



THE B SCHOOL

# JSB MELANGE

Bi-Annual Newsletter from Jansons School of Business

Issue 61 | July - December 2025

## CONTENTS

Chairman-Speak	1
Editor's Desk	2
Happenings at JSB	3
JSB Icon 2025	10
Centres of Excellence	12
Clubs and Houses	14
Collaborative Ventures	16
Global Immersion Program	18
Confluence of Infinity	21
Student Shine	24
Celebrations & Festivals	25
The Faculty Column	26
Faculty - Academic Endeavors	27
Students Column	34
Alumni Column	35
Alumni Expressions	36
Reflections	37



## 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](http://www.jsb.ac.in)



## Vision

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



THE B SCHOOL

## 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.





**Rtn. MPHF. T. S. Natarajan**

At Jansons School of Business, knowledge exchange is not confined to classrooms or curricula; it thrives through continuous exchange among students, faculty, industry partners, and society. We believe that meaningful learning emerges when ideas are shared, questioned, and applied in real-world contexts. Through academic collaborations, industry engagements, research initiatives, and global exposure, JSB fosters a vibrant ecosystem where knowledge flows seamlessly, shaping responsible leaders who are prepared to think critically, act ethically, and contribute purposefully to the business world.

**“Knowledge speaks, but wisdom listens”.**

*Jimi Hendrix*

## From the **Editor's** Desk

### **Dear Readers**

“Knowledge grows when it is shared.” - Dalai Lama

In a rapidly evolving global business environment, the true value of learning lies in its ability to transcend classrooms and connect theory with lived experience. This edition highlights the vibrant culture of exchange at Jansons School of Business, nurtured through thoughtfully designed academic and experiential programmes.

Initiatives such as the Rural Social Immersion Programme enable students to engage with grassroots realities and socially relevant business challenges, while platforms like TEDx JSB and the International Conference foster the exchange of ideas, innovation, and scholarly thought on a global stage. The Global Immersion Programme and Faculty exchange initiatives at regional and international levels further strengthen cross-cultural learning and academic collaboration. Together, these engagements create a dynamic ecosystem where students, faculty, industry experts, and communities co-create knowledge.

This edition of JSB Melange reflects the true spirit of knowledge exchange that lies at the core of JSB's academic culture. Every story, initiative, and reflection featured in these pages stands as evidence of a vibrant exchange of ideas, experiences, and perspectives that shape our progressive learning ecosystem. I extend my sincere gratitude to all contributors whose insights, collaboration, and intellectual energy have enriched this issue. Special appreciation is due to Mr Shakul Hameed for his technical expertise and seamless execution, which enabled these ideas to reach a wider audience. I also express my deep gratitude to our Management and Director, whose unwavering support, visionary leadership, and commitment to fostering a culture of shared learning continue to inspire collective growth and innovation at Jansons School of Business.



**Dr. Devi Premnath**  
Editor, JSB Melange

# HAPPENINGS @ JSB



**ALUMNI  
REUNION**

atches of 2012 to 2015

2025 | Saturday | 10





# Orientation Program

For MBA Batch 2025-2027

Jansons School of Business successfully conducted the orientation program for the MBA Batch 2025–2027 from 20.08.2025 to 23.08.2025, designed to familiarise students with the institution's vision, academic structure, and professional expectations. The four-day program offered a balanced blend of academic orientation, personal development, and community-building activities. The program commenced with a welcome and vision-setting sessions by the Vice Chairman and Dr AGV Narayanan, Director, followed by ice-breaking activities led by Dr J.J. Savithri and Dr B. Benison.

Academic orientation on Day 2 covered faculty introductions, vision and mission, mentoring, student etiquette, and academic regulations and examination conduct, led by Prof. Devi Premnath and Prof. B. Arul Senthil. Sessions on corporate relations and digital library facilities were conducted by Prof. M. Balathandayuthapani and Dr Krishnakumar, while Mr Karthikeyan, Administrative Officer, shared hostel rules and regulations.

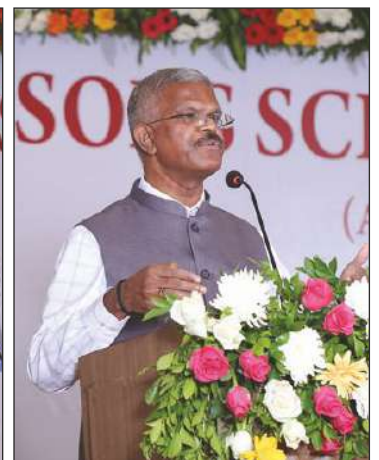
Day 3 emphasised balance and well-being through multiple yoga and meditation sessions.

Day 4 focused on community building, with sessions on an introduction to houses and clubs by Prof. M. Balathandayuthapani and Prof. Srikrishna M. S., along with a Nitya Gurukula counselling orientation.

The program also featured alumni interactions, in which distinguished former students shared their professional journeys, experiences, and career insights, inspiring the incoming cohort to embrace leadership opportunities and actively engage with the JSB community.

As part of professional development, Prof. K. B. Sridevi conducted a session on LinkedIn and social media introductions, guiding students on building professional profiles and online presence.

The orientation successfully set the foundation for the batch's academic journey, with regular classes commencing from 25.08.2025 and the Fresher's Party scheduled for 30.08.2025.





**TEDxJSB 2025**

Flipping the Narrative

**TEDx JSB**

x = independently organized TED event

TEDxJSB, an independently organised TED event, was proudly hosted by JSB on 11.10.2025 at the Padmam Auditorium. The event centred on the compelling theme “Flipping the Narrative,” served as a vibrant platform for ideas that challenge conventional thinking and inspired new perspectives. TEDxJSB featured an eclectic lineup of speakers, including entrepreneurs, professionals, creators, and thought leaders: Rajesh Kurup, Riyaz Ahmed, Siva Arunagiri, Ashwin Ragav, Subhash Bhaskaran, Mawra Ishaque, Dhavesh, Aakash Raj R, Yuvabharathi, Varsha A, Kalaivani P. Each speaker brought unique stories and insights, encouraging the audience to rethink assumptions, embrace change, and view challenges through a transformative lens. The event witnessed enthusiastic participation from students, faculty, and guests, fostering an atmosphere of intellectual curiosity and meaningful dialogue. TEDxJSB 2025 reflected JSB’s commitment to nurturing critical thinking, creativity and leadership by creating spaces where powerful ideas can be shared and amplified.



# EBSCO Orientation Programme

for MBA Batch 2025–2027

EBSCO Orientation Programme for the MBA Batch 2025–2027 was organised on 06.10.2025, led by Mr T. S. Nanda Lal, Senior Training Manager, EBSCO Information Services. The session introduced students to EBSCO's digital resources, research databases, and library tools, along with practical techniques for research, reference management, and information retrieval. It provided a strong foundation in digital research skills, enabling students to leverage EBSCO resources for academic and professional work effectively.



## Behavioural Insights for Future Managers

A Workshop on Transactional Analysis

A Two-Day Workshop on Transactional Analysis was facilitated on 13.10.2025 & 14.10.2025 for the MBA Batch 2024-2026 to enhance students' self-awareness and interpersonal effectiveness. The programme introduced key concepts, including ego states and communication patterns. The workshop was facilitated by Dr C. Suriyaprakash, Director-Facilitator at the Relations Institute of Development, Coimbatore, an internationally accredited TSTA and Master Practitioner in NLP. Through interactive and experiential sessions, students gained practical insights into communication, emotional intelligence, and leadership behaviour.



## PMI Chennai Chapter Student Club Inaugurated at JSB

Jansons School of Business inaugurated the PMI Chennai Chapter Student Club on 27.10.2025, marking an important step in strengthening project management learning for MBA students. The club will serve as a platform for experiential learning, global exposure, and leadership development. JSB expresses its sincere appreciation to the PMI Chennai Chapter for its continued partnership in nurturing future-ready professionals and promoting a culture of innovation and professional excellence.



## JSB Renews Strategic Academic - Industry Partnership

JSB renewed its Memorandum of Understanding with the Project Management Institute, Chennai Chapter, on 27.10.2025, reaffirming its commitment to academic-industry collaboration and professional excellence. The partnership continues to enhance MBA learning through industry-driven initiatives and real-world project exposure, fostering agile and future-ready management professionals. JSB expressed its appreciation to Mr Vijay Narayanan, Mr Madhan Ram R. Arumugam, and Dr B. Shyam Sundar of PMI-CC for their continued support and collaboration.



