



THE B SCHOOL

JSB MeLANGE

Bi-Annual Newsletter from Jansons School of Business

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INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education initiative)



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JANSONS SCHOOL OF BUSINESS

(Autonomous)

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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

Our mission is to equip future managers and entrepreneurs with the knowledge, skills, and values necessary to lead successful careers and champion sustainable business practices, through effective teaching and research, to positively impact the society.



Chairman-Speak



Rtn. MPHF. T. S. Natarajan

Synergy is the cornerstone of growth and success in life and education. It teaches us that collaboration magnifies individual strengths and creates solutions beyond individual capabilities. Education fosters teamwork, innovation, and collective progress, shaping well-rounded leaders of tomorrow. When we unite our efforts, we unlock limitless potential. Together, we can achieve the extraordinary. Let us embrace synergy as the foundation of all our endeavors.

Wish you all a real successful life!

Along we can do so little;
together we can do
so much.

Helen Keller

Dear Readers

"Synergy transforming dreams into reality"

At JSB, we firmly believe in the transformative power of synergy. It is the driving force behind our progressive approach to education, enabling us to integrate diverse ideas and perspectives into a cohesive and dynamic learning experience. Synergy has reshaped our curriculum, incorporating interdisciplinary methodologies that foster critical thinking and collaboration. It has enriched our events and activities, encouraging students to work together, share knowledge, and celebrate collective achievements. This collaborative spirit empowers our students to break barriers, and embrace creativity, and together, we thrive beyond limits. Through this newsletter, we capture vibrant moments that reflect how synergy shapes our dynamic community.

As you delve into the vibrant pages of *JSB Mélange*, you are invited to celebrate the diverse achievements and inspiring stories that define our community. The brilliance of this edition owes much to the invaluable efforts of our contributors, whose dedication and creativity breathe life into every narrative. I extend my heartfelt gratitude to each of them for their remarkable contributions.

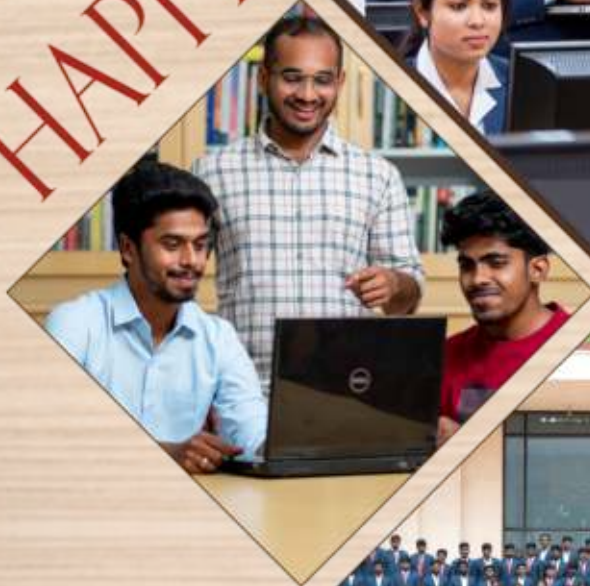
A special note of thanks to Mr. Shakul Hameed, whose technical expertise has beautifully captured the essence of JSB's dynamic events. My sincere gratitude also goes to our Management and Director for their unwavering support, which continues to drive us forward on our journey of excellence.

Happy Readings!



Dr. Devi Premnath
Editor, JSB Mélange

HAPPENINGS @ JSB



Orientation Program Highlights

for Batch 2024-26

The Student Orientation Program for the Batch 2024-26 was held from 21.08.2024 to 28.08.2024. It commenced with formalities and an inauguration ceremony led by the Director on the first day.

- On 22.08.2024, the program featured an ice-breaking session, faculty introductions, an overview of academic regulations and curriculum, sessions on corporate relations, digital library facilities, and hostel rules.
- The agenda for 23.08.2024 focussed on team-building activities conducted by the HR faculty team, followed by two inspiring alumni talks.
- On 24.08.2024, the program resumed with yoga sessions led by the Heartfulness Education Trust, accompanied by workshops on "LinkedIn Profile Building" and "Emotional Intelligence".
- The final day, 28.08.2024, introduced students to Houses and Clubs, followed by a counselling session by Nithya Gurukula.
- The week-long orientation concluded with a fantastic fresher's party on 31.08.2024.



Social Immersion Program 2024

Building Connections, Creating Impact

Jansons School of Business (JSB) proudly launched the Social Immersion Program (SIP) for the 2024-2026 batch from 23.09.2024 to 28.09.2024. This transformative initiative, conducted in collaboration with Dhan Foundation, Madurai, spanned a week and aimed to bridge the gap between academic learning and real-world challenges. The Social Immersion Program is now a core component of the JSB curriculum, reflecting our commitment to Environmental, Social, and Governance (ESG) principles. It is designed to connect students with local communities, fostering meaningful engagement while addressing critical social issues. By working closely with community members, our students gained a deep understanding of grassroots realities and the role they can play as future leaders and change-makers.

The Social Immersion Program is a step towards achieving this vision, and we are excited to witness the lasting impact it will create for our students and the communities they serve.



On 26.10.2024, Jansons School of Business hosted TED^x JSB 2024, a captivating event that brought together a diverse lineup of speakers, sparking thought-provoking conversations and inspiring innovative ideas. The event, with its theme focussed on "Relearn", featured powerful talks by visionaries, innovators, and change makers from various fields. Each speaker shared unique perspectives, stories, and solutions that resonated deeply with the audience, encouraging them to challenge the status quo and think beyond boundaries.



Journey to Excellence Honouring

the Class of 2025

The Jansons School of Business (JSB) proudly hosted a felicitation ceremony on 04.09.2024 to celebrate the exceptional accomplishments of the 2025 batch. This memorable event highlighted the students' dedication, perseverance, and academic excellence. To honor their remarkable achievements, cash awards were presented to Mr. N. Murugaraj, Ms. Soundarya. D, and Ms. Abirami S.



EBSCO Orientation Program

for 2026 Batch Students

The EBSCO Orientation Program, led by Mr. T.S. Nanda Lal, Senior Training Manager, introduced 2026 batch students to EBSCO's research tools and resources on 24.10.2024. The session emphasized effective research strategies, digital literacy, and academic success, fostering a culture of exploration and knowledge.



With Dr. Ganapathy P. Rajkumar, Member of Parliament

beyond the text book

On 18.11.2024, Jansons School of Business, in collaboration with Business Standard, participated in the program named "Day Out with MP, Dr. Ganapathy P. Rajkumar". The three-day-long initiative brought together students from five prestigious colleges in Coimbatore, offering a rare glimpse into the workings of governance. JSB is proud to be one among the five B-Schools and our students got a unique opportunity to interact directly with the MP, observing meetings, and discussions, and gaining valuable insights into policy-making, leadership, and community engagement. It was an enriching experience, fostering a deeper understanding of governance and public service.



