



THE B SCHOOL

JSB MeLANGE

Bi-Annual Newsletter from Jansons School of Business

Issue 60 | January - June 2025



CONTENTS

Chairman-Speak	1
Editor's Desk	2
Happenings at JSB	3
Awards and Achievements	9
Centres of Excellence	10
Clubs and Houses	13
Collaborative Ventures	14
Confluence of Infinity	15
Students Shine!	20
The Student Column	22
The Faculty Column	23
Faculty - Academic Endeavors	24
Alumni Column	30
Reflections	32



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

www.jsb.ac.in



Vision

To be a globally acclaimed Business School, nurturing leaders who drive business and society with purpose, integrity, and innovation



Mission

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



THE B SCHOOL



Rtn. MPHF. T. S. Natarajan

Benchmarking is not just about comparison-it's about transformation and aspiration. It enables us to evaluate where we stand, envision where we want to go, and evolve with clarity. By studying the best practices in our field, we unlock new opportunities to innovate, improve, and lead with purpose. Let benchmarking be your compass, observe wisely, adapt meaningfully, and grow relentlessly. At JSB, it fuels our journey toward academic distinction, institutional excellence, and societal impact. Together, let's set bold benchmarks, and exceed them.

“Benchmarking is the search for industry best practices that lead to superior performance.”

Robert C. Camp
President
Global Benchmarking Network (GBN)

Dear Readers

“Benchmarking to Chase Our Goals”

As we pursue excellence at Jansons School of Business, benchmarking has emerged as a guiding force in our journey. It empowers us to measure our progress, reflect on our practices, and reimagine possibilities. By learning from the best, we set informed goals that stretch our potential and sharpen our competitive edge. This edition of *JSB Melange* reflects how benchmarking fuels innovation, inspires aspiration, and strengthens our pursuit of purposeful growth. Let every achievement featured here remind us that excellence is not a destination, but a continuous journey shaped by conscious reflection and bold ambition.

At JSB, benchmarking is woven into our academic and institutional fabric. Whether through strategic collaborations, curriculum enhancement, or innovative pedagogy, we are constantly aligning ourselves with national and global best practices. It is this culture of self-assessment and forward-thinking that helps JSB remain agile, relevant, and impactful in an ever-changing world. Our faculty and students embrace benchmarking not as a comparison but as a catalyst for creativity, accountability, and excellence.

This edition of *JSB Melange* captures the essence of this ethos. Each story, initiative, and reflection within these pages is a testament to the progressive mindset that defines JSB. I express heartfelt thanks to all contributors whose energy and insight have brought this issue to life. Special appreciation to Mr. Shakul Hameed for his technical finesse, and deep gratitude to our Management and Director, whose steadfast support and inspiring leadership continue to drive our collective progress.

Experience JSB's essence in Melange.



Dr. Devi Premnath
Editor, JSB Melange



THE B SCHOOL

HAPPENINGS @ JSB



ACBSP Reaccredits JSB

Celebrating a Milestone in Quality Business Education

JSB has been reaffirmed with ACBSP accreditation following a successful four-day site visit. The site visit team comprised Dr. Sujata Mangaraj, Dr. Wlamir Xavier, and Dr. Tamatha White. The core committee, led by Chairman Mr. A.G.V. Narayanan, Director of JSB, included Champions and Co-Champions Prof. Sunil Puliya Kot and Prof. J.J. Savithri, along with other core members Prof. M. Balathandayuthapani and Prof. Devi Premnath. During the visit, all accreditation criteria were thoroughly evaluated. The commendable efforts of the faculty and administrative teams of JSB ensured a seamless and productive review process. The reaffirmation of accreditation was formally announced at the ACBSP Annual Conference held in Las Vegas, Nevada, on 19-22.07.2025. This reaffirmation stands as a testimony to the unwavering commitment, collaborative spirit, and academic excellence that define JSB.



Launch of JSB Echo

The Official Podcast of Jansons School of Business

On 08.02.2025, Jansons School of Business proudly launched 'JSB Echo', a dynamic new podcast initiative designed to infotain and inspire! This platform aims to bring thought-provoking conversations, insightful topics, and expert perspectives to the forefront, blending learning with engagement. The much-appreciated inaugural episode of the 2025 series, titled 'Tamil Merchants, Temples, and Trade: Unveiling Ancient Tamil Commerce and Culture,' explored the remarkable legacy of ancient Tamil trade, highlighting the pivotal role of merchants and temples in shaping economic and cultural networks across the globe. Subsequent episodes of JSB Echo feature interviews with reputed entrepreneurs, industry leaders, and corporate professionals, who share real-world experiences, strategies, and perspectives across diverse domains—from boardrooms in global corporations to the pulse of rural markets. JSB Echo is envisioned as a vibrant platform for knowledge-sharing, bridging academia and industry while sparking meaningful dialogue on contemporary business and societal trends.

Stay tuned for more engaging episodes!



SCAN HERE TO STAY TUNED

JSB Hosts the Prestigious 'Student Management Day 2025'

Association with Coimbatore Management Association (CMA)

Jansons School of Business, in collaboration with the Coimbatore Management Association (CMA), proudly hosted the flagship event Student Management Day 2025 on Saturday, 15.02.2025. The event brought together nearly 100 students from eight leading institutions in Coimbatore, including Avinashilingam University, Sri Ramakrishna College, PSGIM, Firebird Institute, RVSIMS, GRGSMS, Sri Krishna College, and KSR College. Designed to nurture leadership and strategic thinking, the event featured four competitions: Marketing Mavericks, HR Synergy, Brainiacs – Business Quiz, and Tycoon Tactics – Best Manager. These events tested creativity, problem-solving, and business knowledge. The program was efficiently organized by the JSB student team under the guidance of Prof. B. Arul Senthil and Prof. Srikrishna M. S., ensuring seamless execution. Distinguished guests Mr. M. Karthikeyan (President, CODISSIA), Dr. Nithyanandan Devaraaj (President, CMA), and Mr. Puneet Krishnan (Secretary, CMA) inspired participants with their presence and insights on the importance of industry-academia collaboration. The day concluded on a high note, with students gaining fresh perspectives, stronger networks, and renewed confidence to lead in today's dynamic business world.



Graduation Day 2025

Celebrating Excellence and New Beginning

Jansons School of Business, Coimbatore, proudly celebrated its Graduation Day 2025 on 28.02.2025, marking a significant academic milestone for its graduating students. The ceremony was a moment of pride, reflection, and inspiration as graduates prepared to begin their professional journeys with renewed confidence and purpose.

The event was presided over by Rtn. MPHF. T. S. Natarajan, Chairman of Jansons Foundation, officially declared the Graduation Day open and administered the pledge to the graduands. In his address, he emphasized the importance of lifelong learning, ethical leadership, and resilience in the face of a rapidly evolving global business environment. The Graduation Address was delivered by Shri. Prasad Swaminathan, Group Senior Vice President and Global Head-HR, Adecco Workforce Solution, Zurich. Drawing on his rich international experience, he urged the graduates to embrace challenges, pursue continuous learning, and take inspiration from great leaders to build purposeful and impactful careers.