## Rural Social Immersion Program

Bridging Campus Learning with Community Engagement

On 27.10.2025, Jansons School of Business successfully inaugurated the Rural Social Immersion Program (RSIP) in association with The DHAN Academy, Madurai, anchored in the compelling vision of “Campus to Community.” The school extended its sincere appreciation to Mr Arumugam Gurunathan, Director, The DHAN Academy; Dr M. Thiagarajan, Deputy Director; and Mr N. Venkatesan, Faculty Member, whose expertise and commitment significantly enriched the program and ensured its meaningful execution.

RSIP was designed as an experiential learning initiative that offered JSB students direct exposure to rural contexts. Through community engagement, students gained insights into sustainable rural development, with a focus on livelihoods, resource management, and participatory practices. The program strengthened the integration of academic learning with social responsibility, reflecting JSB's commitment to developing socially conscious professionals and the essence of the Campus to Community journey.



# Valedictory Ceremony of Rural Social Immersion Program

The Valedictory Ceremony of the Rural Social Immersion Program (RSIP) 2025 was successfully held on 03.11.2025, marking the conclusion of a meaningful journey centred on experiential learning, social sensitivity, and community engagement. The occasion provided a platform to reflect on key takeaways, share impactful experiences, and reaffirm JSB's enduring commitment to shaping socially responsible, community-oriented business leaders. JSB extends its sincere appreciation to The DHAN Academy for its exemplary support and collaboration, which were pivotal to the successful execution of this initiative.



# Jansons School of Business Alumni Reunion

(2012–2015 Batches)

The JSB campus was filled with energy and nostalgia on 15.11.2025 as alumni from the 2012–2015 batches returned to reconnect with their alma mater. A key highlight of the reunion was the alumni–student interaction session, during which alumni shared their inspiring career journeys, valuable industry insights, and practical guidance. The session proved highly engaging and motivating for current students. The event concluded on a warm and joyful note, celebrating enduring relationships and reinforcing the strong sense of community that binds the JSB family across generations.





# C-Suite Connect

Real-Time Executive Learning Experience at JSB



## C-Suite CONNECT

(Learning Leadership from the Legends)



**Shrikanth R**  
II MBA



**Sanjana A**  
II MBA



**Monica Jean P**  
II MBA

C-Suite Connect, a distinctive executive shadowing initiative designed to bridge classroom learning with real-world leadership exposure was successfully implemented. As part of this program, three students from the 2026 batch - Ms Monica Jean P., Ms Sanjana Ananthakumar, and Mr Shrikanth Ramesh R. were selected to engage closely with senior corporate leaders, gaining rare access to C-suite environments.

Ms Monica Jean P. completed her executive mentorship experience with Messer Cutting Systems India Pvt. Ltd., while Ms Sanjana Ananthakumar and Mr Shrikanth Ramesh R. were associated with ARGO-HYTOS India Pvt. Ltd. Through this immersive experience, the students observed senior executives in action. They gained first-hand insights into leadership styles, organisational dynamics, strategic decision-making processes, and executive-level problem-solving techniques. The students reflected on how the program significantly enhanced their understanding of corporate leadership, organisational priorities, and the complexities involved in driving business decisions at the highest level. The exposure strengthened their managerial perspective and prepared them for future leadership roles.

Jansons School of Business expresses its sincere appreciation to Mr Shrikanth Bairagi (ARGO-HYTOS India Pvt. Ltd.) and Mr Mani Narayana (Messer Cutting Systems India Pvt. Ltd.) for their guidance, mentorship, and support in making this executive shadowing experience both meaningful and impactful.





# JSB ICon 2025

International Conference on Contemporary Research in Business Management

As part of JSB ICon 2025 - International Conference on Contemporary Research in Business Management, a Pre-Conference Workshop on “Ontological Underpinning and Qualitative Research” was conducted on 12.12.2025. The workshop was led by Dr Aby Abraham of Rajagiri College of Social Sciences, whose scholarly and engaging sessions enhanced participants’ understanding of philosophical foundations, research paradigms, and qualitative research design. The program witnessed active participation from research scholars and faculty members, fostering meaningful dialogue, critical reflection, and rich academic exchange.

JSB ICon 2025 was formally inaugurated on 13.12.2025 with an inspiring opening session. The conference commenced with a warm welcome by Dr A G V Narayanan, Director, Jansons School of Business. Dr J J Savithri, Professor JSB, introduced the Chief Guest, Dr Joshy Easaw, Professor of Economics, Cardiff University, UK, who delivered a compelling keynote on “Institutions & Economic Growth: Current Global Challenges,” highlighting the role of institutions in shaping global economic outcomes.

The inaugural session also featured an insightful plenary address by Dr Sathy Srithar, Associate Dean, Master of Management, University of Niagara Falls, Canada, on “Reimagining Business Research in the Age of AI and Data-Driven Strategy.” The session offered valuable perspectives on the impact of AI and analytics on business research and strategic decision-making, setting the tone for future-focused discussions throughout the conference.

A thought-provoking panel discussion on “Doctoral Research in Business Schools: Producing Knowledge or Producing Publications?” was moderated by Prof Ts. Dr Murali Raman, Deputy Vice Chancellor, Asia Pacific University of Technology and Innovation, Malaysia. The panel, comprising Dr Raveendran N, CIO, Sakthi Finance Limited; Dr Lishin Moothery Joshy, SCMS Cochin School of Business, Cochin; Dr Sebastian Joy Panattil, SCMS School of Technology and Management (SSTM), Cochin and Dr M V Subha, Anna University, Coimbatore, offered diverse academic and industry perspectives, encouraging critical reflection on research quality, relevance, and ethics.

The paper presentation sessions witnessed enthusiastic participation from researchers across institutions. Papers were presented in areas such as Marketing, Finance, Human Resources, Supply Chain Management, and Sustainability, fostering rich discussions and scholarly exchange. In recognition of academic excellence, Best Paper Awards were conferred on Dr R Renukadevi and Mr N Murugesan for their outstanding and impactful research contributions. The conference concluded with the valedictory session, during which Prof Sunil Puliya Kot, Conference Convenor, welcomed the gathering, Dr A G V Narayanan distributed certificates and honoured the awardees, and Dr J J Savithri proposed the vote of thanks, expressing gratitude to all dignitaries, participants, and organisers.







## JSB's Centres of Excellence

### Centre for Business Analytics

The Inaugural Ceremony of the Analytics Society of India (ASI) Student Chapter was hosted on 10.11.2025, marking a significant step in strengthening data-driven learning and analytical

thinking among students. The ceremony was graced by Dr U Dinesh Kumar, Director-in-Charge, Indian Institute of Management Bangalore and President, ASI, along with Mr Sunil S, Consultant, Data Centre and Analytics Lab, IIM Bangalore, and Manager, ASI. The inauguration was followed by a Masterclass on “Demystifying Artificial Intelligence,” which provided valuable insights into the growing influence of AI and analytics in transforming industries and decision-making. The establishment of the ASI Student Chapter stands as a key milestone in enabling students to engage with Data Analytics.



### Centre For Faculty Development

Conducted a Faculty Development Programme on “Personal Finance” on 13.08.2025 for faculty members of JSB and Jansons Institute of Technology (JIT). The session, led by Prof. Srikrishna M S, NISM- and CRISIL-certified Wealth Manager and SEBI-empanelled Trainer, focused on enhancing financial literacy through practical insights into wealth management and informed investment decision-making.

Organised a Faculty Development Programme on “Generative AI Foundations: Mindset, Communication & Guardrails” on 20.08.2025. The session was led by Mr Vaasudevan Kidaambi, International Author, Speaker, and Business Transformation Consultant, who highlighted the transformative potential of Generative AI, with emphasis on mindset, and ethical guardrails for responsible adoption.

A Faculty Bridge Program (FBP) was organised with an industrial visit to Messer Cutting Systems India Limited, Coimbatore, on 27.09.2025. Faculty members from Jansons School of Business and Jansons Institute of Technology participated in the programme. The visit enhanced exposure to industry practices and real-world applications.



## Centre for Management Development

Organised a Management Development Programme in association with the NIPM Coimbatore Chapter, “Emotional Intelligence in the Age of Artificial Intelligence” on 20.09.2025. The programme featured expert sessions by Dr J J Savithri and Dr B Arul Senthil, highlighting the growing relevance of Emotional Intelligence in AI-driven workplaces. Participants gained insights into emotion regulation, empathy, relationship management, and the role of EI in enabling effective leadership and workplace well-being, alongside insights into Artificial Intelligence.