JSB's Centres of Excellence

Centre for Management Development

Dr. Devi Premnath and Dr. B. Arul Senthil, Professors from JSB were deputed as the resource persons to a Management Development Program at Jansons MRI Diagnostic Private Limited, Erode, on 17.08.2024. Dr. Devi Premnath focussed on improving customer service and handling complaints, while Dr. Arul Senthil addressed emotional intelligence and communication. The session concluded with a Q&A, with participants gaining practical skills to enhance customer interactions.



Centre for Research Excellence

The Centre for Research Excellence in collaboration with the Centre for Faculty Development at Jansons School of Business successfully organised a Faculty Development Program on “Writing for High Impact Journals” held on 06.09.2024. The session was led by Dr. V. G. Venkatesh, CSCP Professor at EM Normandie Business School, France. The program offered valuable insights into developing impactful research papers and navigating the journal publication process.



Centre for Entrepreneurship Development

The Centre for Entrepreneurship Development conducted a 5-day Certificate Program on Entrepreneurship from 14.10.2024 to 18.10.2024, receiving an enthusiastic response from participants.

The program featured expert sessions by:

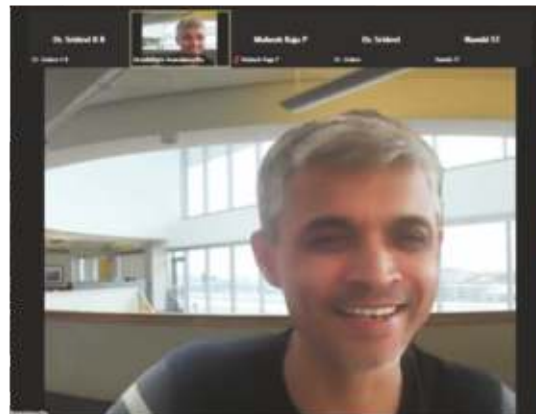
- Mr. Arunkumar Visweswaran (Brand Monk Consulting)
- Mr. Vishal Nair (Wadhvani Foundation)
- Mr. Senthilkumar Rajappan (Halcyon Venture)
- Ms. Gomathi Srikalyan (SriKalyan Export Pvt. Ltd.)
- Ms. Kayalvizhi Balasubramanian (Development Institute)

An industrial visit to Century Apparels Pvt. Ltd., on 18.04.2024 offered participants real-time exposure to business operations. Participants learned the importance of persistence, value creation, adaptability, and innovation through the DISRUPT model, business model essentials, and MSME Government support schemes.



Centre for Business Analytics

On 19.08.2024, the centre organized a faculty development program on “Hands-on Training in Business Analytics Software” and the resource person was Mr. Muralidhara Anandamurthy, Strategy & Analytics, JMP, Bangalore



During the period from 14.12.2024 to 17.12.2024, Ms. Kokila, Mr. R. Harisundar, Mr. Jeysuriyaa. G, Ms. Pavatharani. K, Ms. Ranjitham. S, Ms. Sakthi Abirami. R, Ms. Shobika. K, Ms. E. Subhashini, Ms. Sindhu. C, Ms. Supreja. S, Mr. Vasanth.S, and Mr. Rajkumar.S, students of the II MBA, conducted market research for AVT Natural Products Ltd. on Ad effectiveness.

Centre for Faculty Development

The Centre for Faculty Development collaborated with CESIM Business Simulations to organize a faculty development program titled “Advanced Training in Business Simulations” on 07.08.2024 & 08.08.2024. Ms. Aparna Chandran served as the resource person. The JSB faculty team actively participated in the program, gaining valuable insights into business simulations across various specialized domains.



On 17.09.2024, Prof. M.R. Rao, Former Director of IIM Bangalore, Former Dean of ISB Hyderabad, and Former Provost of Woxsen University shared his gyan with professors at JSB. The distinguished educationist has contributed his expertise and insights across various aspects of management education, including teaching, research, and academic administration. He emphasized the significance of research for faculty members in the field of management education.



Jansons School of Business organized a Faculty Development Programme on "Global Insights on Research Supervision" on 17.12.2024. The session was facilitated by Prof. Siva Muthaly, an Adjunct Professor, at Western Sydney University, Australia, he offered valuable insights to enhance research supervision with a focus on global academic practices.



JSB's Clubs and Houses:

Where Learning Meets Fun!

JSB's Ekta: Making a Social Impact

The EKTA CSR Club at Jansons School of Business has partnered with Bhumi, a leading non-profit organisation, to amplify student involvement in social responsibility initiatives. Signed on 22.08.2024, the MoU aims to promote rural development, education, and health & hygiene awareness. Bhumi, active in 13 cities, focuses on nature conservation, community welfare, and sustainable development goals. Through this collaboration, EKTA CSR Club and Bhumi will channel student enthusiasm to enhance the reach and impact of social programs. Dr. A G V Narayanan Director, JSB signed an MoU with Mr. Satheesh Ravi, Senior Program Manager of Bhumi Foundations in the presence of Dr. B. Arul Senthil, Assistant Professor and Ekta, CSR Club Coordinator, JSB, and Vibha Dubey, Partnership Consultant.

To commemorate World Nature Conservation Day, EKTA, organized an awareness talk followed by a sapling plantation initiative at St. Mary's High School, Karumathampatti, on 19.08.2024.

On 20.09.2024, the EKTA CSR Club of JSB embarked on an educational and reflective visit to the Mahatma Gandhi Memorial, located in Podanur.

HDFC Bank, in partnership with Shanthi Social Services, organized its annual blood donation drive, with active participation from Jansons School of Business on 01.10.2024

JSB students volunteered at the Coimbatore Marathon on 15.12.2024 supporting an event that promotes health and community welfare.



Quizzards hosts a thrilling Mind-Quiz Event

Quizzards, the quiz club of JSB, hosted a challenging mind quiz event on 22.10.2024. The winners, Gokul R. and Rajeev S. from I MBA displayed exceptional knowledge and skills. The runners-up were Shakthi Abirami R. and Ms. Nikitha M., whose performance was equally commendable. Congratulations to all the participants for their outstanding efforts!



Book Review by the Book Wonks of JSB

On 28.10.2024, Mr. R. Parathasarathy, student of I MBA, delivered an insightful book review on "Thamirabaraniyil Kollapadathavargal" at JSB. His thoughtful analysis highlighted the book's exploration of a captivating collection of 21 short stories, spanning 200 pages, each standing independently. Authored by Mari Selvaraj, a renowned filmmaker, the book showcases his expertise in writing, lyricism, visual storytelling, and emotionally rich narratives that address socially relevant themes. The review was later accepted by a publishing house, further amplifying its academic recognition.



Cultural Club- Fusion Fiesta: A Celebration of Cultural Diversity

Fusion Fiesta showcased vibrant cultural diversity through mesmerizing solo singing, group dances, a thrilling Silambam act, and captivating Parai performances on 28.11.2024. With enthusiastic audience participation and electrifying energy, the event was a grand success, celebrating talent and unity through a spectacular blend of artistic expressions.



Film Fanatics – Movie Club of JSB

On 18.10.2024, Film Fanatics, the movie club of JSB, screened the Malayalam film “Ustad Hotel”. The screening highlighted the richness of regional cinema, attracting an enthusiastic audience who enjoyed the movie’s captivating storyline and cultural essence.