Dr. A. G. V. Narayanan, Director of Jansons School of Business, presented a comprehensive report highlighting the institution's key academic and extra-curricular achievements. The event was further graced by the presence of Shri. T. N. Thirukumar, Vice-Chairman, Jansons Foundation, whose continued guidance and support have been instrumental in JSB's sustained growth and academic excellence. The institution extends its heartfelt congratulations to the successful graduates, wishing them success and fulfillment in all their future endeavours.



Jansons School of Business proudly hosted Srujana 2025, an exciting intercollegiate fest, on 22.02.2025. The event brought together enthusiastic students from various colleges who showcased their talent, creativity, and competitive spirit across a wide range of events. Some of the key attractions included "Business Baron" - the Best Manager contest, 'Talentina' - the talent hunt, 'People's Pioneers' - the HR challenge, 'Frames of Impact' - the short film competition, 'Brand Battle' - the marketing strategy game, 'Business Reels' - a corporate storytelling contest, and 'Mind Quest' - the quiz challenge.

Srujana 2025 was not only a celebration of talent and innovation but also a platform for students to network, collaborate, and forge new friendships. The prestigious Overall Championship Trophy was clinched by PSG College of Arts and Science for their outstanding performance across multiple events. The valedictory function of Srujana was graced by Mr. N. Janakiram Raju, Former CMD, BASF Bangladesh Ltd., The energy, dedication, and spirited participation of both organizers and participants created a vibrant atmosphere and made the event a grand success.



Journey to Excellence

Honouring the Class of 2025 & 2026

The Jansons School of Business (JSB) proudly organized a felicitation program to honor the outstanding achievements of the 2025 and 2026 batches on 03.04.2025. The event was a momentous occasion where students' hard work, dedication, and scholarly pursuits were acknowledged. During the program, deserving students were awarded cash prizes as a token of appreciation for their exceptional academic performance. Their commitment to learning was commendable, and JSB enthusiastically celebrated their accomplishments.



Farewell to the MBA Batch of 2023-25

with Pride and Best Wishes from JSB

Jansons School of Business bids a heartfelt farewell to the MBA Batch of 2023–2025 on 16.04.2025. This vibrant cohort has left an indelible mark on our campus, not just through academic excellence but through leadership, camaraderie, and a spirit that exemplifies the very essence of JSB. Over the past two years, this batch transformed challenges into opportunities, theories into real-world insights, and classrooms into forums of meaningful dialogue. As they step into the professional world, JSB wishes them the best of power to lead with purpose, strive with integrity, and succeed with humility.

‘Though you move on, you will always remain a cherished part of the JSB family’.



Awards and Achievements

JSB Shines Bright with Prestigious Recognitions in 2025!

Jansons School of Business continues its legacy of excellence with a remarkable series of accolades in 2025.



JSB was recognized as the Best CMA Student Chapter 2025 by the Coimbatore Management Association.



Dr. Arul Senthil B was conferred the AIMS Ramaswamy P Aiyar Best Young Teacher Award, reflecting his outstanding commitment to academia.



Dr. J J Savithri was honored as the Best Management Teacher 2025 by the Coimbatore Management Association.



Dr. Dhamayanthi Arumugam received the Best Management Researcher 2025 award, by the Coimbatore Management Association.



Dr. J J Savithri was felicitated for her outstanding contribution to Human Resources on International HR Day 2025, organized by Roots Group of Companies and HRD Circle of Coimbatore.



Mr. R. Rajesh has been awarded a Ph.D. by NIT Tiruchirappalli on 10.03.2025 for his thesis titled 'Analysis of Strategies and Vehicle Routing in the Indian LPG Distribution Industry.' His research provides valuable insights and data-driven solutions to enhance logistics and routing efficiency in the LPG sector. JSB congratulates him on this significant academic milestone.

These accomplishments underscore JSB's unwavering dedication to academic excellence, innovative teaching, and impactful research. We extend our heartfelt gratitude to all our stakeholders for their constant support and encouragement.

JSB's Centres of Excellence

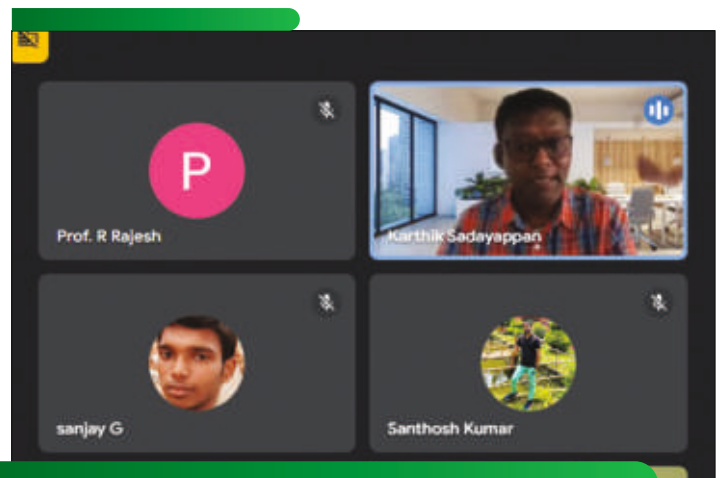
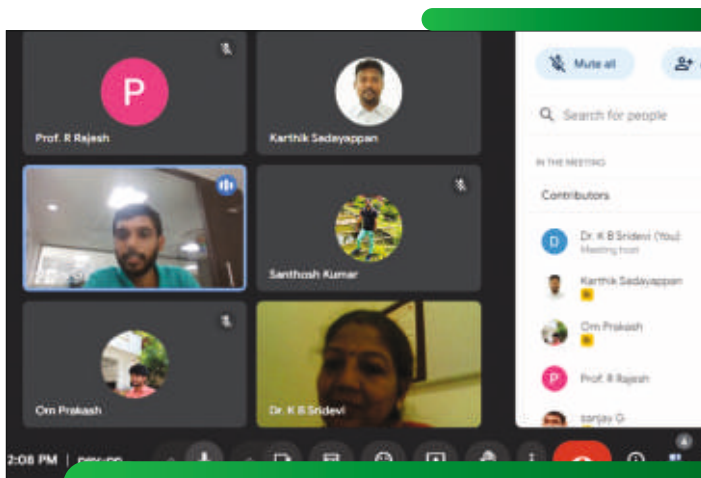


Centre for Business Analytics

Centre for Business Analytics, JSB, has proudly announced its strategic partnership with MaxEd through a Memorandum of Understanding on 30.01.2025, to promote data-driven learning and industry-relevant education. This collaboration will enable students to harness data analytics for academic and professional excellence, fostering a culture of innovation and practical application. The MoU was signed by Mr. Arun K Nair, Business Manager, MaxEd, and Dr. A.G.V. Narayanan, Director, JSB, in the presence of Dr. K.B. Sridevi.



The Centre for Business Analytics at Jansons School of Business conducted a Certificate Program in Business Analytics, which commenced on 22.02.2025. The program featured 30 hours of online sessions followed by a one-day on-campus workshop, offering participants practical exposure to data-driven decision-making. Led by Dr. K. B. Sridevi, Professor & Centre Head - Business Analytics, the program covered key analytical tools and their applications across business functions.