## Centre for Entrepreneurship and Women Cell

Jansons School of Business inaugurated the activities of the Centre for Entrepreneurship and the Women’s Cell on 04.11.2025. The programme featured Mr. Thiyaga Vivek and Ms. Deepika Thiyagarajan, founders of Putchi Maternity Solutions Inc., who shared their entrepreneurial journey. Mr. Vivek spoke on market understanding, distribution, and technology for business growth, while Ms. Deepika highlighted mindset, networking, patience, and self-belief.



## Centre for Happiness and Well-being

Session on Zest with Zumba was held on 27.09. 2025, led by Ms Lakshmi from Roopa Fitness Studio, Coimbatore. The energetic session combined dance and aerobic movements to promote fitness, coordination, stress relief, and overall well-being.



On 27.09.2025, Mr V Vijay, Laughter Yoga Ambassador, Coimbatore, conducted a Laughter Yoga workshop. The interactive session combined breathing exercises, gentle stretches, and intentional laughter to enhance mental and physical well-being, reduce stress, uplift mood, and cultivate positivity and mindfulness



# JSB's Clubs and Houses: Where Learning Meets Fun!

## EKTA – Fostering Social Responsibility at JSB

### Outreach at St. Mary's High School

- ◆ The EKTA - CSR Club of Jansons School of Business organized a CSR outreach program at St. Mary's High School, Karumathampatti, on 3.11.2025, reflecting JSB's commitment to community engagement and the United Nations Sustainable Development Goals (SDGs).
- ◆ As part of the initiative, JSB students donated books to enrich the school's learning resources and encourage reading habits, supporting SDG 4 – Quality Education. The team also distributed stationery kits to students, helping meet their academic needs and easing financial constraints on families, aligning with SDG 1 – No Poverty and SDG 4 – Quality Education.
- ◆ The program further included fun games and interactive activities that created a lively atmosphere and promoted confidence, well-being, and inclusive participation among the children, contributing to SDG 3 – Good Health and Well-being and SDG 10 – Reduced Inequalities.
- ◆ The outreach brought smiles and enthusiasm to the students while offering JSB participants a meaningful opportunity to experience the impact of community service. The initiative reaffirmed the EKTA CSR Club's commitment to fostering social responsibility and supporting sustainable development through student-led efforts.

## The Quizzards - Quiz Club

The Quizzards - Quiz Club conducted a quiz event on 17.09.2025 at Padmam Auditorium, organised by members of the 2026 and 2027 batches. Of the 36 participating teams, six qualified for the final rounds. Mr Ponmanickam and Mr Murali Prasath of the 2026 batch emerged as winners, while Mr Lakshmanan and Mr Logesh M of the 2026 batch secured the runners-up position. The winners were felicitated by Prof. M. Balathandayuthapani.



## The Book Review Club

The Book Review Club of Jansons School of Business organised an engaging session on 28.09.2025. Ms Dhanush Roshni and Ms Prakalya from the I MBA presented reviews of White Nights by Fyodor Dostoevsky and Way of Living by Saint Rampal Ji Maharaj, sharing their perspectives on the books' themes and relevance. The session began with a welcome address by Mr Parthasarathy (II MBA), who also delivered the vote of thanks. Prof. Devi Premnath felicitated the members of the Book Review Club for their efforts.



## Houses

House activities at Jansons School of Business were conducted across the domains of Marketing, HR, Finance, Supply Chain Management, and Business Analytics. The events began with House Accenture on 20.09.2025, followed by House Rolex on 29.09.2025, House Intel on 08.10.2025, House SpaceX on 15.10.2025, and concluded with House BlackRock on 05.11.2025.

## Sports Club

### Victory Vortex 2025

Celebrating Sportsmanship and Team Spirit

JSB organised Victory Vortex 2025 from 13–18.10.2025, a week-long sports event that saw enthusiastic student participation. Boys competed in Cricket, Football, Volleyball, Badminton, Carrom, and Athletics, while girls participated in Throwball, Badminton, Carrom, and Athletics. The event showcased strong team spirit and sportsmanship, offering students a refreshing break from academics and concluding with great enthusiasm and camaraderie.



## JSB Echo-Voices from JSB Social Media

The JSB Podcast Series continues to bring thought-provoking conversations to the forefront, featuring faculty perspectives and expert insights on contemporary business and societal themes.

**July 2025** – Prof. Sunil Puliya Kot explored “The Economics of Tariffs on Imported Cars,” examining how tariff policies influence global trade, consumer pricing, and the automotive market.

**August 2025** – Prof. B. Arul Senthil presented a reflective podcast on “Workplace Happiness,” highlighting the importance of positive work environments, employee well-being, and organisational culture in enhancing productivity.

### Expert Interview Series@JSB

**September 2025** – Prof. K. B. Sridevi hosted an insightful interview with Mr Prem Kumar Gokuladasan, Founder of Kalvi 40, on “From Inequity to Inclusion: Transforming Education in the Digital Age.” The discussion underscored the transformative role of technology in bridging educational disparities and fostering inclusive learning ecosystems.

**October 2025** – Prof. Savithri J. J. hosted a meaningful discussion with Mr Rajesh Kurup, CHRO, Rasi Seeds, focusing on people-centric leadership, organisational purpose, and progressive growth strategies.

**November 2025** – Prof. Balathandayuthapani engaged in an insightful conversation with Ms Anya Geraldine D'Souza, Fractional Chief Marketing Officer and Marketing Strategist, Bengaluru, sharing perspectives on evolving marketing strategies and contemporary industry practices.

Through these engaging podcasts, JSB faculty continue to extend learning beyond the classroom, fostering meaningful dialogue on emerging business trends, leadership, and social impact.



SCAN HERE



TO STAY TUNED



# JSB's Collaborative Ventures

## MoU with the University of Niagara Falls, Canada

Jansons School of Business, India, and the University of Niagara Falls, Canada, formally entered into a Memorandum of Understanding (MoU) to promote international academic collaboration, global engagement, and strategic partnerships in teaching, research, and faculty and student exchanges. The MoU was signed virtually by Dr A. G. V. Narayanan, Director, Jansons School of Business, and Dr Cyndi McLeod, President, University of Niagara Falls, signifying a shared commitment to advancing global academic cooperation.



To ensure effective coordination and sustained collaboration, Ms Lisa Zhuo, Director, Global Engagement and Collaboration Partnerships, University of Niagara Falls, and Dr Devi Premnath, Professor and Head, Academic Collaboration, Jansons School of Business, were designated as the Institutional Representative for Academic Collaboration. This partnership established a strong framework for long-term cooperation, knowledge exchange, and impactful global initiatives between the two institutions.



## JSB Expands Academic Footprint Through MoU with Marian Institute of Management

A Memorandum of Understanding was signed with Marian Institute of Management, Marian College, Kuttikkanam, on 14.11.2025. The partnership aimed to promote joint initiatives in research, faculty and student exchange, and other academic and developmental activities. The MoU was signed by Dr A. G. V. Narayanan, Director, JSB, and Rev. Dr Jose Chittadiyil, Deputy Director, Marian Institute of Management, in the presence of Dr Devi Premnath, Professor & Head – Academic Collaborations, JSB, and Dr M. Sulaipher Nayagam, Associate Professor, Marian Institute of Management.



## JSB-Taylor's University MoU to Foster Global Academic Collaboration

On 29.08.2025, Jansons School of Business (JSB), India, and Taylor's University (TU), Malaysia, formalised an academic partnership through the signing of a Memorandum of Understanding aimed at strengthening international collaboration. On behalf of JSB, Prof. Sunil Puliya Kot, Professor & Area Chair – Finance, signed the MoU representing Dr A. G. V. Narayanan, Director, JSB. The agreement was signed on behalf of Taylor's University by Prof. Dr Eddy Siong Choy Chong, Executive Dean, Faculty of Business & Law. The signing ceremony was witnessed by Dr Devi Premnath, Professor & Head – Academic Collaboration, JSB, and Ts. Dr Sharmini Gopinathan, Associate Professor & Head of Postgraduate, School of Management & Marketing, Taylor's Business School, TU.