Victory Vortex - The Sports Club

The Victory Vortex organized a variety of games, including carroms, chess, badminton, football, throwball, cricket, and athletics, promoting excitement and teamwork. Held from 21.10.2024 to 25.10.2024, the events energized the participants, providing a platform to showcase their talents and competitive spirit.

Houses of JSB

At JSB, house activities play a crucial role in fostering teamwork, creativity, leadership, and academic skills among JSBians. The five houses—Intel, Accenture, SpaceX, Rolex, and Black Rock—actively contribute to these objectives through a range of dynamic events across four key domains. The series began with House Rolex on 16.10.2024, followed by Accenture on 24.10.2024, SpaceX on 20.11.2024, Black Rock on 25.11.2024, and concluded with House Intel on 29.11.2024. Winners from each house were awarded WOW cards in recognition of their achievements. These competitions provide an excellent platform for honing leadership, problem-solving, and critical thinking skills essential for the future.



JSB's Collaborative Ventures

Global Immersion Program

with Boston International College (BIC), Nepal
A Transformative Journey



The Global Immersion Program with Boston International College (BIC), Nepal, commenced on the 23.09.2024 and unfolded as a week-long transformative journey filled with enriching experiences and invaluable takeaways. JSB students actively participated in the Sustainability Entrepreneurship Seminar, where they unveiled Eco-Cycle, an innovative solution blending cutting-edge technology, community engagement, and circular economy principles to drive sustainable management and create a greener future.

The program featured a series of intellectually stimulating sessions and activities:

- Session 1:** A guest session on Entrepreneurship and Startup Activities in Global and Nepalese Context by Prem Nath Gaire, Assistant Director, BIC Startups.
- Session 2:** A discussion on sustainability themes by Dr. Arnico Panday
- Session 3:** A project work orientation session by Dr. Kapil Dev Subedi.
- Session 4:** A thought-provoking session titled "Constraints to Sustainable Development in South Asia" by Dr. Dipak Gyawali, Former Minister for Water Resources, Government of Nepal.

Adding to the program's success were our distinguished faculty members:

Prof. M. Balathandayuthapani conducted a workshop on Career Advancement, providing students with actionable insights for future growth.

Prof. K. B. Sridevi contributed as a panelist during the discussion on "Green Growth: Navigating the Path to Economic Expansion and Sustainable Development", sharing valuable perspectives on balancing economic growth with sustainability.

The participants also embarked on industry visits, including a tour of Bottlers Nepal Terai Limited, gaining firsthand insights into industry practices. A case study on sustainability themes further strengthened their learning experience, while the breathtaking beauty of Nepal offered opportunities for adventure hikes and treks, leaving them inspired by the natural wonders of the region.

This immersive program has broadened our students' horizons and reinforced their commitment to driving sustainable change globally.





JSB Participates in the Students & Faculty Exchange Program at SCMS Cochin



SCMS COCHIN
SCHOOL OF BUSINESS

&



SCMS
SCHOOL OF TECHNOLOGY AND MANAGEMENT

Jansons School of Business proudly participated in the Students & Faculty Exchange Program at SCMS Cochin School of Business from 25.11.2024 to 29.11.2024, a week filled with learning, collaboration, and cultural exchange. The program was inaugurated by Dr. Radha P. Thevannoor, Group Director, SCMS Cochin, who emphasized the importance of collaboration in her presidential address. The key highlights of the student exchange program were

- **Skill-Building Activities:** Engaging in team-based tasks such as operations simulations and marketing exercises fostered creativity, teamwork, and resource management.
- **Faculty exchange:** On 27th November, Professors Dr. J. Shanthilakshmi and Dr. B. Arul Senthil delivered insightful sessions at SCMS Cochin on “Future of Workforce and Talent Acquisition” and “Emotional Intelligence for Future Leaders.” Their engaging talks were highly appreciated for their relevance and depth.
- **One-credit course on Marketing Communications** was offered to the students by SCMS as a part of the Student Exchange Program
- **Expert Sessions:** Dr. Sunny George, Director of the SCMS Water Institute, led an insightful discussion on water conservation, while workshops on road safety offered practical knowledge.
- **Cultural Immersion:** Visits to Kochi's iconic landmarks, including the Water Metro, Dutch Palace, and Alappuzha backwaters, provided a deeper appreciation of Kerala's rich heritage and eco-tourism.
- **Industrial Visit:** A tour of Travancore Cocotuft Pvt. Ltd. demonstrated sustainable manufacturing practices.
- **Inspirational Session:** Social entrepreneur Ms. Lakshmi Menon inspired participants with her innovative initiatives blending social impact and creativity.

The program concluded with a felicitation ceremony, celebrating the contributions of participants. Dr. Indu P Nair Group Director, SCMS Cochin, gave away the prizes and certificates to JSBians.





JSB Hosting the Student Exchange Program



SCMS COCHIN
SCHOOL OF BUSINESS

Jansons School of Business hosted an impactful Student Exchange Program from 02.12.2024 to 07.12.2024, in collaboration with SCMS Cochin School of Business and SCMS School of Technology and Management. The five-day event emphasized cross-learning, cultural exploration, and leadership development.

Opening Doors

The program commenced with an inaugural session where Director, Dr. A.G.V. Narayanan delivered a warm welcome speech. Dr. Devi Premnath, Head of Academic Collaboration, highlighted the purpose and significance of the exchange program in fostering collaboration, and professional growth. Icebreaker sessions and a friendly cricket match set the tone for a week of meaningful interaction.

Corporate Chronicles

Students engaged in a guest session by Shri Selvakumar Varadharajan, founder of VilFresh, who shared insights on sustainability and innovation. Industrial visits to Century Apparels Pvt. Ltd., Tiruppur, and E Star Foods Pvt. Ltd. offered practical knowledge of sustainable practices in the textile and food production industries.

Entrepreneurship Ignite Certification Program

A one-credit certification program on entrepreneurship introduced SCMS students to innovative thinking and problem-solving. Workshops, case studies, and interactive sessions equipped participants with entrepreneurial tools, complemented by a visit to Jansons Institute of Technology (JIT) and Jansons Create Incubation Hub, showcasing startup support initiatives.

Campfire & Cultural Activities

A lively campfire evening featured music, dance, and storytelling, fostering camaraderie and celebrating cultural diversity.

Heritage Harmony

Visits to Perur Temple and Isha Dhyanalunga enriched students' understanding of heritage and spirituality.

Wrap-Up and Farewell

The program concluded with the "Biz-Ignite Challenge," testing entrepreneurial and teamwork skills. The valedictory ceremony celebrated participants' efforts, with certificates and mementos exchanged as symbols of collaboration and friendship.



International FDP on Technology-Driven Research Skills A Collaborative Exercise with Presidency College, Bengaluru

Jansons School of Business (JSB) collaborated with Presidency College, Bengaluru, to host an International Faculty Development Programme (FDP) titled "Empowering Research Skills with Technology" from 16.09.2024 to 20.09.2024. Dr. Dhamayanthi Arumugam, Associate Professor at JSB, served as the resource person on 20.09.2024, delivering an enlightening session on "AI Transformations in Research Practices," highlighting the integration of artificial intelligence into modern research methodologies. Dr. A.G.V. Narayanan represented JSB as the Patron, while Dr. Devi Premnath, Professor and Head of Academic Collaboration, served as the Joint FDP Coordinator. The event successfully advanced research skills through innovative technological approaches.