JSB's Centres of Excellence



Centre for Faculty Development

Faculty members from Jansons School of Business participated in the Faculty Bridge Program hosted by T. A. Pai Management Institute (TAPMI), Manipal, a premier institution in management education from 17.03.2025 to 20.03.2025. The program offered valuable exposure to innovative teaching methodologies, curriculum design, case-based learning, and the integration of technology in the classroom. It facilitated academic exchange and highlighted the latest trends shaping business education. This enriching experience will enhance JSB's teaching practices and reinforce our commitment to academic excellence. We thank TAPMI for hosting the program and contributing to our faculty's professional growth.



On 14.03.2025, faculty members from Jansons School of Business visited Roots Industries India Limited, gaining valuable exposure to modern manufacturing practices, operational excellence, and emerging industry trends. The visit enhanced the understanding of real-world business operations and helped strengthen the practical relevance of our academic curriculum. We thank Roots Industries for their warm hospitality and for providing an enriching learning experience.



JSB's Centres of Excellence

Centre for Management Development

Training Program on Customer Centricity for PNB Staff

Jansons School of Business (JSB) was privileged to be part of a nationwide training initiative on the theme Customer Centricity, organized for the staff of Punjab National Bank (PNB). As a proud knowledge partner, JSB facilitated training sessions across key locations including Coimbatore, Trichy, Ernakulam, and Kozhikode. Conducted over May and June, this pan-India program aimed at reinforcing customer-centric practices among PNB personnel. The sessions were led by experienced faculty members from JSB, Prof. M. Balathandayuthapani, Prof. Devi Premnath, and Prof. K. B. Sridevi, who brought in their academic expertise and practical insights to ensure a highly engaging and meaningful learning experience. JSB is proud to have contributed to this significant initiative, reaffirming its commitment to industry engagement and capacity building.



Centre for Research Excellence

Jansons Foundation Research Grant

Jansons Foundation has introduced a Research Funding Initiative, offering ₹ 5 lakhs annually to support innovative research. This program invites faculty and researchers to submit proposals aligned with the Foundation's mission of promoting impactful, forward-thinking research that advances knowledge and benefits to the academic and professional community. It also serves as a strong motivation for Professors to explore new ideas and contribute to meaningful academic work.



JSB's Clubs and Houses

Where Learning Meets Fun!

Ekta

Fostering Social Responsibility at JSB

On 09.03.2025, EKTA organized a Drug Awareness Program at St. Mary's High School, Karumathampatti, promoting awareness and prevention among school children.



Quizzard - The Quiz Club of JSB

Quizzards, the quiz club of JSB, conducted its second club activity for the academic year 2024-2025 on 01.04.2025. Students from the 2025 and 2026 batches participated with vigour and zeal. The event had attracted participation from 31 teams. Questions covered domains like Marketing, Finance, HR, and industries like FMCG, Automobile, and IT. Ms. Nikita M and Ms. Sakthi Abirami R of the 2025 batch emerged as winners. Mr. Giftson Samuel James A and Mr. Saravanan M of the 2026 batch emerged as the runners.



JSB's Clubs and Houses

Where Learning Meets Fun!

Houses of JSB

At JSB, house activities play a pivotal role in nurturing teamwork, creativity, leadership, and academic skills among JSBians. The five houses, Intel, Accenture, SpaceX, Rolex, and Black, each contribute to these goals. These activities span four main domains. House Intel kicked off the series on 30.01.2025, followed by Black Rock on 06.02.2025, House SpaceX on 13.02.2025, House Rolex on 19.02.2025, and House Accenture on 06.03.2025. Winners from each house received WOW cards as recognition. These house competitions serve as a platform for developing leadership, problem-solving, and critical thinking abilities for the future.



JSB's

Collaborative Ventures

Leadership series with Unitar International University, Malaysia

Jansons School of Business proudly extended its congratulations to 13 exceptional students who successfully participated in the Leadership Series Program organized by UNITAR Education Group International University on 06.03.2025. The student's participation reflected JSB's commitment to nurturing leadership, global perspectives, and academic excellence.



Global Confluence

On 04.01.2025, Jansons School of Business hosted a Global Confluence on 'Frameworks for setting prices - Strategies and Mechanisms.' Prof. Ramdas Chandra from Rutgers University, New Jersey, highlighted pricing as a fundamental business strategy element, introducing the 'Elements of Pricing Strategy Model' and discussing value-based, uniform, and cost-based pricing components.



CXO Confluence

Mr. Kumaran C., Managing Director of Stakeboat Capital, visited on 08.01.2025, sharing strategies for success, including perseverance, consistent upskilling, action-oriented thinking, gratitude, and viewing challenges as opportunities.



On 22.01.2025, Mr. Hari V P Rao from Annalect India delivered a session on 'Transformative Leadership in a Business Dynamic Environment,' using examples from nature and mythology to emphasize adaptability, resilience, and teamwork.



Ms. Sridevi R K from Mynd Integrated Solutions spoke on 24.01.2025, about 'Evolving Workforce Trends,' highlighting the 'Key Workforce Model' for building a future-ready workforce and discussing cross-cultural values in workplace dynamics.





Mr. Narayanan Mani, MD of Messer Cutting Systems India, presented 'Skill Set for New Age Leaders' on 01.02.2025, introducing the Hero Principle, emphasizing initiative, emotional intelligence, and responsibility in leadership.



On 04.02.2025, Mr. Danesh P. K., CEO of I-BACUS-TECH, delivered a keynote on 'Data is the New Oil,' highlighting data's role in decision-making across industries from e-commerce and healthcare to supply chain optimization.



Mr. Suresh Balasubramanian from Cadla Services India, led a session on "Nuances of Sales and Customer Engagement" on 08.02.2025, emphasizing sales as a life skill and introducing the Blue Ocean vs. Red Ocean strategy along with the 3Cs of Customer Loyalty-Character, Competency, and Consistency.



On 27.03.2025, Mr. Ramamoorthy Sundaram, Chief Visionary Leader of RGS FEEDS, shared insights on sustainable livestock feed solutions and marketing strategies for rural India, emphasizing affordability, accessibility, and awareness as key factors in rural consumer purchasing decisions.



Corporate Confluence

Mr. Arun K Nair from MaxEd presented 'The Power of Data-Driven Decision Making' on 30.01.2025, emphasizing how businesses leverage data analytics, big data, and AI for strategic decision-making.



On 05.02.2025, Dr. Guruprasad T S from Cognizant delivered a session on 'Supply Chain Analytics,' demonstrating how real-time data can optimize procurement processes through an interactive exercise analyzing students' purchases.



Mr. Rajasekar Ayyalu, Director at Spark Private Wealth Management, spoke on 13.02.2025, about 'Latest Trends in Wealth Management,' discussing the evolution from a ₹.55,000 crore market in 1991 to ₹. 66 lakh crores and highlighting digital transformation in financial services.



On 03.03.2025, Mr. Jeevan Varghese K V from Deloitte shared insights on the 'Role of AI for Modern Managers,' discussing AI's impact and key concepts like data workflow and types of AI (Weak, General, Narrow, Conscious, and Super AI).