## Global Faculty Exchange Program with Taylor's University, Malaysia

A Global Faculty Exchange Program was hosted on 28.08.2025 & 29.08.2025. The institution expressed its sincere appreciation to Ts. Dr. Sharmini Gopinathan, Associate Professor and Head of Postgraduate Studies, Taylor's Business School, Taylor's University, Malaysia, for serving as the resource person for the program. Her insightful sessions on Total Quality Management (TQM) and Lean Six Sigma addressed practical dimensions such as TQM implementation, Quality Circles, and Benchmarking, equipping students with globally relevant strategies to achieve operational excellence. The exchange program significantly enriched the academic experience and inspired students to apply these quality management principles in real-world business contexts.



# Global Immersion Program with Taylor's University, Malaysia

The school successfully completed an enriching Global Immersion Program (GIP) at Taylor's University, Malaysia, marking a significant milestone in its global engagement initiatives. The program's success was made possible by the unwavering support and leadership of Dr A. G. V. Narayanan, Director of Jansons School of Business, whose vision continues to strengthen the institution's international academic footprint.

The programme offered students a well-rounded blend of international academic exposure, industry perspectives, and cultural immersion. 31 students of JSB actively participated in experiential workshops, interactive educational sessions, design-thinking engagements, leadership discussions, and meaningful campus interactions with the distinguished faculty of Taylor's University, gaining valuable global and cross-cultural insights. Complementing the academic experience, the GIP provided rich cultural exposure through visits to prominent landmarks including Merdeka Square, the King's Palace, the National Museum, and the Old Railway Station in Kuala Lumpur; the iconic PETRONAS Twin Towers and KL Tower; the heritage-rich Batu Caves; the scenic Genting Highlands via cable car; and Putrajaya. These visits enabled students to develop a deeper understanding of Malaysia's cultural heritage, economic landscape, and urban development.

In a symbolic gesture underscoring the shared commitment and collaborative spirit between the two institutions, a memento was formally presented by Dr Devi Premnath, Professor and Head of Academic Collaborations, reflecting the strengthening of academic ties and the deepening of global partnerships between Jansons School of Business and Taylor's University. Jansons School of Business places on record its sincere appreciation to Prof. Dr Eddy Siong Choy Chong, Executive Dean, Faculty of Business & Law; Prof. Dr Pek Chuen Khee (Eugene), Head of School - School of Management and Marketing; and Ts. Dr Sharmini Gopinathan, Associate Professor & Head, Postgraduate School of Management and Marketing, Taylor's Business School, for their invaluable support, cooperation, and role in fostering a strong and enduring institutional bond.

As part of the academic exchange, Dr Devi Premnath and Dr M. Balathandayuthapani delivered expert-led sessions on Trends in Marketing and Small Business Management, engaging Taylor's students and offering global perspectives on consumer behaviour, contemporary marketing practices, and entrepreneurial thinking within the ASEAN business context.





# Leadership Series with Unitar International University, Malaysia



Twenty students of Jansons School of Business actively participated in the UNITAR Leadership Series held on 8.10.2025 & 9.10.2025. The programme provided participants with valuable exposure to global leadership perspectives, decision-making frameworks, and collaborative problem-solving approaches. The programme significantly contributed to nurturing responsible, globally aware future leaders.



# Connecting Campuses, Enriching Classrooms: JSB-SCMS Faculty Exchange Programme

As part of a regional-level faculty exchange programme, Jansons School of Business (JSB) and SCMS School of Business, Cochin, undertook a collaborative academic initiative. Dr Lishin Moothery Joshy, Professor and Head, Department – HR & OB, SCMS Cochin School of Business, and Mr George Joseph Kalayil, Assistant Professor - Marketing, SCMS Cochin School of Business, visited JSB on 9 and 10 October, delivering modules in Talent Acquisition and Integrated Marketing Communications. The programme was reciprocated when the JSB team visited SCMS, Cochin, on 13 and 14 October, where JSB professors, Dr M. Balathadayuthapani and Dr B. Arul Senthil, facilitated modules in Integrated Marketing and Talent Acquisition. This exchange enriched teaching-learning practices through meaningful inter-institutional knowledge sharing.





# Confluence of Infinity

## Global Confluence

A Global Confluence on “Thriving in Your MBA Journey” was held on 28.08.2025, featuring a session by Ts. Dr Sharmini Gopinathan, Associate Professor & Head, Postgraduate School of Management and Marketing, Taylor’s Business School, Malaysia. She described the MBA as a transformative journey beyond academics, emphasising resilience through a growth mindset, strong support systems, and self-care.



Ms Vijayalakshmi Duraisamy, Senior Business Consultant in Data Analytics, Irving, Texas, USA, led a session on 22.09. 2025 on “Leveraging Analytics for Career Development.” She highlighted how structured data fuels decision-making, customer engagement, and innovation, enhancing efficiency and competitiveness across banking, reporting, trends, and customer targeting.



## Alumni Confluence

On 27.09.2025, Jansons School of Business hosted an Alumni Confluence on “Campus to Corporate” with Mr Harshal Pillay H, Senior Executive, Corporate Sales, Info Edge India Ltd (Naukri.com), Coimbatore. He shared insights on bridging academics and corporate expectations, emphasising internships, campus drives, group discussions, and interviews. He highlighted courage, adaptability, vision, and practical experience as keys to a successful transition.



Jansons School of Business hosted a session on 20.11.2025 with Mr Sri Seshagopalan, Area Executive, ITC Limited, on “Winning the Consumer in FMCG.” Drawing from his industry experience, he highlighted key FMCG strategies, offering students valuable insights into consumer engagement and brand success.





A CXO Confluence was held on 08.09.2025 on the theme “Soft Skills for the Modern Manager: Strategies for Effective Leadership,” featuring Mr Sree Krishnan, President – Numentica LLC, USA, and CEO – JOZUNA Pvt. Ltd. He shared valuable perspectives on communication, adaptability, and essential leadership skills for future-ready managers.



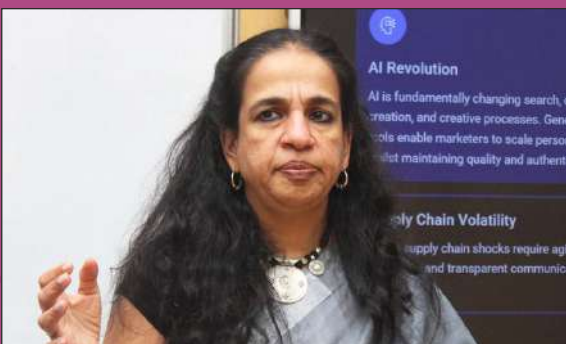
Ms Yashi Dhariwal, Head of the Economic Department and Honorary Consulate of Cambodia, Bengaluru, addressed a session on 12.09.2025, themed “Trade & Tariff Wars: A Global Business Perspective.” She highlighted the evolution of globalisation, the growing influence of BRICS nations, key global challenges, and the strategic use of tariffs in shaping economic and political power.



On 16.10.2025, Jansons School of Business hosted a CXO Confluence on “Sales Force Management”, led by Mr. Suresh Balasubramanian, Founder & Director of Cadla Services India Pvt. Ltd. He explained the Virtuous Cycle of Sales Leadership, built on the 3Cs, Character, Competence, and Consistency, emphasizing trust, consultative selling, customer expectations, and AI's role in sales.



Dr J.S. Bhuvaneshwaran, Director, PSG Hospitals, Coimbatore, addressed a CXO Confluence held on 18.10.2025 on “Strategic Foresight for Sustainable Competitive Advantage in Healthcare.” He highlighted how digital innovation, AI, data-driven insights, telemedicine, wearables, personalised care, and preventive mental health are reshaping sustainable healthcare.



Jansons School of Business hosted Ms. Anya Geraldine D'Souza, Fractional Chief Marketing Officer and Marketing Strategist, Bengaluru, on 27.11.2025 for a session on “The New Playbook: Global Brand Growth in a Disruptive Era.” She highlighted key disruptors such as AI, data privacy, and sustainability, offering students practical insights into contemporary global marketing strategies.

# Corporate Confluence

On 25.08.2025, Jansons School of Business hosted a Corporate Confluence on “Navigate Your Career: The Project Management Advantage.” Led by Dr B. Shyam Sundar, Director, Strategies, Governance, Risk & Compliance, Service Global Inc., the session highlighted project management as a critical career enabler.



Mr Vishnu Murugesan, Sales Manager, Freshworks, Chennai, addressed a Corporate Confluence held on 02.09.2025 on the theme “Customer Centricity through CRM: A Strategic Approach.” He emphasised CRM as a key driver of customer-centric organisations, enabling personalisation, loyalty, effective grievance handling, strong B2B relationships, and an integrated vision, people, processes, and technology.