MoU with CSB Bank

On 28.11.2024, Dr. A.G.V. Narayanan, Director of Jansons School of Business (JSB), signed a Memorandum of Understanding with Mr. Pawan Tandon, Country Head - Retail Branch Banking, CSB, Mumbai. The momentous event was witnessed by Dr. Devi Premnath, Professor and Head - Academic Collaborations, along with Area Chairs, Prof. Sunil Puliya Kot and Prof. M. Balathandayuthapani, representing JSB. CSB Bank was represented by Mr. Kiran Kumar, Regional Head - L&D, along with Riddhi Madhavani and Drupika Singh, CoE - Talent Management and Organizational Effectiveness. This collaboration marks a significant milestone in fostering academic-industry partnerships. The agreement paves the way for enhanced opportunities in placements and internships, enabling students to gain practical exposure to the banking sector and boosting their professional readiness.



JSB and UNITAR

Forging Global Synergies for the International Conference on Management and Marketing (ICMaM 2024)

The collaboration between Jansons School of Business and UNITAR Education Group exemplifies the power of global academic partnerships. Together, they orchestrated a highly impactful Two-Day International Conference on Management and Marketing (ICMaM 2024) centered on the theme “Navigating Change: Innovations in Management and Marketing” on 04.12.2024 and 05.12.2024. JSB's marketing team played a pivotal role as reviewers, ensuring the conference upheld its academic rigor and global standards. Dr. Devi Premnath, Professor and Head of Academic Collaboration at JSB, set the tone with her keynote address, highlighting emerging trends and the importance of AI in a changing business landscape. The seamless synergy between JSB and UNITAR enabled the conference to become a vibrant platform for intellectual exchange, fostering innovation and collaboration on a global scale.



Signed a Memorandum of Understanding with CESIM

On 12.11.2024, JSB entered into a Memorandum of Understanding (MoU) with Cesim Business Simulations to offer resources and training to JSB faculty and students. The MoU was signed by Dr. AGV Narayanan, Director of JSB, and Mr. Varun Patil, Country Head and MD of Cesim India Pvt Ltd, with coordination from Prof. K.B Sridevi.

JSB Joins Hands with DHAN Foundation, Madurai

On 05.12.2024 Jansons School of Business (JSB) signed an MoU with DHAN Foundation, Madurai. The partnership was formalized by Dr. A.G.V. Narayanan, Director of JSB, and Mr. A. Gurunathan, Director of The DHAN Academy. This collaboration aims to offer Social Immersion Programs, sensitizing students to community development. Coordinated by Dr. K.B. Sridevi, Professor, JSB, the initiative fosters socially responsible leadership through hands-on exposure to grassroots challenges.



Confluence of Infinity

Global Confluence

On 05.09.2024, Jansons School of Business hosted a Global Confluence on “The Invisible Network - How Supply Chains Run the World”. The session was engaged by **Dr. V.G. Venkatesh**, Professor of Supply Chain Management at EM Normandie Business School, France, who emphasized ethical business practices and the impact of “VUCA” (volatility, uncertainty, complexity, ambiguity) in modern enterprises. Dr. Venkatesh highlighted the critical role of supply chain management in organizations, explored economic opportunities, introduced global internship prospects for students, and raised awareness about the transformative potential of blockchain technology.



CXO Confluence

Mr. Puneet Krishnan, Former Cluster Business Head, Vodafone Idea Limited., discussed the topic of “Customer Life Cycle Management (CLM)” on 28.09.2024. During his talk, Mr. Puneet Krishnan highlighted CLM’s role in business growth, emphasizing the connection between marketing and CLM. Discussions focused on loyalty programs, the AIDA model, and career prospects in CLM.



On 22.11.2024, a CXO Confluence on the theme “A Career in Marketing Communication: Shaping Opinions and Behaviour” was delivered by **Mr. Lakshmipathy Bhat**, Senior Vice President, Global Marketing & Communications at Robosoft Technologies. The session was highly engaging, enriched with a potpourri of examples drawn from the field of advertising. Mr. Bhat offered deep insights into the essentials of marketing, effective campaign planning, the importance of collaboration, and the evolving role of digital transformation and personalization. His dynamic presentation, coupled with an interactive Q&A, left students inspired and eager to explore careers in marketing communications.



Academic Confluence

Jansons School of Business hosted an Academic Confluence on 05.09.2024 focusing on “Financial Planning for Young Investors”. Resource person **Dr. P. Radhakrishnan**, a SEBI-recognized Securities Market Trainer, emphasized the importance of investment strategies and provided insights into various stocks. The session highlighted financial planning and goal-setting, offering valuable guidance to the 2026 batch of students as they began their financial journeys.



On 18.09.2024, JSB hosted a Question-Answer session featuring **Prof. M.R. Rao**, Former Director of IIM Bangalore, Former Dean of ISB, and Former Provost of Woxsen University. The session explored key topics such as management education, CSR, emotional intelligence, and leadership. Prof. Rao highlighted the importance of balance, competition-driven innovation, and the role of emotional intelligence in effective leadership. The student interviewers, Jayasruthi, Yuvabharathi of 2025 batch and Anto Jeffri Joseph, and Monica Jean of 2026 batch demonstrated exceptional insight by posing thoughtful questions, contributing significantly to the engaging discussion.



As a part of the student-faculty exchange program two academic confluences were hosted by JSB. **Dr. M.S Meera**, Associate Professor engaged the students of the 2025 batch with an interactive session on “Personal Branding” on 04.12.2024. She emphasized the importance of building professional identity and communication skills.

On 06.12.2024, **Prof. M. Sulaipher** facilitated an insightful session on “Digital Transformation, Exploring Technology's Impact on Businesses and Adaptation”



Corporate Confluence

18.10.2024 saw JSB hosting a Corporate Confluence titled “Winning Edge”. The resource person **Dr. Venkataramanan Chakrapani**, Director of Razor-Sharp HR & Consulting, Chennai, emphasized the 'Six Sigma' methodology and the importance of setting clear goals. The confluence included engaging activities like the Indian Tour and Blindfolded Challenge, focussing on overcoming obstacles and achieving success in the VUCA world.



Jansons School of Business featured **Mr. Ajax. G Rajadurai**, CEO of ProPlus Logics Solutions Pvt. Ltd, on 22.10.2024. Mr. Alex delivered an engaging session on “Contemporary Trends in Digital Marketing”. He discussed call-to-action strategies, customer journey mapping, and SEO, emphasizing the significance of website performance. The interactive session provided students with practical tips and concluded with a Q&A addressing specific digital marketing challenges.



On 07.11.2024, a Corporate Confluence titled “All in One Frame: Management, Life & Mythology” was organized. The speaker **Mr. Krishna S**, Founder of Ask Krishna Centre for Mindfulness, explored Yogic Psychology and shared insights on integrating education, mindfulness, and leadership for personal and professional growth.