Mr. Prasad Sharma, Head of Central Purchase & Supply Chain Management at Pricol Limited, delivered a session on 'Industry 5.0' on 08.03.2025, highlighting its human-centric approach that combines cutting-edge technology with personalized production.

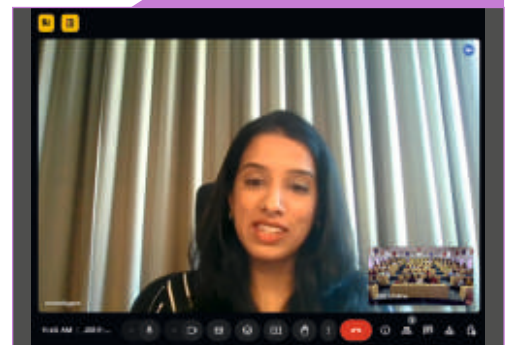


Dr. Sarvesh Swarup, former Deputy Director General at the Ministry of Commerce and Industry, on 05.04.2025, presented 'Effective Project Management: Strategies for Success,' sharing the Hoover Dam case study to highlight resource management and project life cycle phases.



Virtual Confluence

Ms. Nithya Mahesh, Founder of Mintelligent, led an E-Confluence on financial literacy on 05.02.2025, covering money management, personal finance, and investment strategies with the thought-provoking idea that 'Money may buy your heart.'



E - Confluence

On 08.02.2025, Ms. Rema Menon, Founder & Director of Rainbow Bridge, delivered a keynote on 'Redefining Strength: Women Empowerment' to celebrate International Women's Day, emphasizing that true strength is built through perseverance and self-awareness.



Celebrations and Festivities

Honouring Tradition, Embracing Togetherness

Jansons School of Business celebrated Pongal on 11.01.2025 with great enthusiasm, honouring the indigenous culture and tradition. The campus was adorned with beautiful kolams, traditional Pongal cooking, and vibrant cultural performances by students. The event brought together students, faculty, and staff in a joyful celebration of gratitude and togetherness. Heartfelt thanks to everyone who made the celebration meaningful and memorable.



Our Students Shine!

JSB Students Win Best HR Student Award on International HR Day 2025

We are delighted to share that Mr. S M Vishnuprasad and Ms. M V Yuvabharathi from Jansons School of Business were honoured with the Best HR Student Award during the International HR Day 2025 celebrations held on 20.05.2025. The event was organized by the Roots Group of Companies and the HR Circle of Coimbatore. Their outstanding performance and deep understanding of HR practices earned them this recognition amidst strong competition. This achievement reflects JSB's focus on academic excellence, leadership, and industry readiness.



Congratulations to both students on this well-deserved honour!

Publications

Ms. Yuvabharathi, M V, II MBA 2025, co-authored the article titled 'Younger Generation-Centered Transformational Strategies for a Resilient Workforce: An Overview', published in the proceedings of the 7th Social Sciences Research Colloquium, January 2024-25, organized by SCMS Group of Educational Institutions (pp. 172-175). ISBN: 978-81-955934-7-7.

Ms. Dhanushyaa S K, II MBA 2025, co-authored an article titled 'The Role of NBFCs in Promoting Financial Inclusion Among the Economically Weaker Section' in the REST Journal of Banking and Accounting Business in June 2025.

Ms. Thevadarsitha S, I MBA 2026, co-authored a case study titled 'Empowering Women in Tamil Nadu Digital Literacy for Career Readiness' in the International Journal of Scientific Development and Research, bearing ISSN 2455-2631 in Volume 10, Issue 3, March 2025.

Our Students Shine!

Hall of Fame- Celebrating Student Achievements at JSB

- Jansons School of Business proudly recognizes the academic excellence and holistic accomplishments of its students. In keeping with our commitment to encouraging merit and all-round development, students from the 2025 and 2026 batches were recently honoured for their outstanding contributions in academics, co-curricular activities, discipline, and leadership.
- For the 2025 Batch (III Semester), the following students were acknowledged for their academic distinction:

- Ms. Soundarya D (GPA 8.92)
- Ms. Shobika K (GPA 8.784)
- Ms. Sindhu C (GPA 8.780)
- Ms. Kaviya J was specially recognized for maintaining 100% attendance, reflecting her dedication and consistency.

In the area of co-curricular excellence, Ms. Sakthi Abirami R and Ms. Yuvabharathi M V were appreciated for their active and meaningful participation beyond the classroom.

- The coveted Best Student Award was conferred upon Mr. Calvin Wilbert Raj A, in recognition of his exemplary performance across academic and extracurricular spheres.
- From the 2026 Batch (I Semester), academic achievement awards were presented to:

- Ms. Subika B (GPA 8.3)
- Ms. G. Suruthika (GPA 8.0)
- Ms. Monica Jean P (GPA 7.77)

These recognitions are a testament to the vibrant and competitive learning environment at JSB, where students are nurtured to excel both intellectually and personally. The institution remains committed to celebrating student potential and empowering them for future success.

Congratulations to all the awardees!



THE STUDENT COLUMN



FROM CLASSROOM TO BOARD ROOM

Bridging the Gap: What Companies Expect from an MBA Graduate

Ms. M.V. Yuvabharathi,
II MBA, Batch 2025

'An MBA is not a degree but a launchpad for leadership, change, and forward thinking'.

Today's MBA is more than a credential, it is a proving ground for leaders and innovators. Employers look for readiness, insight, adaptability, and ethics alongside business knowledge.

What Companies Expect from MBA Graduates

- **Leadership and Initiative:** Companies expect graduates to lead-take responsibility, motivate teams, and make decisions under pressure. Student bodies and competitions nurture these skills.
- **Strategic & Analytical Thinking:** Internships and projects help graduates integrate data with insights, enabling informed and actionable decisions.
- **Adaptability & Learning Agility:** With fast-changing markets, adaptability is vital. Certifications in AI, analytics, and digital marketing prepare students to evolve.
- **Collaboration & Emotional Intelligence:** Teamwork, empathy, and conflict resolution are essential. Group projects and networking develop these competencies.
- **Communication & Storytelling:** Clear, persuasive communication matters. Presentations and discussions sharpen the ability to craft compelling narratives with data.
- **Social Responsibility & Ethics:** Companies expect graduates to balance profit with purpose, championing sustainability and compliance.
- **Global Perspective:** Exchange programs and international case studies prepare graduates to work across cultures and markets.

My MBA Experience at JSB

- **Leadership:** Chairman of NIPM Coimbatore Student Chapter, leading national-level events.
- **Practical Exposure:** Internship at Zenmak Nutrigenics with experience in HR, sales, and compliance.
- **Global Learning:** Participation in SCMS SYNERGY and BIC Fiesta 5.0 on sustainability and global marketing.
- **Academic Engagement:** Presentation at the 7th Social Science Research Colloquium and a National Business Quiz.
- **Digital Tools:** Training in data visualization and thematic analysis.

The Journey Ahead

- As I prepare to join Thoughtworks Technology Pvt. Ltd. as a Business Analyst–Associate, I carry not just an MBA degree but a portfolio of leadership, insight, and global exposure. My MBA journey has blended learning with application and purpose-driven growth.

