Jansons Infinite Learning
THE B SCHOOL

JSB Melange

Bi-Annual Newsletter from Jansons School of Business

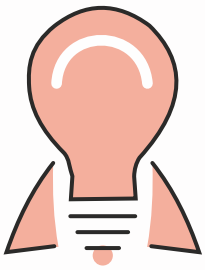
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JANSONS SCHOOL OF BUSINESS
(Autonomous)
Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA
Karumathampatti, Coimbatore - 641 659
Phone: 0421-2336161-65 | E-mail: info@jsb.ac.in
www.jsb.ac.in

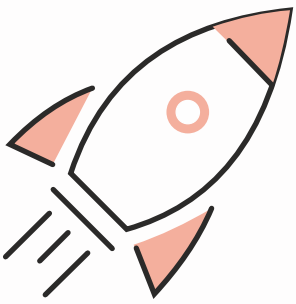


Vision

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

Jansons
Infinite Learning
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.

Chairman-Speak



Rtn. MPHF. T. S. Natarajan

At Jansons School of Business, we believe progress stems from shared purpose and collaboration. The theme Collective Value reflects our commitment to creating impact beyond individual success. In today's interconnected world, true value emerges when institutions, industries, and individuals work together for the greater good. At JSB, this is reflected in our academic initiatives, industry partnerships, and community engagement. We strive to nurture leaders who understand that collaboration, inclusivity, and responsibility are essential for sustainable growth. This edition of Melange showcases efforts that embody this spirit.

Let us continue to foster a culture where collective value shapes our actions and aspirations.

"The best way to predict the future is to create it".

~ Peter Drucker ~

From the Editor's Desk

Dear Readers

The idea of collective value resonates deeply in a world that is increasingly interconnected and interdependent. At JSB, we see this not merely as a concept, but as a lived experience, where knowledge, collaboration, and shared vision come together to create meaningful impact.

This edition of JSB Melange reflects the true spirit of shared value 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 confluence of ideas, experiences, and perspectives that shape our progressive learning ecosystem. From academic insights to industry interactions and student achievements, each contribution highlights the power of working together towards the common goal.

We extend our sincere gratitude to all contributors whose insights, collaboration, and intellectual energy have enriched this issue. Special appreciation is due to Mr J Shakul Hameed for his technical expertise and seamless execution, which enabled these ideas to reach a wider audience. We also wish to place on record our profound appreciation to our Management and Director, whose steadfast guidance, far-sighted vision, and enduring commitment to nurturing a culture of collaborative scholarship continue to energize and elevate the spirit of collective advancement and innovation at Jansons School of Business.

In building collective value, every contribution matters, every voice counts, and every effort adds to a larger purpose.



Dr. Devi Premnath
Editor, JSB Melange

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HAPPENINGS @JSB



Industry Interaction on **Careers in Banking**

13.02.2026

An Industry Interaction was organised for the Batch of 2026, featuring senior leaders from Tamilnad Mercantile Bank Ltd. Mr Ramesh D., Executive Vice President, shared valuable insights on career pathways in banking and the skills needed to excel in a competitive industry. Mr Elango, Manager, Human Resources, discussed recruitment practices, key competencies, and professional expectations in the banking sector. The session offered students practical exposure to banking careers and a deeper understanding of the sector's role in economic growth and financial inclusion.







Two-Day Workshop on **Startup Validation**

27 & 28.02.2026

Jansons School of Business organised a two-day workshop on Startup Validation, facilitated by Mr Vishal Vijay Nair, Senior Entrepreneurship Educator at the Wadhwani Foundation, Bengaluru. The session focused on idea validation, customer needs, market analysis, value propositions, and MVP development through interactive activities and case discussions. The workshop concluded successfully, fostering hands-on learning and strengthening entrepreneurial thinking among students.







JSB Celebrates **Placement Day 2026**

A Milestone of Achievement 06.03.2026

Jansons School of Business proudly celebrated Placement Day, marking a significant milestone for the Batch of 2026. The event was graced by Mr Milan Wahi, Managing Director, Lotte India Corporation Private Limited, as the Chief Guest.