30.11.2024, saw **Ms. Sheba John**, Manager, HRIS, CMA CGM, Chennai, delivering an insightful session on “Leveraging Analytics to Enhance Talent Acquisition Strategies and Decision-Making”.



THE STUDENT COLUMN

Sustainable Strategic Management: A Path Towards a Better Future



SHIBI. S

I MBA, Batch 2025

In today's rapidly evolving world, Sustainable Strategic Management (SSM) has become increasingly vital. At its core, SSM focuses on balancing three key pillars namely, Economic viability, Social equity, and Environmental responsibility, known as the Triple Bottom Line. This holistic approach ensures that organizations go beyond maximizing profits and embrace sustainability in their long-term business models.

The growing emphasis on SSM is driven by rising consumer awareness and demand for ethical and responsible brands. People are now more conscious of environmental and social impacts, leading to a shift in consumer preferences towards companies committed to sustainability. By adopting SSM practices, organizations enhance their reputation and build stronger relationships with customers, investors, and employees. Companies that prioritize sustainability gain a competitive edge as they are perceived as more responsible and trustworthy.

A key element of SSM is the emphasis on eco-friendly practices and clean technologies—reducing carbon footprints, minimizing waste, and promoting renewable resources. These initiatives help organizations reduce their environmental impact, improve efficiency, and conserve resources.

In conclusion, SSM is no longer optional but a necessity for businesses aiming to thrive in today's competitive landscape. Embracing SSM leads to economic growth while fostering environmental responsibility and creating lasting value for future generations.

To my fellow MBA students, as future business leaders, I encourage you to explore how SSM can be integrated into your areas of study. Whether in marketing, operations, finance, or HR, applying sustainable practices will contribute to a healthier planet and open new career opportunities. Let's strive to become agents of positive change and drive businesses that are both profitable and responsible.

THE FACULTY COLUMN

The Importance of Physical, Mental, Emotional, Social, and Financial Well-being



Dr. B. Arul Senthil

Assistant Professor-OB & HR

Jansons School of Business, Coimbatore

Allow me to invite you to reflect on the question, how do you prioritize self-care and wellness in your daily routine?

Mpower, an initiative by the Aditya Birla Education Trust, commissioned a mental health survey in the workplace. The Wellness Quotient at Workplace 2023 Survey reveals that 93% of mental health issues in the workplace are caused by stress. Additionally, 83% of young parents in the corporate world report that juggling parental responsibilities and work-life balance significantly contributes to mental health challenges.

According to the New Oxford Advanced Learner's Dictionary (7th ed., revised 2005), the term well-being is defined as a state of being comfortable, healthy, and happy. In this context, employee well-being refers to employees' physical, psychological, and emotional health, comfort, and happiness. Research indicates that employee well-being influences key decisions, such as whether to stay in or leave a current job. Furthermore, it affects job satisfaction, employee engagement, and job commitment.

Moreover, well-being significantly impacts an individual's stress-coping behavior (Carver, Scheier, & Segerstrom, 2010). Both individuals and organizations benefit from improved employee well-being, as it positively affects job performance and productivity (Bryson, A., Forth, J., & Stokes, L., 2017). A healthy, hearty, and content employee is more likely to go the extra mile at work. Enhanced well-being promotes individual productivity, which organizations reward and recognize fairly. This creates a sense of self-satisfaction among employees and ultimately reduces turnover (Bevan, 2010).

Improve your PMESF well-being by

- Engaging in physical exercise.
- Getting good sleep.
- Surrounding yourself with positivity.
- Discovering your life's purpose.
- Building a healthy relationship.
- Being aware of the ways that other people affect you.
- Following the 50/30/20 budgeting rule. This means you'll use 50% of your paycheck for needs, 30% for wants, and 20% for savings.

Prof. A G V Narayanan

Honorary Roles

1. Joint Secretary of Coimbatore Management Association
2. Member of Education Panel of Confederation of Indian Industry, Coimbatore
3. Executive Committee Member of National Institute of Personnel Management, Coimbatore Chapter
4. Mentor of Education Panel of Confederation of Indian Industry, Erode

Prof. B. Arul Senthil

Publications

- ◆ Coauthored an article "Does MOOC (Massive Open Online Course) Influence Positively the Learning Process of Business School Students – an Empirical Study," in the Peer-reviewed Journal, Management Dynamics: Vol. 24: No. 1, Article 9, August 2024.
- ◆ Co-authored a conceptual study titled "The Role of Extracurricular Activities in Shaping the Performance of Management Students" published in the International Journal on Formation of Competencies of Gifted Individuals in the System of Extracurricular and Higher Education (ISSN 2786-8230/3/2024) in December 2024.

Resource Person

- ◆ Acted as a Resource Person for a corporate training program on "Effective Communication", Argo Hytos. Pvt Ltd., Pollachi on 01.08.2024.
- ◆ Conducted an engaging workshop on Management Games for the staff of Argo Hytos Pvt. Ltd. on 02.08. 2024. The session aimed to foster teamwork, enhance problem-solving skills, and promote strategic thinking through interactive and practical activities.
- ◆ Served as a Resource Person for One-day Management Development Programme on Improving Customer Service and Handling Customer Complaints at Jansons Health, Erode on 17.08.2024 and spoke on the topic "Emotional Intelligence and Effective Communication".
- ◆ Delivered a guest lecture to PGDM students on "Emotional Intelligence for Future leaders" at SCMS School of Business, Cochin on 27.11.2024
- ◆ Delivered a webinar on "Transformational Leadership in the Modern Workplace: Driving Change and Innovation" organized by Coimbatore Management Association on 23.12.2024

Participation in Workshops and Conferences

- ◆ Successfully Completed five-day International FDP on "Empowering Research Skills with Technology" organized by Presidency College, Bengaluru, from 16.09.2024 to 20.09.2024

Participation in the Corporate Immersion Program

- ◆ Successfully completed the Corporate Immersion Program from 22.07.2024 to 02.08.2024 at Argo - Hytos Pvt.Ltd, Pollachi. The program helped in strengthening industry knowledge and corporate awareness.

Prof. Balathandayuthapani

Publications

- ◆ Co-authored a conceptual study titled “The Role of Extracurricular Activities in Shaping the Performance of Management Students” published in the International Journal on Formation of Competencies of Gifted Individuals in the System of Extracurricular and Higher Education (ISSN 2786-8230/3/2024) in December 2024.

Resource Person

- ◆ Handled a session on “Communication for Knowledge Transfer” to the faculty of engineering, organized by United Infotech on 10.09.2024.
- ◆ Conducted a workshop on “Career Advancement”, providing students with actionable insights for future growth at Boston International College, Nepal as a part of the student exchange program on 27.09.2024

Participation in Conferences and Workshops

- ◆ Participated in the five-day International FDP on “Empowering Research Skills with Technology” organized by Presidency College, Bengaluru, from 16.09.2024 to 20.09.2024
- ◆ Attended an FDP on “Academic Writing, Journal Selection, and Publication Strategies: A Five-Day Journey to Scholarly Success”, organized by IIM Kozhikode from 11.12.2024 to 15.12.2024.