On 27.09.2025, Ms Joys Jaya Malar, Senior Analyst, Creative Strategy, Stan Ventures, led a Corporate Confluence on “SEO in the Age of AI.” She highlighted how AI transforms SEO, shaping search rankings and trends, and stressed the need to combine technical skills, creativity, and data-driven strategies to enhance business visibility.



A Corporate Confluence featuring Mr Bhavesh Sampath, Director, Cloud Engineering, KGiSL, Coimbatore, was hosted on 27.10.2025. He highlighted cloud computing as a strategic business enabler driving growth, innovation, and personalisation. He used examples from Razorpay, JioMart, and Netflix to explain key concepts of IaaS, PaaS, SaaS, and private vs. public clouds.





An Academic Confluence on “Logistics Evaluation in India & Operational Excellence” featured Mr Satish Kumar Singh as the resource person on 08.09.2025. The session highlighted logistics as a growth driver, focusing on LPI improvement, PM GatiShakti, the National Logistics Policy, multimodal logistics, ULIP, and key infrastructure projects.



On 06.10.2025, Dr Vipul Dutta, Assistant Professor at the Indian Institute of Technology, Guwahati, facilitated an Academic Confluence on “Indian Business History: Scholarly Insights for Modern Enterprise.” His session blended scholarly insights with practical perspectives, inspiring participants to connect India's rich business heritage with contemporary enterprise practices.



Dr Hemamala Krishnan, Associate Professor, Amrita School of Business, Amrita Vishwa Vidyapeetham, Coimbatore, was the featured speaker at an Academic Confluence held on 29.09.2025 on “The Supply Chain Lifeline: Moving from Fragile to Agile in an Age of Global Disruption.” She highlighted how pandemics, geopolitical shifts, global uncertainties, and rapid technological change are reshaping supply chains, underscoring the shift toward agile, resilient, technology-enabled, and sustainable models.

## Students Shine

- Arul Selvan (Batch 2024–2026) presented and coauthored a case titled “Internship as a Tool for Enhancing Employability Skills: A Reflective Study”, which was published in the International Case Compendium (International Case Competition 2025) under the theme Sustainability and Social Impact Management (ISBN: 978-81-958836-4-6).
- Janani S. and Subika B. (Batch 2024–2026) co-authored a research article titled “Metaverse in Consumer Behaviour – A Framework-Based Case of Aurora Fashion”, published in TIJER - INTERNATIONAL RESEARCH JOURNAL (ISSN: 2349-9249). Volume 12, Issue 10 (October 2025).

## Onam Celebrations



Jansons School of Business celebrated Onam on 04.09.2025 with great enthusiasm, showcasing rich traditions. The campus featured vibrant pookalams, a traditional Onam Sadya, and engaging Onam games. Students, faculty, and staff came together in a spirit of joy and unity, making the celebration truly meaningful and memorable.



## Quantum Computing: A New Paradigm for Managers

Quantum computing is emerging as a transformative technology with the potential to reshape how organisations solve complex problems and make strategic decisions. Unlike classical computers, which process information using binary bits, quantum computers use quantum bits or qubits that operate according to the principles of quantum mechanics. Although quantum computing is still in an early stage of development, its implications for business, governance, and competitive strategy are profound. For managers, understanding quantum computing is less about mastering physics and more about recognising its strategic potential, limitations, and future relevance.

Classical computing systems process tasks sequentially or through limited parallelism. As problems become more complex—such as large-scale optimisation or simulation—classical systems face exponential increases in computation time. Quantum computing addresses this challenge through the following three key principles.

- Superposition
- Entanglement
- Quantum interference

Superposition allows qubits to exist in multiple states simultaneously, enabling quantum computers to explore many possible solutions at once. Entanglement links qubits in a way that allows coordinated processing across the system, while quantum interference amplifies correct solutions and suppresses incorrect ones. Together, these principles allow quantum computers to solve certain types of problems far more efficiently than classical machines.

The most immediate value of quantum computing for management lies in its ability to address complex decision-making problems. Optimization is a core managerial activity in supply chain design, logistics, scheduling, and portfolio management. Quantum computing can evaluate many scenarios simultaneously, enabling faster, better decisions. It presents both opportunities and risks. While it can enhance security methods, it also threatens existing encryption systems. Managers must prepare for post-quantum security strategies to safeguard organizational data.

Despite its promise, quantum computing is not yet a plug-and-play solution. It is still in the Noisy Intermediate-Scale Quantum (NISQ) era. Systems are error-prone and costly, limiting immediate large-scale deployment. Managers should focus on learning and experimentation rather than full adoption.

Quantum computing represents a new frontier in computation, and it should be viewed as a long-term strategic investment. Early engagement, partnerships, and talent development will help organizations gain future competitive advantage. Strategic awareness and preparedness today will allow organisations to leverage their benefits as the technology matures.



**Dr S Thiruppakadal Nambi**  
Professor  
Jansons School of Business

# Academic Endeavors

**Dr A G V Narayanan**  
Director

## Honorary Roles

- Joint Secretary of Coimbatore Management Association
- Executive Committee Member of the National Institute of Personnel Management, Coimbatore Chapter

**Prof. B. Arul Senthil**

## Publications

Published an article, “A comparative review of sustainable employee engagement practices in five leading Indian IT companies”. International Journal of Environmental Sciences,11(8), <https://theaspd.com/index.php/ijes/article/view/10401/7455>.

Published an article, “Role of Entrepreneurial Education for Igniting Students to Consider Entrepreneurship as a Career in Sustainable Digital Technology and Ethics in an Ever-Changing Environment, Volume 1 (pp. 443–450). Springer Nature Switzerland. (Scopus Indexed)

## Resource Person

Served as a resource person for the Faculty Exchange Program at SCMS Cochin, held on 13.10.2025 & 14.10.2025, and delivered a module on Talent Acquisition to postgraduate management students.

Resource Person and Co-Facilitator for the Management Development Program on “Emotional Intelligence in the Age of Artificial Intelligence”, jointly organised by Jansons School of Business and NIPM Coimbatore Chapter; co-designed and facilitated sessions for middle- and senior-level managers on applying emotional intelligence in digitally driven work environments, conducted on 20.09.2025, at Jansons School of Business.

## Participation in Workshops and Conferences

Completed a one-day Online FDP on “Future-Ready Educators: Blending Pedagogy with Technology for Transformative Learning”, organised by SDM Institute for Management Development (SDMIMD), Mysuru, on 01.08.2025.

Presented a research paper titled “A Qualitative Study on the Green Supply Chain Practices of Indian Companies” at an International Conference organised by Vardhaman College of Engineering in collaboration with RV University and VISTAS, 10–11.10.2025.

Presented a research paper titled “Brand Affluence to Functional Preference: An Empirical Analysis of the Minimalist Consumption Trend in Consumer Products” at an International Conference organised by UNITAR International University, Malaysia, 2–3.12.2025.

## Professional Certifications

Completed a certification on Emotional Intelligence: Cultivating Immensely Human Interactions from the University of Michigan, Coursera on 18.09.2025

Certification in Human Resource Analytics from the University of California, Irvine, Coursera on 26.12.2025

## Prof. M. Balathandayuthapani

### Publications

Published an article, “A comparative review of sustainable employee engagement practices in five leading Indian IT companies”. International Journal of Environmental Sciences, 11(8), <https://theaspd.com/index.php/ijes/article/view/10401/7455>

### Resource Persons

Acted as a resource person for the pan-India training program titled “Customer Centricity” to 200 staff at the clerical cadre of Punjab National Bank Ernakulam Circle on 3rd, 4th, 10th and 12th of July 2025.

Was invited to deliver a module on “International IMC and its Issues, Legal, Social and Ethical Issues of IMC” to the students of SCMS School of Business, Cochin, as part of the faculty exchange program on 13.10.2025 and 14.10.2025.

Handled a session on “Trends in Marketing for new ventures/start-ups” to the students of Taylors University, Malaysia, on 25.11.2025.

### Participation in Workshops and Conferences

Completed a one-day Online FDP on “Future-Ready Educators: Blending Pedagogy with Technology for Transformative Learning”, organised by SDM Institute for Management Development (SDMIMD), Mysuru, on 01.08.2025.

Presented a paper titled “Brand Affluence to Functional Preference: An Empirical Analysis of Minimalist Consumption Trend in Consumer Products” in the 2nd International Conference on Management and Marketing (IcMaM 2025) organised by UNITAR International University Malaysia on 02.12.2025.

