

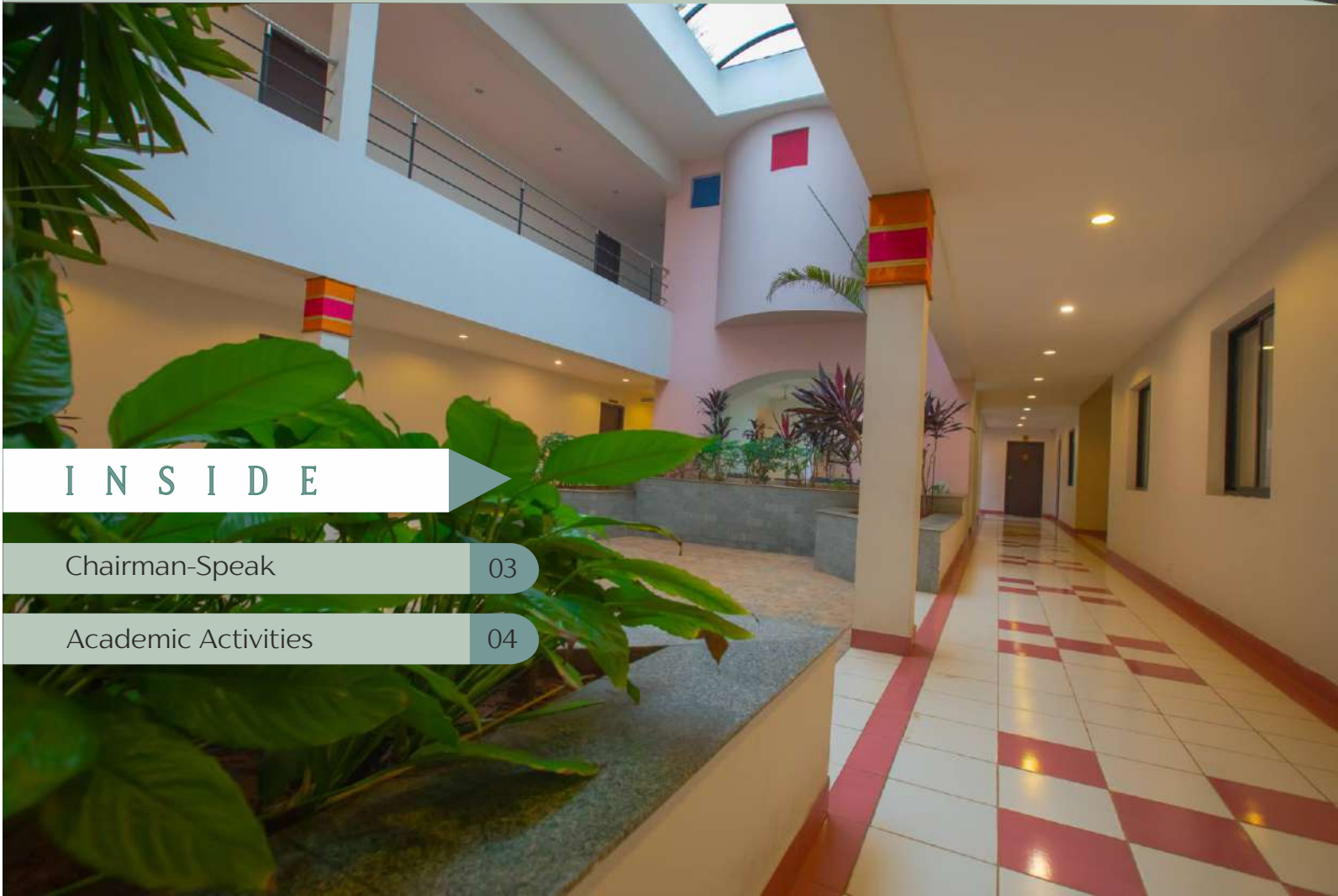


THE B SCHOOL

The Quarterly from Jansons School of Business

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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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Ranked 16th in South Zone
Outlook-ICARE Rankings of India's Best B-Schools 2021





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

JSB is member of AACSB (Association to Advance Collegiate Schools of Business, USA)



Chairman - Speak

Rtn. MPHF. T. S. Natarajan

There is a very beautiful poem by Rudyard Kipling which goes like this:

*If you can dream - and not make dreams your master;
If you can think - and not make thoughts your aim,
If you can meet with Triumph and Disaster
And treat those two impostors just the same*

I thought I should share these inspirational verses with you, as a reminder that Life will throw a lot of such 'Triumphs' and 'Disasters' at us. During such times, we need to develop a balanced mind and fair attitude. Let this be a small beginning for all of us to become a complete human beings.

Best Wishes!

Academic Activities

Prof. D. Swamy

Attended Online Annual Conference: Two-day Annual Conference of Academy of International Business – AIB 2021, June 28-July 1, 2021.

Prof. Devi Premnath

Co-authored Research Article: “Applications of Neuromarketing Sciences on Digital Marketing Models - A Theoretical Frame Work”, Turkish Journal of Computer and Mathematics Education, Vol.12 No. 7, pp.3127-3132, April 2021.

Resource Person: Workshop Series on the topic "Tricks and Trades in Writing Research Paper" for Ernad Knowledge City, Technical Campus, Malappuram District, Kerala Affiliated to Calicut University, 15 May 2021.

Resource Person: Workshop Series on the topic "Tricks and Trades in Writing Research Paper" for Institute of Gems and Jewellery, Affiliated to Gems and Jewellery Skill Council of India under National Skill Development Corporation (NSDC), 27 May 2021.

Resource Person: “Techniques and Trends in Research Article Writing”, National Webinar conducted by A.V College of Arts Science and Commerce, Affiliated to Osmania University, Hyderabad, 9 June 2021.

Prof. P. Renukadevi

Completed Online PG Program: “Post Graduate Program in Data science and Business Analytics (2020-21)”, offered by McCombs School of Business, The University of Texas at Austin, April 2021.



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