Participation in Corporate Immersion Program

- ◆ Successfully participated in an Immersion Program with Velan Valves Pvt. Ltd. from 01.07.2024 to 05.07.2024, gaining valuable industry exposure and practical insights.
- ◆ Engaged in the Corporate Immersion Program at Strings Infinity Pvt. Ltd. from 30.07.2024 to 02.08.2024, enhancing professional knowledge and corporate understanding.

Prof. Dhamayanthi Arumugam

Participation in the Corporate Immersion Program

- ◆ Participated in the Corporate Immersion program from 22.07.2024 to 02.08.2024, at Sendhan Technologies Private Limited, the program offered hands-on exposure to key enterprise areas, including application integration, data integration, cloud technologies, and application development using Microsoft Technologies.

Resource Person

- ◆ Served as the resource person for the International FDP on Empowering Research Skills with Technology organized by the Presidency College in Collaboration with Jansons School of Business on 20.09.2024, and delivered a session on "AI Transformations in Research Practices,"

Prof. R. Rajesh

Participation in Workshop and Conferences

- ◆ Participated in the five-day National FDP on “Research Structuring & Publication Process”, conducted from 26.11.2024 to 30.11.2024 by the CRT, National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu.
- ◆ Attended the FDP on “Writing for High Impact Journals” on 06.09.2024, conducted by Jansons School of Business, Coimbatore



Prof. Devi Premnath



Publications

- ◆ Co-authored an article titled "Bohemian Marketing: The Art of Standing Out in a Noisy World" published in the Campus Talk edition of Business Standard in July 2024.
- ◆ Published a case study titled "A Case Study on Cozmedics - Navigating the Shift from Brick-and-Mortar to Click-and-Mortar" in the case compendium Case Studies in Business Management: An Indian Perspective, published by N.L. Dalmia Institute of Management and Research, bearing ISBN 978-81-965224-1-4 in July 2024.
- ◆ Published a book review titled "Thamirabaraniyil Kollapadathavargal" in the International Journal of Revolution in Science and Humanity (IJRSH) Vol. 12, No. 2, November 2024.
- ◆ Co-authored a conceptual study titled "The Role of Extracurricular Activities in Shaping the Performance of Management Students" published in the International Journal on Formation of Competencies of Gifted Individuals in the System of Extracurricular and Higher Education (ISSN 2786-8230/3/2024) in December 2024.

Resource Person

- ◆ Was invited as the resource person to facilitate the topic "Crafting Case studies, Tips and Techniques, conducted as part of a five-day virtual FDP on Mastering Research Paper and Enhancing Case Study Writing for Leading Publications on 23.07.2024, by Dayanand Sagar College of Arts, Science and Commerce.
- ◆ Served as the resource person for a Virtual Management Development Program (MDP) titled "Pitching the Sales Your Way" on 30.07.2024. The session, designed for the regional sales managers of Argo Hytos across India, focussed on enhancing sales strategies and empowering participants with practical insights to drive performance and achieve business objectives.
- ◆ Conducted an engaging workshop on Management Games for the staff of Argo Hytos Pvt. Ltd. on 02.08. 2024. The session aimed to foster teamwork, enhance problem-solving skills, and promote strategic thinking through interactive and practical activities.
- ◆ Acted as the resource person for a Management Development Program at Jansons Health, Erode, on 19.08.2024. The session focussed on improving customer service and handling complaints, enhancing participants' skills in customer-centric interactions.
- ◆ Invited for an Expert talk organized by NPR College of Engineering and Technology, Natham on "Current Developments in Digital Marketing" on 19.09.2024.
- ◆ Honoured to be the Chief Guest for the National Seminar on "Building the Future: Sustainable Solutions for a Changing World," conducted by Kumaraguru School of Business and later delivered a speech on Sustainable Development Goals and their importance on 10.10.2024.
- ◆ Served as Panellist for a discussion organized by Avinashilingam Institute of Home Science and Higher Education for Women as a part of the Two-day International Conference on Resilience and Reinvention Strategies in Business and Finance System: A Multi disciplinary Approach on 25.10.2024. The theme for the panel discussion was "Leveraging AI for Transform Business and Marketing Services."
- ◆ Acted as a resource person for a one-day workshop on "MBA Summer Project: Concept to Completion" organized by Anna University Regional Campus Coimbatore on 19.11.2024.
- ◆ Honoured to be the Keynote Speaker at the International Conference on Management and Marketing held on 5.12.2024, organised by Unitar International University, Malaysia.
- ◆ Facilitated an Executive Development Program for the store managers at SAFA Jewellery, Malappuram on 11.12.2024 and 12.12.2024 on the topic "Transforming Jewellery Sales: Marketing and Branding Excellence"

Participation in Workshop and Conferences

- ◆ Participated in the five-day Faculty Development Program on "Developing 21st Century Skills of Teachers" held from 15.07.2024 to 19.07.2024, organised by Dr. N G P Institute of Technology, Coimbatore.
- ◆ Attended the National Level Faculty Development Program (FDP) on "Effective Case Study Writing for Academic Excellence," organized by Symbiosis Centre For Distance Learning (SCDL), Pune on 27.07.2024.

Participated in the five-day International Faculty Development Program on “Empowering the Research Skills and Technology” organized by Presidency College, Bengaluru from 16.09.2024 to 20.09.2024.

Reviewer

- Appointed as the reviewer for the Journal Asian Journal of Social Research (AJSSR) on 09.10.2024, Unitar International University
- Reviewer to the International Scopus indexed conference proceeding with Unitar International University. The following papers were reviewed, Big Data Technology in Marketing of Cross-Border E-Commerce Enterprise, Exploration of Internal Control of Sales & Receivables in Chinese Manufacturing, and An Assessment of Rural Consumer Shopping Orientation Towards FMCG.

Participation in the Corporate Immersion Program

- Was actively engaged in the Corporate Immersion Program from 22.07.2024 to 02.08.2024 at Argo - Hytos Pvt. Ltd Pollachi helped in broadening professional proficiency and corporate perspective.

Prof. J. J. Savithri

Publications

- Published a paper on the “Impact of Transformational Leadership on Employee Performance in the IT Sector” in the IPE Journal of Management, ISSN 2249-9040, Vol. 14, No. 15 July-December 2024 (UGC Care – I Journal)
- Published an article on “Investigating the Impact of Career Advancement, Performance Feedback, and Employee Motivation on Employee Commitment: The Moderating Impact of Organizational Support” in the International Journal of Instructional Cases, July 2024, ISSN 2399-830X 8(1), 151-167. (Scopus Indexed)

Resource Person

- Delivered two sessions to the employees of ITS India Pvt. Ltd, on “Women and Career Progression” and Growth Mindset- A Key to Success on 05.07.2024 and 11.07.2024 respectively.

Participation in Conferences and Workshops

- Participated in the workshop on “The Essential AI-Powered Tools for Researchers”, organized by the ACT Academy from 1.07.2024 to 13.07.2024.
- Attended the “Mastering Research Writing: Essential Tools and Techniques” session through Mentor Veda facilitated by Dr. Fazeen Rasheed, XIM, Bhubaneshwar from 6.11.2024 to 8.11.2024.