## Prof. B. Benison

### Participation in Workshops and Conferences

Attended a workshop on Model Development Process conducted by the School of Management Studies, University of Hyderabad, on 11.09.2025 and 12.09.2025

Participated in a three-day Faculty Development Program (FDP) on Experimental Design and Text Analytics organised by TAPai Management Institute, Manipal, from 14.10.2025-16.10.2025.

Presented a research paper, “Do Family, Peers and Media Promote Consumer Literacy Knowledge among Children?” at the 19th North American Society for Marketing Education in India (NASMEI), an International Marketing Conference at Great Lakes Institute of Management, Chennai, on 19.12.2025 and 20.12.2025.

### **Publications**

Published an article, “A comparative review of sustainable employee engagement practices in five leading Indian IT companies”. International Journal of Environmental Sciences, 11(8), <https://theaspd.com/index.php/ijes/article/view/10401/7455>

Published an article titled 'Metaverse in Consumer Behaviour- A Framework-Based Case of Aurora Fashion' in TIJER, ISSN 2349-9249, October 2025, Volume 12, Issue 10, [www.tijer.org](http://www.tijer.org)

Review of My Journey with Vadapav by Venkatesh Iyer: From Street Food to Scalable Enterprise in the International Journal of Social Science and Economic Research, ISSN: 2455-8834 Volume:10, Issue:08 "August 2025" [www.ijsser.org](http://www.ijsser.org), IJSSER 2025

### **Resource Person**

Was invited as a resource person to deliver the topic on “Management of Small Business” to the students of Taylors University, Malaysia, on 25.11.2025.

### **Certification courses**

CII- Certified training on Climate Change held between 3-5.12.2025, organised by Confederation of Indian Industry Centre of Excellence for Sustainable Development

### **Participation in Workshops and Conferences**

Completed a one-day Online FDP on “Future-Ready Educators: Blending Pedagogy with Technology for Transformative Learning”, organised by SDM Institute for Management Development (SDMIMD), Mysuru, on 01.08.2025.

Presented a research paper titled “A Qualitative Study on the Green Supply Chain Practices of Indian Companies” at an International Conference organised by Vardhaman College of Engineering in collaboration with RV University and VISTAS, 10–11.10. 2025.

Presented a paper titled “Brand Affluence to Functional Preference: An Empirical Analysis of Minimalist Consumption Trend in Consumer Products” in the 2nd International Conference on Management and Marketing (IcMaM 2025) organised by UNITAR International University Malaysia on 02.12.2025.

### **Participation in Workshops and Conferences**

Participated in the Two-Day Faculty Development Programme (FDP) on “Generative AI in Teaching and Research” organised by Koach Scholar from 02.07.2025 to 03.07.2025.

Participated in the Five-Day Virtual Faculty Development Programme (FDP) on “Harnessing Generative AI: Smart Tools for Teaching, Learning, Education and Research” organised by the Department of Computer Science, St. Joseph's College, Tiruchirappalli from 07.07.2025 to 11.07.2025.

Participated in the Five-Day Management Development Programme (MDP) on “Next-Gen Finance: Unlocking Growth with Fin-tech Innovations” organised by VIT-AP School of Business (VSB), VIT University from 19.07.2025 to 23.07.2025.

Participated in the finance conclave on “Sustainable Finance: Greening the Balance Sheet” organised by Bharathidasan Institute of Management (BIM), Trichy, on 25.07.2025.

Participated in the Five-Day National-level Online Faculty Development Programme on “Business Analytics”, organised by the Department of Management Science, Sri Krishna Arts and Science College, Coimbatore, from 13.10.2025 to 17.10.2025.

Participated in a webinar on “Preparing the Manuscript for Submission & Handling Rejections” organised by R-Space & Research Centre, Thiagarajar School of Management, Madurai on 23.10.2025.

## Prof. R. Rajesh

### Participation in Workshops and Conferences

Completed a short-term training program on Applications of Operations Research and Data Analytics in Transportation and Logistics, organised by the Centre of Excellence in Logistics and Supply Chain Management and the Department of Mechanical Engineering, NIT Calicut, during 15–19.12.2025.

Participated in a two-week online Joint FDP on AI for Teaching and Learning, jointly organised by Electronics & ICT Academy, supported by the Ministry of Electronics and Information Technology (MeitY), Government of India, and Indian Institute of Technology Guwahati, held from 18–29.08.2025.

Participated in a Three Minute Thesis (3MT) Competition, held at Chitkara University, Punjab, India, on 1.08.2025 and 8.08.2025.

Participated in a webinar on Preparing the Manuscript for Submission & Handling Rejections, organised by R-Space & Research Centre, Thiagarajar School of Management, Madurai, Tamil Nadu, India, on 23.10.2025.

Participated in a webinar on the Role of AI in Scientific Writing, organised by Springer Nature for all ONOS members, held on 1.09.2025.

### Professional Certification

Certified Professional in Green Supply Chain, issued by Confederation of Indian Industry (CII), October 2025.

Certified Strategic Quality Manager (CSQM), issued by CII Institute of Quality, September 2025.

## Prof. J. J. Savithri

### Publications

Published an article titled “Strategic Implications of Stakeholders' Green Expectations for Organisational Performance”, in the journal, *Advances in Consumer Research*, vol. 2, no. 2s, 2025, pp. 62-76. (Scopus Indexed)

### Resource Person

Acted as a resource person for a Faculty Development Program at VIT on “Organisational Behaviour in Academia, Faculty as Change Agents and Building Student Leadership” on 18.8.2025 & 19.8.2025

### Participation in Workshops and Conferences

Participated in the two-day Faculty Development Program "Gen AI in education" by Dr Murugan Pattusamy, Associate Professor, University of Hyderabad, on 2 and 3.7.2025.

Attended a Faculty Development Program on Flipped Classroom Teaching Tools, organised by Essgee Digiskills, from 2.7.25 to 4.7.25

Participated in the workshop on “Integrating Psychological Insights in Media, Branding and Communication: Navigating Minds in the Digital Era” organised by Amrita, Kochi campus on 25.8.25-30.8.25

### Professional Certification

Completed the Emotional Intelligence Trainer and Coach Certification from Protouch during the period 20.07.2025 to 17.08.2025.

## Prof. K.B Sridevi

### Awards and Achievements

Received the prestigious research grant of Association of Indian Management Schools (AIMS) – Research & Innovation Fellowship (ARIF) of Rs.1,00,000 for the study titled “A Study on Gen Z's Sustainable Consumption: A Neuro-Analytics Perspective” in December, 2025.

Awarded with a 'Certificate of coordination' from the Department of Space, Government of India, for successfully coordinating the online training course on 'Basics of Remote Sensing, Geographical Information System and Global Navigation Satellite System' conducted by the Indian Institute of Remote Sensing, ISRO, during August 2025 to November 2025.

### **Publications**

Published (Abstracts) in Book Name: ICSSR -SRC, Sastra International Conference 2025 on Building Circular Futures: Transforming Manufacturing SMEs for Sustainability (ICBCF-2025), ISBN Number: 978-81-969372-1-8

### **Resource Person**

Invited as a resource person to a training program on 'AI for optimizing LinkedIn profile' to the employees of Plus Logics Solutions Pvt Ltd on 04.07.2025.

Honoured to be the Chair for the International Conference organised by Lincoln University College, Malaysia, on 02.08.2025 & 03.08.2025 Served as a resource person to deliver a session on 'Women Empowerment through Digital Minimalisation' to the 12th standard students of St. Joseph Girls Higher Secondary School, Somanur, on 05.08.2025.

### **Certification courses**

Certified in 'ChatGPT for Digital Marketing' in July 2025 from Simplilearn.

Certified in 'Data analytics with Generative AI' in August 2025 from Databricks.

### **Participation in Workshops and Conferences**

Attended the Knowledge Sharing Session & Networking Event organised by PMI-Chennai Chapter in the Infosys Campus, Coimbatore on 30.08.2025.

Participated and presented the paper titled 'Awareness and Adoption of Circular Economy Practices among SMEs' in the ICSSR-sponsored International Conference on "Building Circular Futures: Transforming Manufacturing SMEs for Sustainability (ICBCF-2025)" organised by SASTRA-Deemed to be University on 20.09.2025.

Participated in the Faculty Development Workshop on 'Write to Win: The Art of Grant Proposal Writing' organised by Somaiya Vidyavihar University, Mumbai, on 26.09.2025 & 27.09.2025

Attended the workshop on 'Preparing the Manuscript for Submission & Handling Rejections' organised by Thiagarajar School of Management, Madurai, on 23.10.2025.

