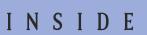
## The Quarterly from Jansons School of Business

ISSUE 52 **JAN-MAR 2022** 



# SDNEWS



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# **JANSONS SCHOOL OF BUSINESS**

(Autonomous) Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA Karumathampatti, Coimbatore - 641 659 Phone: 0421-2336161-65 | E-mail: info@jsb.ac.in

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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's 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. Thet 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	Торіс	Batch
01	12.03.2022	<b>Mr. Siddharth</b> (Alumnus - 2013 batch)	Senior Manager Treasury, Karur Vysya Bank, Mumbai	Alumni Interaction Programme (Virtual Mode)	2023 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, Navgati, 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



the **B** school

We welcome your views / suggestions : jsbnews@jsb.ac.in