Prof. J. Shanthilakshmi

Resource Person

- Delivered a special lecture on “What Drives the Future of HR”? at Sardar Vallabhbhai Patel International School of Textiles and Management on 25.07.2024.
- Acted as a resource person on “Future of Workforce and Talent Acquisition” at SCMS Cochin on 27.11.2024.
- Acted as a member of the Jury for the Online National Level Summer Internship Competition organized by D.Y.Patil, Business School, Pune on 14.11.2024.
- On 7.12.2024, served as a jury member for selecting the best business plan in the Biz Ignite Challenge during the student exchange program hosted by JSB in collaboration with SCMS Cochin

Participation in Conferences and Workshops

- Participated in “Sensitization Program on POSH Act” organized by NIPM, Coimbatore Chapter on 08.08.2024

Participation in the Corporate Immersion Program

- Attended the Corporate Immersion Program at Aveon Infotech Pvt. Ltd from 24.06.2024 to 04.07.2024, gaining hands-on exposure to industry practices and real-world business operations.

Prof. K. B. Sridevi

Resource Person

- Acted as a resource person for the Workshop on “Entrepreneurship as a Career Opportunity” organized by St. Mother Teresa Engineering College, Tuticorin on 16.08.2024.
- Was a part of the expert team for the Academic-Administrative Audit at Lead College of Management, Kerala on 25.08.2024.
- On 27.09.2024 acted as a panelist for the Panel on “Green Growth for Economic Economy and Sustainability Development - Role of Marketing and Analytics” organized by Boston International College, Nepal
- Served as a resource person for a virtual Research Workshop for Faculty and Research Scholars of DMI- St. Eugene University, Zambia on 03.11.2024.
- Acted as a Jury member in the National Level Talent Expo on Robotics on 12.11.2024.
- Was Invited as the resource person for the online workshop on “Data-Driven Marketing: Harnessing Data to Drive Growth” organized by the University of Technology and Applied Science, Sultanate of Oman on 19.11.2024.
- On 17.12.2024, Chaired a track in the International Conference “Technology and Beyond: Business Solutions for One World, One Future” organized by Symbiosis Institute of Management Studies (SIMS), Pune.
- Invited as the resource person to the “Inspiring Young Leaders Session” organized by the Association of Indian Management Schools and delivered an expert talk on “Leveraging Data Analytics for Strategic Business Decision Making” on 20.12.2024.

Certification courses

- Certified in 'Marketing Analytics: Data Predictions and Dashboards' in August 2024 from Coursera.

Research and Consultancy Contributions

- As part of the research team, participated in conducting 'Market Research' for AVT Natural Products Ltd from 14.12.2024 to 17.02.2024.

Participation in Workshops and Conferences

- Collaborated with the event management for the National Level Roboscience Championship, organized by i-Robochakra, an accredited ISRO Space Tutor from 11.11.2024 to 13.11.2024.

Reviewer

- Provided reviews to the Journal of Economic and Administrative Sciences, a WoS and ABDC indexed Journal published by Emerald Publishers for the September 2024 issue.

Achievements

- Was awarded the “Certificate for Coordination” by ISRO for establishing JSB as the Nodal Centre for ISRO and successfully conducting the course on 'Remote Sensing and Digital Image Analysis' from 27.08.2024 to 20.09.2024.

Participation in Corporate Immersion Program

- Completed the Corporate Immersion program in Ekarup, Coimbatore from 01.07.2024 to 12.07.2024 in the domain Analytics.

Dr. P. Krishnakumar

Publication

- Published an article on "Webometric Analysis of Websites of Indian Council of Medical Research Institutes in South India" in the International Journal of Humanities Social Science and Management, Volume 4, Issue 6, pp963-968, Nov-Dec 2024, ISSN: 3048-6874.

Participation in Workshops and Conferences

- Participated in a Five-Day National Workshop on "Data Carpentry and AI/ML Tools for Libraries" Organized by B.C. Roy Memorial Library, IIM Calcutta from 01.07.2024 to 05.07.2024.
- Participated in One Day International Webinar on the theme "Think Green: Information Profession and Sustainable Development" Organized by HDFC Library; Ashoka University held on 09.08.2024.
- Attended a National Webinar on "Wonderslate - iBOOKGPT Self Learning Platform for Students" Organized by Ashok Goel Library, Rishihood University, Sonipat on 27.09.2024.

Our Students Shine!

Proud Moments

STAR REPORTER

Business Standard recognised Ms. R. Sakthi Abirami, of 2025 batch as the Best Campus reporter for September 2024.

She has been awarded with an appreciation certificate and a cash prize of Rs. 5000.

Business Standard

BS50



PUBLICATIONS

Mr. Parathasarathy R, of 2026 batch published a book review titled "Thamirabaraniyil Kollapadathavargal" in the International Journal of Revolution in Science and Humanity (IJRSH) Vol. 12, No. 2, November 2024.

International Journal of Revolution in Science and Humanity (IJRSH) Vol. 12, No. 2, November 2024

Book Review- Thamirabharaneil Kolapadathavargal தாமிரபரணியில் கொல்லப்படாதவர்கள்

R. Parthasarathi and Dr. Devi Premnath

Introduction

The review offers insight into the book Thamirabaraneil Kollapadathavargal, a captivating collection of 21 short stories, spanning 100 pages, with each story standing independently. Some of the narratives are based on real-life events, while others are fictional. The book published by Varun Books in December 2012 includes reviews by Director Ravi and several VarunBooks, which are featured within its pages. The photography and cover design were done by Abhishek Ravi.

About the Author

The book is authored by Ravi Sathyan, a renowned filmmaker, widely recognized for his talent in writing, directing, visual storytelling, and emotional depth, as well as his ability to address socially relevant themes. He has

Transforming HR with Marketing Insights and Technology: A New Era for Employee Loyalty and Brand Perception



Ms. Srivarsha A B

(BATCH 2023)

Senior Executive Human Resources

Tractors and Farm Equipment (TAFE)

I completed my MBA in 2023 and currently serve as an HR Executive at a leading tractor manufacturing company. Coming from an engineering background with a bachelor's degree in engineering, my transition into HR has been both unique and challenging. My journey has been an insightful exploration of how HR, combined with marketing and engineering expertise, intersects in today's dynamic workforce.

As an HR fresher, I had strong theoretical knowledge from my MBA studies in recruitment strategies, employee motivation, and organizational behavior. My engineering background gave me a technical edge, helping me bring new perspectives to HR, especially in recruiting for tech roles and embracing innovative practices like AI in HR.

However, applying these theories in the real world was a different experience altogether. It's not just about following processes but understanding human emotions, resolving conflicts, and adapting to the evolving needs of the business.

HR and Marketing: A Winning Combination

In today's competitive business landscape, HR and marketing are closely intertwined. An MBA program typically offers a broad understanding of business principles. Combining HR and marketing provides deeper insights into how both people and brand perception drive organizational success. You'll understand how employee engagement and employer branding work together to create a positive company culture and attract top talent.