The Placement Report, presented by Prof. M. Balathandayuthapani, highlighted an impressive placement achievement, with participation from diverse industries. In his address, Mr Milan Wahi encouraged students to embrace innovation, take calculated risks, and remain lifelong learners. He also distributed offer letters, symbolising the beginning of their professional journeys.

The occasion was further distinguished by the presence of eminent dignitaries, including Vice Chairman Sri T. N. Thirukumar; Director Dr. A. G. V. Narayanan; Mr. Janakiram Raju (Former CMD, BASF Bangladesh Ltd.); Mr. Puneet Krishnan (Hon. Secretary, CMA); Mr. Y. Sridhar (Associate Director – HR, Cognizant Technology Solutions, Coimbatore); Dr. Nithin Devaraj (President, CMA); Mr. Gandhimathinathan Palaniswamy (Former VP – HR, Bradken India Pvt. Ltd.); and Mr. Meenakshi Sundaram (Head – Corporate HR, Lakshmi Ring Travellers (Coimbatore) Private Limited).

Prof. M. Balathandayuthapani and Mr. J. Shakul Hameed were felicitated for their exceptional dedication and tireless efforts in successfully driving the placement process and ensuring commendable outcomes for the graduating batch.

















JSB ECHO - Our Official Podcast

Podcast Corner: Expert Voices at JSB

The Spark: Innovating India

A podcast initiative by the Centre of Entrepreneurship, featuring Hasvinth, Jeevika, and Swetha of Jansons School of Business in conversation with Mr. Manoj, Owner of Ramana Dairy Products and Founder of The Granules Company. The episode offers a candid look at entrepreneurial journeys, from dairy farming to founding new ventures.





Expert Interview Series @ JSB

Professor Devi Premnath engaged in a stimulating discourse with Sri Bala Kumar, Founder & CEO of K5 Consultancy Limited, Dubai, illuminating nuanced perspectives on consultancy excellence, visionary leadership, and enterprise dynamics across the Gulf region.



Professor Srikrishna had the privilege of hosting Dr. Majo George, Dean, Faculty of Economics at UEF - Ho Chi Minh City University of Economics and Finance, Vietnam, for an intellectually enriching dialogue on the evolving contours of global management education.



Farewell 2026

Celebrating Journeys, Inspiring Futures 10.04.2026

JSB bid a heartfelt farewell to its Final Year MBA students of the Batch of 2026, marking the culmination of a transformative academic journey. The event was filled with engaging presentations, shared moments of joy, and thoughtful reflections, capturing the essence of growth and achievement. The occasion celebrated their evolution into confident, capable professionals ready to embrace new challenges. As they step into the next phase of their careers, JSB proudly acknowledges their accomplishments and the values they carry forward. The institution extends its best wishes to the graduating cohort for continued success, excellence, and impactful contributions in their professional journeys.












JSB's Centres of Excellence

Centre for Business Analytics

Datathon Decoding Session at JSB

29.01.2026

The Analytics Society of India (ASI) Students Chapter at JSB conducted a session on "Datathon Decoding" to enhance students' analytical and AI-driven problem-solving skills. The session focused on datathon strategies, data interpretation, and real-time analytics challenges. The Centre for Business Analytics at JSB congratulated Ms G. Suruthika for delivering the session and appreciated the Quiz Contest winners for their outstanding performance.



OptimAIze Promotes Analytics & AI Learning

07.02.2026

Jansons School of Business successfully organised the event "OptimAIze Summit" through the Centre for Business Analytics- Analytics Society of India (ASI) Student Chapter. The event brought together enthusiastic students to explore emerging ideas and applications in business analytics and artificial intelligence. It fostered analytical thinking, collaborative learning, and active student engagement through knowledge-driven discussions and activities.