THE FACULTY COLUMN

Mr. Sunil Puliyakot

Professor & Area Chair - Finance & Economics



SUSTAINABILITY AND BUSINESS VALUE

'Sustainability' is a very popular word these days. Used as a noun without an adjective, it normally denotes environmental sustainability. It implies the present use of scarce and limited resources of the earth in such a way that future generations also have enough of it left behind, so that they are not deprived of it. Energy from sunlight and wind is more sustainable than energy from hydrocarbons. Though there are no accurate estimates of the quantity of hydrocarbons present beneath the surface of Earth, it regenerates much slower than the pace at which it is exploited today. It is logical to think that, with current usage, it will eventually be exhausted. So, solar and wind energy are more sustainable than hydrocarbon energy sources. This is only a small and simple example.

Environmental sustainability may be at the apex of all other sustainability. It implies a tradeoff between present and future in such a way that what we do in the present will not make the future worse off. For example, ethical business activities and effective corporate governance are practices leading to business sustainability. Business firms that have adapted ethical and governance practices of a high order are found to outlast firms that accord scant regard for such practices. It is also a fact that honest adaptation of such practices can lead to some compromises on the profitability of the business.

Sustainability, especially of non-renewable or slow-renewable resources, involves sacrificing some amount of their present usage such that they last longer. An even better approach will be restricting its use to a steady state where exploitation is equal to or less than the rate of regeneration. This idea is completely at loggerheads with the concept of time value of money, which puts a heavier premium on present consumption than present sacrifice. A business with higher current cash flow is more valuable than one prioritizing future sustainability. One rupee worth of profit forgone today and earned some thirty-five years later will be equivalent to today's sixteen paise at a discounting rate of six percent. If the need for present gratification is stronger, it can be reflected through a higher discounting rate, in which case the present value will be even smaller!

That naturally leads to the question of how to reconcile the conflicting priorities of present value and sustainability. Of course, one way out is to make a business out of sustainability itself with explicit strategies of marketing to prioritize the concept over the product. Thus, we have battery cars that can give the owners immense range anxiety and draw power from non-sustainable sources.

The other and more sustainable alternative will be to give up some of the present gratification for a sustainable future. The latter can be practiced with limited results at the individual level. It takes a huge and inexhaustible reservoir of willpower, which many people will find it difficult to amass. It takes huge efforts to amass such willpower, thus making it costly, begging the question whether the costs justify the benefits. After all, human life is finite.

At the national or economic level, substantive progress can be made only by concerted governmental action. But gathering the necessary political will may be a big challenge as rich countries will not want to give up their comforts and poor ones, their ambitions. So, one thing is sure: this vexed trade-off can keep academia and intellectuals engaged for a long time to come. By the time, conclusion of the sustainability debate is known, in any case.

Academic Endeavors

Dr A G V Narayanan

- ❖ Acted as a Key-note Speaker at the National seminar on 'Fostering Inclusivity: Wellness and Development for Women and Divyangjan' organised by Dayananda Sagar College of Arts, Science & Commerce, Bengaluru on 21.03.2025.
- ❖ Acted as Chief Guest for the Inauguration of Students Association of School of Management, K S Rangasamy College of Arts and Science, Tiruchengode on 30.07.2025.
- ❖ Inaugurated 32nd batch of MBA Program at Shri Nehru Maha Vidyalaya College of Arts and Science, Coimbatore on 21.08.2025.

Prof. B. Arul Senthil

Awards

- ❖ Received the prestigious AIMS Ramaswamy P Aiyar Best Young Teacher award during the 35th AIMS Annual Management Education Convention, held from 23.02.2025 to 25.02.2025, at Master School of Management, Meerut, Uttar Pradesh. The award was presented by the Chief Guest, Shri Bijay Sahoo, Group President – Strategic HR, Chairman's Office, Reliance Industries Ltd.

Publications

- ❖ Co-authored the article titled 'Younger Generation-Centered Transformational Strategies for a Resilient Workforce: An Overview', published in the proceedings of the 7th Social Sciences Research Colloquium, January 2024–25, organized by SCMS Group of Educational Institutions (pp. 172–175). ISBN: 978-81-955934-7-7.
- ❖ Co-authored the article titled 'Influence of AI-Driven Tools and Traditional Marketing Practices in the E-Commerce Shopping Behaviour of the Young Generation', published in Empirical Economics Letters, March 2025, Vol. 24, Special Issue 4. (ABDC-C).
- ❖ Co-authored the article titled 'How Humanised Are Our Workplaces: A Dipstick Study of Indian Industry', published in Recent Research in Management, Accounting and Economics (RRMAE), March 2025 (pp. 641–645), Routledge. (Scopus Indexed).
- ❖ Published the article titled 'Contribution of MOOCs to Employability in the Digital Era-An Empirical Study', published in Digital Transformation and Sustainability of Business (pp. 275–278), CRC Press. (Scopus Indexed), May 2025.
- ❖ Published the article titled 'Industry-Academia Partnerships: Bridging the Gap for R&D Success', published in Evolving Landscapes of Research and Development: Trends, Challenges, and Opportunities (pp. 191–208), May 2025, IGI Global Scientific Publishing. (Scopus Indexed)

Resource Person

- ❖ Delivered a session on 'The Future of Work and Strategy' for BBA IS students at PSG College of Arts and Science, Coimbatore, on 21.02.2025.
- ❖ Conducted a lecture on 'Sustainable SHRM: People, Planet, Profit' for MBA students at Karpagam Academy of Higher Education, Coimbatore, on 06.02.2025

Participation in Workshops and Conferences

- ❖ Participated in the Social Sciences Research Colloquium organized by SCMS Cochin School of Business and SCMS School of Technology & Management, Cochin, Kerala, held on 17.01.2025 & 18.01.2025 and presented online, the paper titled 'Younger Generation-Centred Transformational Strategies for a Resilient Workforce.'
- ❖ Completed a One-Month Online Workshop on 'SmartPLS 4 & Open AI Tools', organized by Bharathidasan Institute of Management (BIM), Trichy, from 24.01.2025 to 28.02.2025.

Prof. M. Balathandayuthapani

Publications

Co-authored the article titled 'Influence of AI-Driven Tools and Traditional Marketing Practices in the E-Commerce Shopping Behavior of the Young Generation', published in Empirical Economics Letters, Vol. 24, Special Issue 4 in March 2025. (ABDC-C).

Published an article titled 'The Role of NBFCs in Promoting Financial Inclusion Among the Economically Weaker Section' in the REST Journal of Banking and Accounting Business in June 2025.

Resource Person

Served as the trainer for a Pan-India training program on 'Customer Centricity' for the staff members of Punjab National Bank, held at Ernakulam for the dates 03.06.2025, 04.06.2025, 10.06.2025 & 12.06.2025.

