

The Quarterly from Jansons School of Business

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THE B SCHOOL

# JSB NEWS



## INSIDE

Chairman-Speak - 03

Events - 04

Academic Activities - 05 & 06



# 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

Mental toughness, I have noticed, is a very trait. But, at the same time, I have also noticed that mental endurance is a skill that can be learnt. I read the following lines some time ago, and thought will share it with you:

### Six things mentally strong People Do

- 1. They move on. They don't waste time feeling sorry for themselves.*
- 2. They embrace change. They welcome challenges.*
- 3. They stay happy. They don't waste energy on things they can't control.*
- 4. They are kind, fair and unafraid to speak up.*
- 5. They are willing to take calculated risks.*
- 6. They Celebrate other people's success. They don't resent that success.*

Marcus Aurelius stated centuries back: "You have power over your mind, not outside events. Realize this, and you will find strength."

*Best Wishes!*

# Events

## YUKTI 2022

A National Level Management Meet

Five students from the 2023 Batch participated in **YUKTI 2022**, a National Level Management Meet organized by Thiagarajar School of Management, Madurai during Feb-March 2022 (online).

### HR Event – Kurukshetra : Runners-up

Ms. Muthulakshmi (23MB048)  
Ms. Shruti Rani Burman (23MB077)  
Ms. Shruti Ravichandran (23MB083)

### Marketing Event – Chakravyuha : Runners-up

Ms. Karthikayani S (23MB039)  
Mr. Orimpatti Venkata Sai Teja (23MB052)  
Ms. Shruti Rani Burman (23MB077)



## Alumni Interaction Programmes

| S.No. | Date       | Resource Person                                | Designation & Affiliation                               | Topic   | Batch         |
|-------|------------|--|---|---|---------------|
| 01    | 12.03.2022 | <b>Mr. Siddharth</b><br>(Alumnus - 2013 batch) | Senior Manager Treasury,<br>Karur Vysya Bank,<br>Mumbai | Alumni Interaction Programme<br><b>(Virtual Mode)</b> | 2023<br>Batch |

# Academic Activities

## **Prof. C. Nateson**

**Paper Published (Co-author):** Measuring Financial Awareness of Women Entrepreneurs in Coimbatore District, Tamilnadu: A factor analysis approach, IBA Journal of Management and Leadership, Vol 13, Issue1, July to Dec 2021

**External Expert Member in Online Zero Doctoral Committee Meeting:** Ms. Divya Arumugam of Karunya University under the supervision of Dr. R. Amuthan, Feb 24, 2022

**External Expert Member in Online Literature Survey Doctoral Committee Meeting:** Ms.Hepshibha of Karunya University under the supervision of Dr. R. Amuthan, March 14, 2022

## **Prof. D. Swamy**

**Participation in International Conference (online):** Academy of International Business-South Asia Chapter (AIB-SAC) Conference 2022, hosted by Indian Institute of Management, Visakhapatnam, January 23-25, 2022

## **Prof. C. Suriyaprakash**

**Workshop Facilitated (Online):** Multi-Level Learning on theme Physis, South Asian Association of Transactional Analysts, January 8-9, 2022

**Completed Course (Online):** Your True Calling: Essential Teachings of Yoga to Find Your Path in the World, Sounds True, Louisville, January 25, 2022 (8 weeks)

**Participation in International Conference (online):** Warwick Economic Summit 2022, Warwick Business School, February 4-6, 2022

**Webinar Attended:** Open and ongoing - the essence of ethical dialogue, ITAA, February 21, 2022

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

**Webinar Attended:** Let's talk about Power, Social Engagement Committee, International Transactional Analysis Association, San Francisco, March 14, 2022

**Presented in MDP (Online):** Change in Troubled Times at MDP on Innovation, Digitalization and Change Management, Department of Management Studies, Ramaiah Institute of Technology, Bengaluru, March 22, 2022

**Webinar Facilitated:** Everyday Ethical Thinking, Navigati, Bengaluru, March 23, 2022

# Academic Activities

## **Prof. M. Balathandayuthapani**

**Participation in Case Workshop (Online):** Conducted by IIM Calcutta Case Research Center, March 3,5,7 & 8, 2022

**Presented in International Case Conference (Co-author) (Online):** Amazon's Competitive Strategic Shift - To the future with the future, Katastasi - the 3rd International Case Conference, organised by Fortune Institute of International Business (FIIB) New Delhi, March 26, 2022

## **Prof. Devi Premnath**

**Completed Online Course:** Brand Marketing: Creating Powerful Brands, Udemy from Oxford Learning Labs, January 2022

**Paper Published in International Journal:** Branding the Women's way, Journal of Xi'an, University of Architecture and Technology, ISSN – 1006-7930, Volume XIV, Issue II, February 2022

**Resource Person for National Webinar:** Art of Writing Research Papers in Social Sciences, organised by M.E.S College of Arts and Commerce, Goa, January 12, 2022

**Resource Person for National-level Virtual Faculty Development Programme:** A Complete Guide to Research Thesis Writing, organised by Nehru School of Management, Thrissur, February 2-7, 2022



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We welcome your views / suggestions :  
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