On 03.03.2026, the Analytics Society of India (ASI) Student Chapter at Jansons School of Business, through the Centre for Business Analytics, successfully organised the "Glitch Hunt" event. The event gave students a hands-on way to strengthen their analytical thinking and problem-solving skills and fostered enthusiasm and engagement among aspiring business analytics professionals.

Data Quest 2026: Showcasing Analytical Excellence at JSB

30.03.2026

The Centre for Business Analytics at Jansons School of Business, under its ASI Student Chapter, successfully hosted DATA QUEST 2026, a dynamic intercollegiate event for MBA students, co-branded with the Analytics Society of India (ASI), Indian Institute of Management Bangalore.

The competition witnessed enthusiastic participation from premier institutions, including Dr N.G.P. Institute of Technology, GRG School of Management Studies (GRGSMS), Kathir College of Engineering, KCT Business School, and Vivekananda Institute of Management Studies. Participants demonstrated exceptional analytical acumen through events such as Decipher, which tested clarity and agility of thought, and Case X, which challenged teams to devise strategic solutions to real-world business problems. The event highlighted the importance of data-driven decision-making and teamwork. All participants, collaborators, and organisers were appreciated for their valuable contributions in making the event a success.





JSB's Centres of Excellence

Centre for Entrepreneurship

Empowering Future Entrepreneurs Through Startup Pitching Training

29.01.2026

The Centre for Entrepreneurship at Jansons School of Business organised a training session on "Startup Pitching" to help students present business ideas with clarity and confidence. The session covered key aspects of effective pitching, including idea presentation, value proposition, and communication strategies, encouraging entrepreneurial thinking among students. Mr Sibi T and Ms Rakshitha M, along with their team members, were the winners of the 'Problem Identification Contest'.





Centre for Happiness and Wellbeing & Women's Cell

08.03.2026

The Women's Day celebration, themed "When Women Speak, Change Begins," was organised by the Women's Cell in association with the Centre for Happiness and Wellbeing to promote women's empowerment, equality, and social awareness. The session was addressed by Ms K. Shiny, Advocate at the Coimbatore District Court, who highlighted the importance of confidence, courage, legal awareness, and education in empowering women. She also encouraged students to express their opinions, stand up for their rights, and contribute towards positive social change.





JSB's Clubs and Houses Where Learning Meets Fun!

EKTA - Fostering Social Responsibility at JSB 29.01.2026 & 26.03.2026

The EKTA-CSR Club of Jansons School of Business continued to nurture socially conscious leadership through meaningful initiatives. On 29.01.2026, students visited the Mahatma Gandhi Memorial at Podanur, Coimbatore, a site of historical significance that preserves the life and message of Gandhiji and promotes non-violence, peace and love for humanity. The visit offered a reflective encounter with values that remain relevant to modern leadership. On 26.03.2026, as part of the Social Leadership Series, JSB hosted Mrs Deepa Mohanraj, Founder & Director of Kaumaram Prashanthi Academy, for a session on "Compassion, Commitment, and Change: Values that Transform Society".







Houses of JSB - Igniting Team Spirit

The five houses of JSB - Accenture, Intel, BlackRock, SpaceX, and Rolex, brought vibrant energy to campus life, fostering teamwork, healthy competition, and a shared sense of purpose. Each house encouraged students to showcase their talents, embrace leadership, and collaborate towards common goals.











JSB's Collaborative Ventures

Campus Exchange Initiative Begins Under the JSB - MIM MoU

23.01.2026

Following the signing of the MoU between Jansons School of Business (Autonomous) and Marian Institute of Management, the institutions launched their first collaborative initiative, a Campus Exchange Programme, aimed at fostering academic partnership and experiential learning.

As part of the initiative, Dr A. G. V. Narayanan, Director, and Dr M. Balathandayuthapani, Professor, JSB, delivered insightful expert sessions, sharing valuable academic and industry perspectives with the participants. The initiative reflects JSB's commitment to collaborative learning, academic excellence, and the development of future-ready leaders.