Prof. Devi Premnath

Publications

- ❖ Co-authored the article titled 'Influence of AI-Driven Tools and Traditional Marketing Practices in the E-Commerce Shopping Behavior of the Young Generation', published in Empirical Economics Letters, Vol. 24, Special Issue 4 in March 2025. (ABDC-C).
- ❖ Published a case study titled 'Empowering Women in Tamil Nadu Digital Literacy for Career Readiness' in the International Journal of Scientific Development and Research, bearing ISSN 2455-2631 in Volume 10, Issue 3, March 2025.

Resource Person

- ❖ Was invited as the resource person for a National Level Seminar on the topic 'Emerging Trends in Business and Innovation: Industry 5.0', on 08.01.2025, organised by the Excel College of Commerce and Science, Namakkal District.
- ❖ Served as the trainer for a Pan-India training program on 'Customer Centricity' for the staff members of Punjab National Bank, held at Kozhikode for the dates 17.06.2025, 18.06.2025 & 20.06.2025.

Certification courses

- ❖ Completed a 12-hour online certification program offered by Udemy on 'Branding and Brand Management with Dekker: Branding Strategy +' on May 21.5.2025.

Participation in Workshops and Conferences

- ❖ Participated in the five-day Faculty Development Program on 'Business Analytics: An Introduction for Teachers' organized by Happy Valley Business School, Coimbatore from 20.01.2025 to 25.01.2025.

Honorary roles

Member of the Curriculum Review board of the Department of Business Management, PSG College of Arts and Science.

Prof. R. Rajesh

Doctoral Accomplishment

- ❖ Was awarded the Doctoral Degree by the National Institute of Technology (NIT), Tiruchirappalli on 10.03.2025 for successfully defending the doctoral thesis titled: 'Analysis of Strategies and Vehicle Routing in the Indian LPG Distribution Industry'. The research offers critical insights into the strategic and operational challenges in LPG logistics and proposes data-driven solutions for optimizing vehicle routing and distribution efficiency in the Indian context

Participation in Workshop and Conference

- ❖ Attended workshop on Lean Startup Methodology organized by IIT Mandi on 8.02.2025
- ❖ Attended workshop on Designing and Developing Effective Data Collection Tools and Instruments for Research organized by ISRT, Chennai on 15.02.2025
- ❖ Participated in a one-week FDP on Data Analysis using SPSS and AMOS organized by ISRT, Chennai from 22.02.2025 to 28.02.2025
- ❖ Attended workshop on Mastering Reference Management: Tools, Techniques, and Best Practices organized by ISRT, Chennai on 01.03.2025
- ❖ Attended Virtual workshop on Lean Approach to Product Development organized by IIT Mandi on 01.03.2025.
- ❖ Attended workshop on Research Ethics and Plagiarism Free Writing organized by Institute for Scholarly Research & Training (ISRT), Chennai on 8.03.2025.
- ❖ Participated in a two-week FDP on Applications of Industry 4.0 in Circular Supply Chain organized by NIT Patna from 03.03.2025 to 12.03.2025.
- ❖ Participated in a one-day Seminar on Redesigning Technical Textiles for a Circular Economy organized by the Institution of Engineers (India), Coimbatore Local Centre on 04.04.2025.

Prof. J. J. Savithri

Awards

- ❖ Received the following prestigious accolades in recognition of excellence in management education and human resource development:
 - ❖ CMA - PSG GRD Management Faculty of the Year Award 2025 Conferred in recognition of outstanding contributions to management education and academic leadership.
 - ❖ HRD Circle & Roots – Best HR Faculty Award 2025 Awarded for exceptional dedication and impact in the field of Human Resource Management through innovative teaching and industry engagement.

Publications

- ❖ Co-authored an article titled 'Campus as a Catalyst: Education Developing Personality Traits Towards Responsible Consumption', published in the Journal of Informatics Education and Research (ISSN: 1526-4726), Volume 5, No. 2, April 2025. (ABDC – Category C)
- ❖ Co-authored an article titled 'The Impact of Cultural and Organisational Factors on Gender Diversity in Leadership: A Governance Perspective in Saudi Public Organisations', published in Corporate Board: Roles, Duties and Composition (ISSN: 1810-8601 / E-ISSN: 2312-2722), Volume 21, Issue 2, pp. 45–57. May 2025. (Scopus Indexed).

Resource Person

- ❖ Acted as a resource person for the ATAL FDP hosted by AVC College of Engineering, Mayiladuthurai, on 07.02.2025, on the topic 'Legal Framework and Policies-Sexual and Cyber Sexual Harassment'.
- ❖ Was invited as the Chief Guest and Guest Speaker for the Women's Day event organized by Christ the King Engineering College, Coimbatore, on 08.03.2025, and spoke on the topic, 'The Confidence Code'.
- ❖ Served as a panellist in the International Conference on 'Sustainable Strategies: Digital Technologies for Empowering Business 2025', for a discussion on 'Sustainability and Business Excellence' hosted by Sastra University, Thanjavur, on 21.03.2025.
- ❖ Acted as a resource person for a Half-Day FDP on 'Humanising Asynchronous Learning' organised by PSG College of Arts & Science, on 23.04.2025.

Participation in Conferences and Workshops

- ❖ Attended a three-day Faculty Development Programme on 'Research Writing for High Impact Publications: New Gen Tools and Proven Techniques' organized by Mentor Veda, facilitated by Dr. Nandu Krishna T Ajith, Government Arts College, Thrissur, Kerala, from 08.01.2025 to 10.01.2025.
- ❖ Participated in a workshop on 'AI-Powered Teaching Tools: Notebook LM, Edu aide, and Canva,' conducted by ACT Academy and facilitated by Dr. Harishchander Anandaraman, Amrita Vishwa Vidyapeetham, on 31.01.2025.

Academic Endeavors

Prof. K.B. Sridevi

Publications

- ❖ Published a research article on 'Bridging the Digital Divide: A Comparative Assessment of Online and Offline Buying Behavior in Rural Indian Markets' in Empirical Economics Letters, 24 (June Special Issue 2), 11-17. ISSN: 1681-8997. (ABDC– C Category)
- Published an article on 'A Gender-Based Study of Generation Z's Branded Clothing Preferences' in the International Journal of Research Publication and Reviews. Vol 6, Issue 6, pp. 26- 28. ISSN:2582-7421.

Resource Person

- ❖ Conducted a workshop on 'Effective Sales and Marketing Strategies for Entrepreneurs/Start Up' organized by Jansons Institute of Technology for the Engineering students on 26.02.2025.
- ❖ Honoured to be the Chair for the International Conference 'Sustainable Practices: Past & Present' organized by The Gandhigram Rural Institute (Deemed to be University), Dindigul on 23.03.2025.
- ❖ Chaired a track in the International Conference on Emerging Trends in Engineering, Technology and Management (ICTEM 2025) organized by Viswam Engineering College, Madanapalle, AP on 11&12.04.2025.
- ❖ Served as the resource person for the International FDP organized by DMI St.Eugene University, Zambia, and delivered on 'Unveiling Research Rigor: Design, Sampling, Analysis & Ethics in Focus' on 20.06.2025.
- ❖ Served as the trainer for a Pan-India training program on 'Customer Centricity' for the staff members of Punjab National Bank, held at Coimbatore from 27.05.2025 to 29.05.2025; Madurai on 02.06.2025 and 04.06.2025; Trichy on 10.06.2025 and 12.06.2025 respectively.