Attended a webinar on 'Give Wings to your Career through Generative AI' organised by Thiagarajar School of Management, Madurai, on 08.11.2025

Participated in the Institution's Innovation Council (IIC) Regional Meet 2025, hosted by PSG College of Arts and Science, on 25.11.2025.

Participated in the UGC Sponsored Short Term Course on "MOOCS, e-Content Development and Online Pedagogy" organised by Jawaharlal Nehru Technological University, Hyderabad, from 20.12.2025 to 30.12.2025

### **Reviewer**

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

Contributed as a reviewer to the SIMS 16th Annual International Research Conference on 'Wealth and Wellbeing: Transforming Business, Governance and Society for a Resilient Future- SIMSARC '25'" organised by Symbiosis Institute of Management Studies, Pune, from 16.12.2025 to 17.12.2025

### **Industrial Consultancy and Training**

Conducted a collaborative consultancy for a State-level research project for Geojit Financial Services on 'Investor Analysis' from 29.09.2025 to 20.10.2025

Completed a collaborative project for AVT Natural Products Ltd on 'A study on customers' perception towards Packaging and Taste for Leaf Tea' on 20.11.2025 & 21.11.2025

### **Honorary role**

Served as a BOS Expert Member for the Programme 'MBA in Business Analytics' for Viswam Engineering College (VISM), Andhra Pradesh, on 13.09.2025.

**Participation in Workshops and Conferences**

Participated in a week-long program on Yoga and Wellness organised by UGC-MMTTC at Kumaun University, Nainital, Uttarakhand, from 1.07.2025-7.07.2025.

Attended the FPSB India Event at New Delhi on 22.07.2025.

Participated in the FDP on Future-Ready Educators, organised by SDMIMD, Mysuru, on 1.08.2025.

Participated in the Nurturing Future Leadership Program organised by IIM Nagpur, from 8.09.2025 to 12.09.2025.

Attended the International Economics Conference at SDMIMD, Mysuru, on 27.11.2025 & 28.11.2025.

Presented a research paper titled "Challenges and Constraints of Farmer-Producer Organisations in Tamil Nadu: A Content-Based Study" in the International Economics Conference at SDMIMD, Mysuru, on 27.11.2025 & 28.11.2025.

Presented a research paper titled "Assessing the Impact of Financial Support on the Viability of Tamil Nadu's Farmer-Producer Organisations" in the International Economics Conference at SDMIMD, Mysuru, on 27.11.2025 & 28.11.2025.

**Resource Person**

Acted as the resource person for an FDP on "Personal Finance" at Jansons School of Business on 13.08.2025.

Resource Person for a talk on "Financial Planning - SEBI Initiative", organised by RVS MBA on 19.12.2025.

**Professional Certifications earned**

- NISM – Investment Advisor Level 1
- NISM – Investment Advisor Level 2,
- FPSB – Investment Planning Specialist
- FPSB – Risk and Estate Planning Specialist

**Professional Certifications**

Completed a 15-hour online certification program offered by Udemy on “Become a Probability and Statistics Master on 22.12.2025.

**Publication**

Published an article on “Bibliometric Analysis of Journal of Human Values: 2023-2024” in the International Journal of Research Publication and Analysis (IJRPA). October 2025, Volume 01, Issue 05, pp 01-07. ISSN: 2456-9995.

**Participation in Workshops and Conferences**

Attended a Webinar on DELNET: Resources and Services, jointly organised by DELNET and St. Joseph Vaz College, Goa, on 05.07.2025.

Participated in the National Seminar on "Libraries and Digital Disruption: Navigating Change, Sustaining Relevance", organised by the Indian Institute of Management Kozhikode (IIMK), on 14.08.2025.

Attended a National Webinar on "LIS Professional Development in the Present Era", organised by the Indian Library Association (ILA), New Delhi, on 24.09.2025.

## Mr M P Parthiban

### Publication

Published a book chapter on “Digital Transformation in Libraries: Emerging Trends, New Technologies among Library Professionals” *Frontiers in Library and Information Science: Innovations, Issues and Future Directions*, ISBN: 978-93-344-0359-6, November 2025

### Participation in Workshops and Conferences

Participated in One Day National Seminar on “Libraries and Digital Disruption: Navigating Change, Sustaining Relevance, organised by Nalanda- Library and Information Centre, IIM Kozhikode, Kerala on 14.08.2025

Attended a National Webinar on "LIS Professional Development in the Present Era", organised by the Indian Library Association (ILA), New Delhi, on 24.09.2025.

## Mr Samit Mondal

### Publication

Published a book chapter on “Digital Transformation in Libraries: Emerging Trends, New Technologies among Library Professionals” *Frontiers in Library and Information Science: Innovations, Issues and Future Directions*, ISBN: 978-93-344-0359-6, November 2025

### Participation in Workshops and Conferences

Participated in A National Level Library Technology Conclave – 2025 on Emerging Trends & Tools in Academic Libraries: Empowering Knowledge Ecosystems through Innovation, organised by the Department of Library & Indian Knowledge System Cell (IKSC), Nehru Institute of Technology, Coimbatore 641 105, on 27.09.2025

## Mr S Paul

### Publication

Published a book chapter on “Digital Transformation in Libraries: Emerging Trends, New Technologies among Library Professionals” *Frontiers in Library and Information Science: Innovations, Issues and Future Directions*, ISBN: 978-93-344-0359-6, November 2025

### Participation in Workshops and Conferences

Participated in A National Level Library Technology Conclave – 2025 on Emerging Trends & Tools in Academic Libraries: Empowering Knowledge Ecosystems through Innovation, organised by the Department of Library & Indian Knowledge System Cell (IKSC), Nehru Institute of Technology, Coimbatore 641 105, on 27.09.2025

## Management Lessons from Everyday Life

Management principles are not confined to corporate environments; they are consistently practiced in everyday life through routine decisions and responsibilities. Observing common situations reveals how fundamental management concepts operate beyond formal organizational settings.

A clear example can be seen in the functioning of a neighbourhood retail shop. The shop owner systematically plans inventory based on demand patterns, purchasing power, and seasonal variations. By maintaining optimal stock levels, he minimises wastage and ensures uninterrupted service to customers. His focus on building long-term customer relationships through reliability and ethical practices reflects the principles of customer relationship management and operational efficiency.

Similarly, personal financial planning demonstrates core management functions such as budgeting, prioritisation, and risk management. A salaried individual allocates income across essential expenses, savings, and contingencies, ensuring financial stability while preparing for uncertainties. This mirrors organisational financial planning and resource allocation.

Time management in daily schedules further highlights the importance of planning and coordination. Balancing professional commitments with personal responsibilities requires effective prioritisation and disciplined execution.

Every day experiences consistently reinforce the relevance of management principles beyond formal organisational settings. The ability to plan resources, manage time, build relationships, and adapt to uncertainty is developed through routine decisions and responsibilities. These real-life practices highlight that management is not merely a theoretical discipline but a practical skill refined through observation and application. When individuals consciously recognise these lessons, they become better decision-makers in both personal and professional environments.

True management lessons emerge from routine actions and practical decisions.



**Ms S Thevadarsitha**  
Batch 2026

### Used car market trends– A View from the Industry

The used car market is rapidly evolving, driven by shifting consumer preferences, economic conditions, and technological innovation. In recent years, demand for pre-owned vehicles has surged as buyers seek more affordable alternatives to new cars amid rising prices and interest rates. This trend is particularly strong among first-time buyers and cost-conscious consumers who value reliability without the premium cost of new models.

Another key trend is the rise of online platforms transforming how used cars are bought and sold. Digital marketplaces now offer detailed vehicle histories, virtual tours, and financing options, significantly reducing the traditional hassles of dealership visits. This convenience has broadened the buyer base and increased market transparency. Electric and hybrid vehicles are gaining traction in the used segment as more owners trade in newer EVs, creating a growing supply of eco-friendly options. Buyers are increasingly drawn to these for lower running costs and environmental considerations. Certified pre-owned (CPO) programs are also boosting confidence, offering extended warranties and quality assurances that narrow the gap between new and used car purchases. Meanwhile, price fluctuations remain a hallmark of the market, influenced by factors like supply chain improvements, inventory levels, and fuel prices. As the industry adapts, the used car market continues to offer value, variety, and innovation for modern consumers.

