Attended International Webinar:** Stepping up together: Where From and Where To?, International TA Association and European Association of TA, June 22, 2022

# Academic Activities

## Prof. J. Shanthilakshmi

**Resource Person for National Webinar:** Research trends in HR, organised by Nirmala College for Women, Coimbatore, April 11, 2022

**Resource Person for National Webinar:** Executing Entrepreneurial Ideas, organised by Department of Commerce and Rural Entrepreneurship Development Cell, Sri G.V.G. Visalakshi College for Women, May 18, 2022

## Prof. Devi Premnath

**Resource Person for 6-day National Webinar:** Series on “New Paradigms in Management Sciences”, organised by Nehru Institute of Engineering and Technology, Coimbatore, May 5-11, 2022

**Resource Person for National Webinar:** Students' Guide to Research Methodology, organised by Nehru School of Management, Thrissur, Kerala, May 25, 2022

**Resource Person for One-Day Session:** Employability Skills Development, organised by the Catalyst Education Group, Kannur, June 11, 2022



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We welcome your views / suggestions :  
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