Certification courses

- ❖ Completed a certification course in 'Application of Classification Algorithms' in February 2025 from the University of Texas, Austin.

Research and Consultancy Contributions

- ❖ Conducted a collaborative consultancy for MyG on Customers: Preferences, Loyalty, and Buying Decisions in the Digital Retail Space from 01.02.2025 to 06.03.2025.
- ❖ Completed an Industrial consultancy assignment on 'Employee Engagement Analytics' to Propel Industries Pvt Ltd., from 11.11.2025 to 15.02.2025.

Reviewer

- ❖ Served as a reviewer to the Journal of Economic and Administrative Sciences, a WoS and ABDC-indexed Journal published by Emerald Publishers.

Achievements

- ❖ Honored as 'Woman Professional in Spotlight' by Brookfields on 29.03.2025

Academic Endeavors

Prof. Srikrishna M S

Participation in Workshops and Conferences

- ❖ Attended a webinar on 'Career in Personal Financial Planning' on 08.03.2025, conducted by the National Institute of Securities Market
- ❖ Participated in the Financial Awareness Programme on the theme 'Managing Personal Finance' from 17.03.2025 to 20.03.2025, conducted by Karunya School of Management.
- ❖ Participated in a UGC Sponsored Short Term Course on 'Student Counselling, Mentoring and Soft Skill Development' from 11.06.2025 to 17.06.2025, conducted by the University of Kerala.

Certification courses

- ❖ Completed a certificate course on Listing on Social Stock Exchange conducted by NISM scheduled on 8.03.2025
- ❖ Attended a certificate course on Dispute Resolution (ODR) Mechanism by NISM held on 09.02.2025
- ❖ Completed a certificate course on Financial Planning (Basic) on 10.02.2025 and Financial Planning (Advanced) by NISM on 11.02.2025
- ❖ Certified NISM and CRISIL Wealth Manager on 20.06.2025
- ❖ Completed the NISM Mutual Fund Distributors Certification dated 01.06.2025
- ❖ Certified as the NISM Research Analyst on 29.06.2025

Prestigious Position held

- ❖ SEBI Empanelled Securities Market Trainer (SMART) from 28.03.2025 onwards

Dr. P. Krishnakumar

Publication

- ❖ Published a book review titled 'Introduction to Webometrics: Quantitative Web Research for the Social Sciences' in the International Journal of Research Publication and Reviews (IJRPR), April 2025, Volume 06, Issue 04, pp. 14629–14630, ISSN: 2582-7421

Participation in Workshops and Conferences

- ❖ Participated in an International Workshop on Linked Open Data and Semantic Web Technologies: Transforming Library Data into Global Knowledge, organized by Documentation Research and Training Centre (DRTC), Indian Statistical Institute, Bangalore, Duration: 22.01.2025 to 24.01.2025.
- ❖ Attended a Webinar on DELNET: Resources and Services, jointly organized by DELNET and Lingayas Vidyapeeth, Faridabad, on 07.02.2025.
- ❖ Participated in a Five-Day Faculty Development Programme: 'Changing LIS Professional Skills for the Digital Age', organized by the Department of Library and Information Science, Periyar University, Salem, from 17.02.2025 to 21.02.2025.
- ❖ Attended a Webinar dated 05.04.2025, on Open Research Knowledge Graph, conducted by DELNET – Developing Library Network, New Delhi.
- ❖ Participated in a Faculty Development Programme on Advanced Practices and Emerging Technologies in New Era Libraries, hosted by CHRIST University, Bengaluru, from 09.04.2025 to 11.04.2025.
- ❖ Participated in a User Awareness Workshop on National Digital Library of India (NDLI) and NDLI Club, jointly organized by CHRIST University, Bangalore, and NDLI, IIT Kharagpur, on 11.04.2025.

Academic Endeavors

Mr. R. Mahesh Raja

- ❖ Attended a Two-Day National Workshop on Developing & Managing Institutional Repositories using DSpace, organised by Central Library, Uttaranchal University, Dehradun, held on 17.01.2025 & 18.01.2025
- ❖ Participated in a Live Webinar on Unlocking Potential: Embracing the AI Revolution, organised by the Computer Society of India, Coimbatore Chapter, conducted on 12.02. 2025.
- ❖ Attended a Live Webinar on Powering What's Next, Now, organised by DELL Technologies in collaboration with Intel® and Microsoft, conducted on 28.05.2025.
- ❖ Participated in an Online Session on Empowering Higher Educational Institutions through Academic Networking and Collaboration, organised by the Institute for Academic Excellence, Hyderabad, held on 06.07. 2025.

Mr. Samit Mondal

- ❖ Attended the International Conference on 'Building Sustainable Libraries for Connecting Communities: Librarianship, Technology and Collaboration', organised by the Department of Library and Information Science, Bharathidasan University, Tiruchirappalli, on 07.02.2025 & 08.02.2025.

Mr. P. Satheesh

- ❖ Attended webinar on 'Unlocking Potential Embracing the AI Revolution' on 12.02.2025. The webinar was organised by Computer Society of India, Coimbatore Chapter.

Mr. S. Paul

- ❖ Participated in a workshop on 'Redefining Librarianship in the AI Technological Era: Innovations, Challenges and Opportunities (ReLAITE-2025)' organised by the Central University of Tamil Nadu, Tiruvarur, on 20.03.2025 & 21.03.2025.



ALUMNI COLUMN

The Changing Face of Banking - A View from the Industry



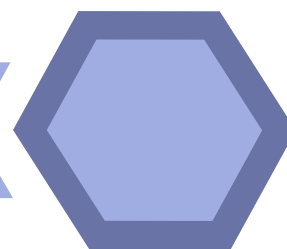
Ms. Celia Chandini
(2023 Batch)
Relationship Manager
ICICI Bank Ltd.

India's banking industry is currently at a pivotal moment, shaped by macroeconomic resilience, regulatory focus, and rapid digitalization. As the RBI maintains a balanced stance on liquidity and inflation, banks are adapting their lending and deposit strategies accordingly. The emphasis across the sector is on sustainable growth, prudent risk management, and financial inclusion. Core banking services, including credit, savings, and digital payments, continue to expand, particularly in semi-urban and rural areas, where formal financial penetration is increasing. Institutions like ICICI Bank are at the forefront, delivering efficient and secure banking through a hybrid model of physical branches and digital interfaces.

In today's competitive environment, sales and marketing in banking have evolved far beyond traditional product-pushing. Modern banking requires a consultative approach, one that understands customer needs, builds trust, and delivers personalized financial solutions. With a sharp focus on customer acquisition and retention, banks are investing heavily in CRM tools, data analytics, and digital campaigns. At ICICI Bank, sales teams are now tech-enabled and data-driven, targeting micro-segments with tailor-made offerings, whether it's retail loans, credit cards, or investment products. Relationship management, cross-selling, and digital onboarding have become key performance drivers in frontline banking roles.