Marketing and HR both rely heavily on data for decision-making. Marketing uses metrics to analyze customer behavior, while HR uses data to improve recruitment, employee satisfaction, and performance management.

The Evolving Role of HR: A Strategic Partner

The future of HR lies in the integration of HR systems and AI technologies. From AI-powered recruitment tools that streamline hiring processes to data analytics that provide valuable insights into employee engagement and performance, these technologies are transforming how HR operates. Embracing these innovations allows HR professionals to focus on more strategic tasks, enhancing organizational efficiency and performance.

HR is no longer just an administrative function; it is a strategic partner driving business outcomes. Today, HR professionals are integral to shaping long-term business strategies, including workforce planning, employee development, and engagement initiatives. A proactive, data-driven approach is key to anticipating future needs and ensuring that HR practices align with organizational objectives.

Transitioning from MBA theory to real-world HR is both challenging and rewarding. By combining technical expertise, people management skills, and embracing technologies like AI, we can create a more effective HR approach. While AI is transforming HR processes, the human connection at the core of HR remains irreplaceable. Integrating marketing strategies and engineering insights further strengthens HR, making it more agile and impactful. By staying adaptable, focusing on people, and continuously learning, we can lead HR into the future.

Alumni Voices



Mr. Vishnu. H. (2012 batch)
Deputy Manager Sales
CollegeDekho.com

"The first thing that attracted me to JSB was its infrastructure. Then of course in due course, the classes in the massive theatre-like lecture halls, the never-ending activities through the clubs, our state-of-the-art Padmam Auditorium for all the functions, the access to college premises and hostel round the clock, and of course the sumptuous food at our very own food court."



Mr. Nitheesh CSK, (2016 batch)
Product Manager
Kotak Mahindra Bank - Rest of Tamil Nadu

"As a proud alumnus of Jansons School of Business, I'm excited to share how my time at JSB was truly transformative. The exceptional faculty, rigorous curriculum, and industry exposure, including sessions with experienced guest speakers, provided me with a strong foundation in management principles and practical skills that have shaped my career".

"I wholeheartedly recommend JSB to aspiring management professionals seeking quality education to thrive in today's competitive world". If I can, why not you?



Mr. Rajarathinam S K, (Batch 2016)
Associate Vice President - RH Kotak Wealth,
Kotak Life Insurance co. Ltd.

"After completing my B. Com in 2013, I joined my dad's business, learning the ropes during a transformative year in Odisha. Later, an MBA from JSB shaped my career, thanks to inspiring professors, challenging internships, and supportive peers. My time at JSB fostered growth, lifelong connections, and entrepreneurial freedom. From sales basics to regional leadership, each experience at JSB enriched my journey. I am grateful to my mentors and, for the opportunities that helped me to craft my unique path".



Ms. Kavya S, (Batch 2018)
Deputy Manager - HR
Matrimony.com

"I am proud to say that I am an alumnus of Jansons School of Business (JSB). My time at JSB was nothing short of transformative, as it taught me so many valuable lessons that have shaped who I am today. The faculty played a crucial role in developing my interpersonal, and team-building skills. The non-teaching staff, with their love and care, made the campus warm and welcoming, creating a sense of belonging. Above all, the friendships I formed at JSB have been one of the most precious takeaways. All these elements came together to make my time at JSB a wonderful and unforgettable experience, one that I will always hold close to my heart.



"Impressed with the college campus, infrastructure, library & the teachers. Look forward to work closely with the team"

Mr Uday Purandare

Consultant - SCM
Pune



"Thank you for inviting me for an engaging session. I was impressed with the quality of questions, the enthusiasm and the participation. I wish the students all the best!"

Mr Lakshmipathy Bhat

Sr. Vice President - Global Marketing & Comm.
Robosoft Technologies, Bengaluru



"My experience at Jansons has been great and really nice. I hope the Institute will glow in the years ahead. I hope to contribute towards this development. I will be looking forward to visiting again and seeing the growth in the ranking and reputation of the Institute"

Prof M R Rao

Former Director of IIM Bangalore
Former Dean of ISB Hyderabad
Former Provost of Woxsen University



Mr Hari V P Rao

Director - People & Culture - Talent Acquisition
Annalect India, Coimbatore

"Thank you again for the hospitality and opportunity. Adding value to the younger generation is always a pleasure"



Ms R K Sridevi

Sr. Vice President - Global Business
and Alliances
Mynd Integrated Solutions Pvt. Ltd.

"Enthusiastic batch of students bubbling with energy and many questions. They need to be more vocal to get insights from industry leaders"



Mr Kumaran Chandrasekaran

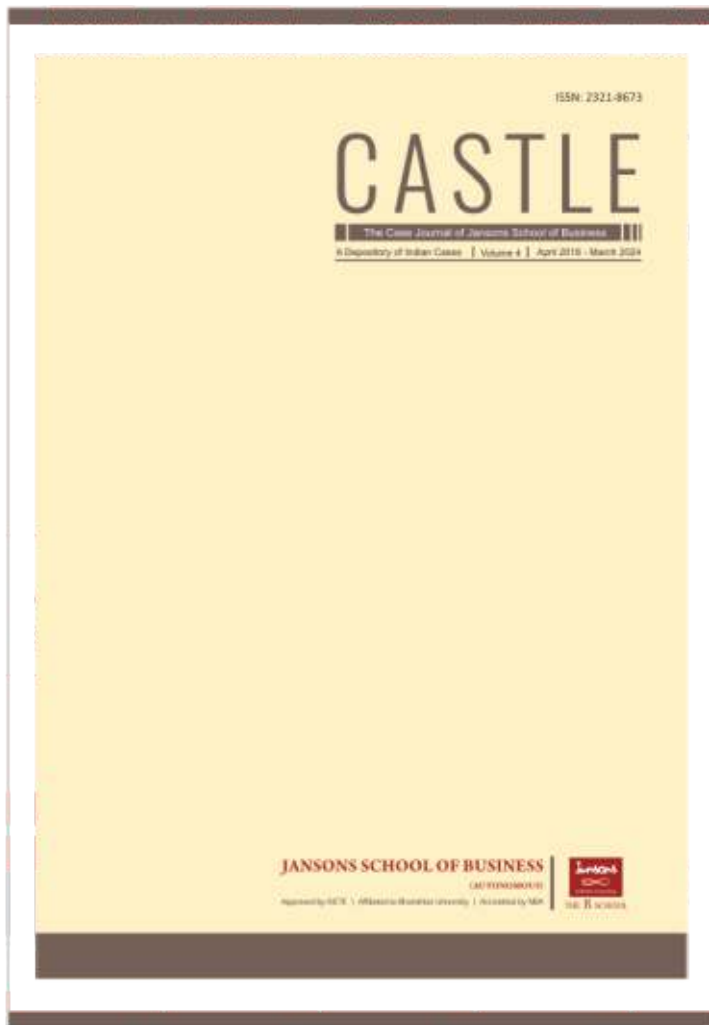
Managing Director
Stakeboat Capital, Bengaluru

"Enjoyed the interaction with a very enterprising group of students. Would love to engage more in future in any form"

Our Prominent Recruiters

From the Desks of JSB Publications



Our Graduating Batch





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