Overall, the used car market is emerging as a dynamic and resilient segment of the automotive industry, shaped by affordability needs, digital transformation, and growing sustainability awareness. With online platforms enhancing transparency, certified programs building trust, and the expanding availability of electric and hybrid vehicles, pre-owned cars are no longer seen as a compromise but as a smart, value-driven choice. As economic conditions and consumer expectations continue to evolve, the used car market is well positioned to remain a vital, innovative, and accessible mobility solution for a diverse range of buyers.



**Ms Devasenabathy**  
(Batch 2023)

B2B Retail Manager (Procurement)  
Cars24 Services Private Limited

# ALUMNI Expressions



As an alumnus of JSB, I value the institution for its commitment to academic excellence and professional development. The MBA program offered a well-structured curriculum that effectively blended theoretical knowledge with practical business insights. The guidance and mentorship provided by experienced faculty played a significant role in shaping my managerial and leadership skills.

My experience at Jansons School of Business has been instrumental in preparing me for the corporate world.

**Mr. Dhamuprasath T**, 2020 batch  
ASM - Foods Division, ITC Limited, Ernakulam branch, Kerala



“JSB didn’t just give me an MBA - it gave me a mindset”.

From classroom discussions to real-time business exposure, every experience shaped how I think, communicate, and lead. Today, as a Business Development Executive at ERROOTS Pvt. Ltd., I carry forward the confidence, communication, and mindset JSB nurtured in me.

The supportive faculty, engaging classroom activities, and the vibrant campus atmosphere shaped me both professionally and personally. JSB helped me become more curious, career-driven, and ready to create impact. It’s not just where I studied - it’s where I became me.”

**Mr. Vanitha Immaculate**, Batch 2024  
Business Development Executive, ERROOTS Private Limited, Coimbatore



Jansons School of Business played a key role in my successful placement at Naukri.com by providing strong mentorship, career guidance, and a structured learning environment. The college supported my personal and professional development through industrial exposure, practical management learning, mock interviews, and continuous skill-building, enabling me to confidently transition from a student to a corporate professional.

**Mr. Harshal Pillai**, Batch 2025  
Senior Executive - Corporate Sales, Info Edge India Ltd (Naukri.com), Coimbatore



It was a wonderful experience returning to Jansons to speak to my juniors. This is the same place where I once sat, listening and learning. Coming back as a speaker truly felt like a full-circle moment. Grateful for the memories, lessons, and growth this place gave me. Proud to be an alumnus of one of the best places I have been.

**Mr Navaneetha Krishnan**, Batch 2020  
Area Sales Manager, Atomberg, Coimbatore

# REFLECTIONS

**Dr Asit K Barma**

Director  
Bharathidasan Institute  
of Management  
Tiruchirappalli

“

Extremely happy to see an eclectic mix of young & experienced faculty. Academic processes are maintained very well. My best wishes to the Director, Dr Narayanan and his team to steer JSB to greater heights

”



**Dr Rajeev Kumra**

Director  
TA Pai Management Institute  
Manipal

“

Impressive Leadership & backed by an able team. This is a school poised to become big in future. Thought process, infrastructure, ability to learn, flexibility & futuristic vision is world class. My best wishes!

”



**Dr N Yesodha Devi**

Secretary  
PSGR Krishnammal College  
for Women  
Coimbatore

“

Well organised meeting. Congratulations to you and your team for the excellent work undertaken leading to national and international accreditation. By setting your targets at a slightly higher level, I am sure that you will be able to scale greater heights. Thank you for the opportunity!

”



**Dr B Shyam Sundar**

Vice President - Outreach  
Project Management Institute  
(PMI) - Chennai

“

What a wonderful campus & ambience! I am really impressed and it is a great atmosphere to promote students' engagement. Infrastructure is wonderful and Director's vision & its alignment towards the quality education for the students is really great to hear! Thanks for the opportunity to associate

”



**Ts. Dr. Sharmini Gopinathan**

Associate Professor and  
Head of Postgraduate  
School of Management & Marketing  
Taylor's Business School  
Taylor's University, Malaysia

“

Beautiful campus and wonderful hospitality! It is my pleasure to be here to handle sessions and share knowledge with the students

”



**Mr Vishnu Murugesan**

Sales Manager  
Freshworks  
Chennai

“

The students were awesome & I had an amazing experience. Special thanks to Dr Sridevi for the invite & the warm reception

”



# REFLECTIONS

## Mr Sree Krishnan

President - Numentica LLC, USA  
CEO - Jozuna Private Limited

“

Interactive session on soft skills with a good participation from students. Good questions on communication and AI tools

”



## Ms Yashi Dhariwal

Head of Economic Department  
Honorary Consulate of Cambodia  
Bangalore

“

It was a pleasure interacting with the wonderful bunch of students. The questions were extremely interesting and engaging. Many thanks to JSB, its Leadership and Business Standard to have given me the opportunity and kind invitation

”



## Ms Vijayalakshmi Duraisamy

Senior Business Consultant in  
Data Analytics, Irving, Texas  
United States

“

It was a great honour to be a part of this Confluence and to interact with the students. It was a learning experience and great interaction

”



## Dr J S Bhuvaneshwaran

Director  
PSG Hospitals  
Coimbatore

“

Very interesting experience. Very interactive students. Lovely hospitality. I would love to visit again

”



## Mr Vijay Narayanan

President  
Project Management Institute  
Chennai Chapter

“

I am humbled and floored by the warm reception by JSB. A heartfelt thank you to Narayanan Sir for making PMI Board feel comfortable. It is truly an honour for PMI Chennai Chapter to partner with JSB

”



## Mr Madhan Ram R Arumugam

Secretary  
Project Management Institute  
Chennai Chapter

“

JSB has given me a truly enriching experience through the opportunity to teach the students the Project Management Principles. I enjoyed my time on the campus. I sincerely thank the Leadership team for enabling this opportunity

”



# REFLECTIONS

**Mr Bhavesh Sampath**  
Director - Cloud Engineering  
KGiSL  
Coimbatore

“

It was amazing to see the students sitting & listening patiently. Wonderful questions. I enjoyed the session personally

”



**Mr Thiyaga Vivek**  
Founder and Marketing Head  
Putchi Maternity Solutions Inc.

“

The most amazing team of students. They had the best questions and very lively set of audiences

”



**Ms Deepika Thiyagarajan**  
Founder and COO  
Putchi Maternity Solutions Inc.

“

It was a great morning with the students who were curious. My sincere appreciation to the Management for giving the students amazing exposure

”



**Dr U Dinesh Kumar**  
Director In-charge, IIM Bangalore  
President, Analytics Society of India  
Bangalore

“

Had an excellent session with the students. Wish a great success to the students and the school

”



**Dr Hemamala K**  
Associate Professor  
Amrita School of Business  
Amrita Vishwa Vidyapeetham  
Coimbatore

“

The students were interested, engaged & interactive. The hospitality is warm. Wish the students & the faculty team @ JSB, all the very best

”



**Ms Anya Geraldine D'Souza**  
Fractional Chief Marketing Officer &  
Marketing Strategist  
Bengaluru

“

Thank you so much for a wonderful day. I truly enjoyed spending time with all of you and hope to see you again soon

”



# REFLECTIONS

**Dr Aby K Abraham**  
Rajagiri Business School  
Cochin

“

Glad to be a part of the conference. Congratulations to Prof. A G V Narayanan and team for visualising and executing excellently

”



**Prof. Dr. Sathy Srithar**  
Associate Dean  
Master of Management  
University of Niagara Falls  
Canada

“

Very well-organized conference. Thank you

”



**Prof. Ts Dr. Murali Raman**  
Deputy Vice Chancellor  
Director, Postgraduate &  
Continuing Education  
Asia Pacific University  
Malaysia

“

Happy to have represented Asia Pacific University of Technology and Innovation (APU / APIIT) at this event as part of our ongoing collaboration with Jansons School of Business

”



**Prof. Joshy Easaw**  
Professor of Economics  
Director of Global Engagement  
Cardiff Business School  
Cardiff University  
Cardiff

“

Very many thanks for your wonderfully warm and generous hospitality! The conference was a great success and thanks for organising it. Look forward to future collaborations as discussed and more

”



# Our Recruiters


Highest  
CTC  
13.92  
LPA

Average  
CTC  
6.00  
LPA

Extensive  
Industry  
Interactions

Internship  
with Stipend

**We thank our Recruiters for the faith that moves us forward!**



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](http://www.jsb.ac.in)