The convergence of general banking with strategic marketing is creating a more responsive and agile industry. As consumer behavior shifts towards mobile-first, experience-led banking, institutions must continuously innovate to stay relevant. The future of banking lies in combining financial expertise with technological adaptability and strong sales execution. For B-school graduates, this translates to a growing need for professionals who can blend analytical thinking with customer-centricity. As someone working at ICICI Bank, I see firsthand how the industry is not just transforming-it's redefining the very meaning of value in financial services.

Expression from Alumni



Ms. Shanthini S, (Batch 2017), Senior Manager, Teamlease

Jansons School of Business will always hold a special place in my heart as one of the best B-schools I've experienced. The campus offers beautiful infrastructure, supported by exceptional faculty who bring practical knowledge and industry exposure into the classroom. The hostel and food facilities were comfortable, and the library was a treasure trove of business-standard books, perfect for staying informed on market trends and statistics. My time at JSB shaped both my academic and professional journey.

Mr. Satheesh, (Batch 2013), Senior Manager, Naukri.com, TN Regions

At JSB, three key aspects truly shaped my journey: First, we were thoroughly groomed on how to carry ourselves, present ourselves professionally, and communicate effectively with the corporate world. Second, the vibrant marketing clubs and exciting activities held in the Padmam Auditorium gave us the platform to experiment, showcase our talents, and gain hands-on exposure under the guidance of the best professors. Third, the focus on competency building-especially through numerous executive interactions-helped me prepare for competitive environments and confidently differentiate myself in the industry. Wishing all future batches at JSB great success as they embark on their professional journeys!



Ms. Jeeva Krishna Reddy (Batch 2014),
HR Partner, Asian Christian Academy of India, Hosur

Life at JSB was truly a journey of discovery. From nervous beginnings to bold decisions, those days marked one of the most vibrant chapters of my life. With packed schedules that stretched from 9-hour classes to enriching evening sessions, each day was filled with meaningful learning and growth. Looking back, I realize how transformative those experiences were. Anyone who has spent time at JSB would agree, it's a place that brings out your best, challenges you to rise, and equips you for the world beyond. I will always carry those memories and lessons with deep gratitude.

Mr. Baraneedharan, (Batch 2013), R1 RCM India Pvt Ltd., US Medical Billing

JSB provided me with the best learning experience, both academically and professionally, through its wide range of experienced faculty and robust infrastructure. One of the most impactful activities at JSB was the mentoring sessions, which offered valuable learning opportunities. These sessions were closely aligned with the demands of the corporate world. JSB offered a holistic approach to learning, which has significantly contributed to the growth and betterment of my professional life.



REFLECTIONS



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

Mr Kumaran Chandrasekaran

Managing Director, Stakeboat Capital, Bengaluru



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

Mr Hari V P Rao

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



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

Ms R K Sridevi

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



Great Campus. Smart Students. Excellent Faculty.

Mr Dhanesh P K

CEO, I-BACUS-TECH, Coimbatore





REFLECTIONS



Thank you Prof A G V Narayanan and Prof M Balathandayuthapani for the opportunity to interact with the soon to be graduating MBA class of 2025 and the batch of 2026. Hopefully, I have motivated some of these bright young minds to consider a long term career in sales and become world class sales leaders! Best of luck to all the participants.

Mr Suresh Balasubramanian

Sales & Leadership Coach, Cadla Services India Pvt. Ltd.



The event was well organised and the students were quite interactive. Wishing the students the very best and a big thank you to JSB for the invite

Ms Rema Menon

Founder & Director, Rainbow Bridge, Coimbatore



A good interactive session on Industry 5.0 with MBA students & inquisitive questions from them. Good initiative by JSB to engage corporates with students

Mr Prasad Sharma

Head - Central Purchase & SCM, Pricol Limited, Coimbatore



I witness a good participation from the students. They were very enthusiastic and showed interest in learning. The questioning skill among the students is also amazing

Mr Ramamoorthy Sundaram

Chief Visionary Leader, RGS Feeds, Erode



Our Prominent Recruiters



We Thank You for the Faith that Moves us forward!



International Collaboration



Multimedia Media University



Asia Pacific University



Boston International College



UNITAR International University



The South Asian Association of Transactional Analysts (SAATA)



Taylor's University



University of Niagara Falls Canada



National Collaboration



D Y Patil



SCMS COCHIN
SCHOOL OF BUSINESS

SCMS Group



Project Management Institute



PRESIDENCY BUSINESS SCHOOL



Institute of Gems and Jewellery



DHAN Foundation



Entrepreneur Cell of IIT



Industry Collaboration



Infosys Springboard



BumbleB Trust (Kalvi 40)



Bhumi



Catholic Syrian Bank



SEIKO

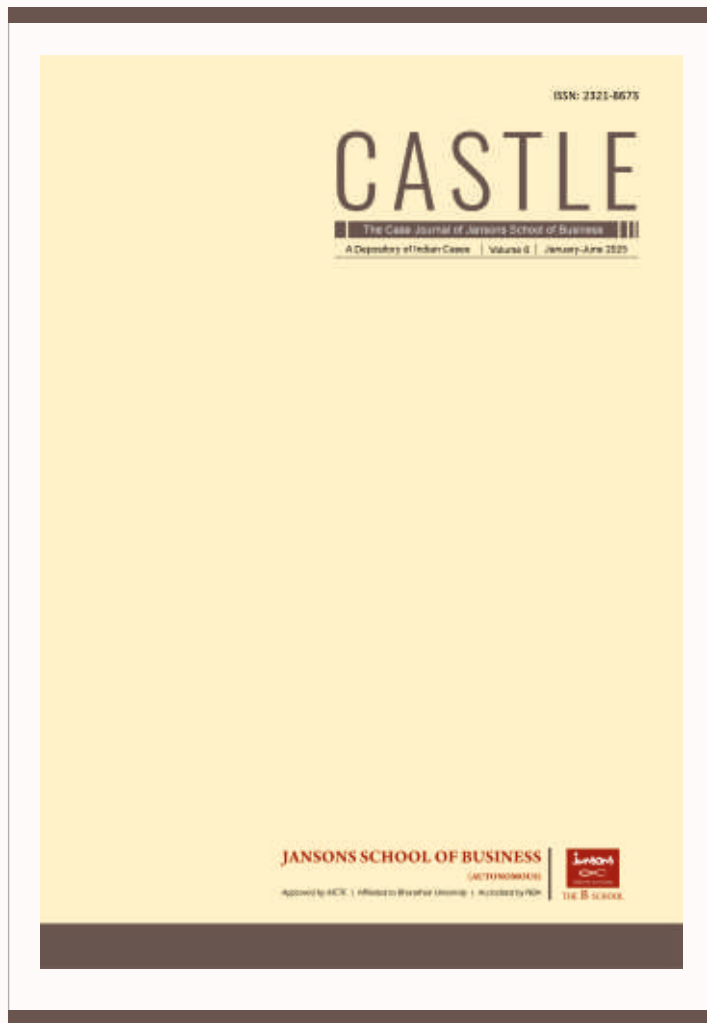


CESIM



MaxEd

From the Desks of JSB Publications



Our Graduating Batch





THE B SCHOOL

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



www.jsb.ac.in