JSB Strengthens Industry–Academic Collaboration with CIRCOR

07.02.2026

Jansons School of Business (JSB) hosted a focussed meeting with the leadership team of CIRCOR Flow Technologies India Pvt. Ltd. to discuss ways to strengthen industry-academic collaboration. The session, led by Director Dr A. G. V. Narayanan, emphasised the importance of bridging academic learning with industry expectations.

Insights were shared by Dr Devi Premnath, Professor & Head - Academic Collaboration, along with industry experts Lt. Cdr. Sonnet Xavier, Mr Balasubramaniam Palanisamy, and Mr Sivakumar Subbu. The discussion outlined ways to strengthen experiential learning and professional readiness, reaffirming JSB's commitment to preparing graduates for industry and the future.







JSB's Collaborative Ventures

Bridging Knowledge: Faculty Exchange between JSB and MIM

27 & 28.01.2026

Hosted by JSB

A Faculty Exchange Program in collaboration with Marian Institute of Management, Idukki, Kerala, was hosted by Jansons School of Business. The program featured esteemed faculty members, including Mr Alex Johnson, Assistant Professor, who delivered sessions on Personal Finance and Taxation, and Prof. Samson Thomas, Dean – Corporate Affairs, who led discussions on Sustainable Supply Chain Management.







Hosted by Marian Institute of Management

16 & 17.02.2026

The Faculty Exchange Program was successfully reciprocated at Marian Institute of Management as part of its academic collaboration initiatives. The two-day engagement featured a focused 6-hour module delivery to the MBA students. Dr Devi Premnath led sessions on Brand Management, covering brand equity, customer perception, and contemporary marketing practices. Dr J. J. Savithri conducted modules on Compensation and Payroll Management, offering practical insights into pay structures, compliance, and payroll systems through case-based learning.

The program also included a faculty interaction that fostered dialogue on curriculum enrichment, research collaboration, and future initiatives. The initiative enriched student learning through diverse pedagogical approaches, expert insights, and strong industry relevance, reaffirming JSB's commitment to academic excellence and meaningful collaborative engagement.







JSB's Collaborative Ventures

JSB Expands Global Footprint with MoU Signing with UEF, Vietnam 19.02.2026

Jansons School of Business, Coimbatore, proudly signed a Memorandum of Understanding (MoU) with UEF, Ho Chi Minh City University of Economics and Finance, Vietnam, marking a significant milestone in international academic collaboration.

The MoU was formalised by Dr A. G. V. Narayanan, Director, JSB; Dr Majo George, Dean, Faculty of Economics - UEF; in the presence of Dr Devi Premnath, Professor and Head - Academic Collaboration, JSB. This partnership aims to promote global academic exchange, collaborative learning, and enhanced international opportunities for students and faculty, reinforcing JSB's commitment to global education.

Special appreciation is extended to Mr Janakiram Raju for gracing the occasion with his esteemed presence.









JSB's Collaborative Ventures

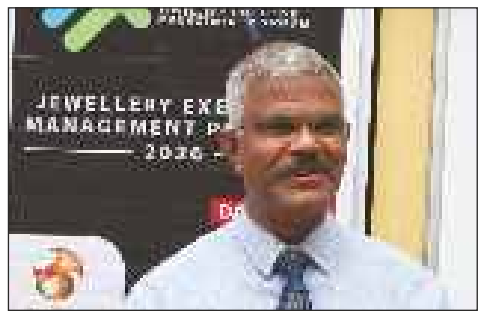
JEMP at JSB: Advancing Executive Learning in the Jewellery Sector 11 & 12.02.2026

The Jewellery Executive Management Program (JEMP) was successfully conducted at Jansons School of Business (JSB) in collaboration with the Institute of Gems and Jewellery, marking a significant step in industry-focused executive education. The session commenced with a welcome address by Mr Amjad Shahir, CEO of IGJ, followed by the formal inauguration by Dr A. G. V. Narayanan, Director, JSB, who emphasised the importance of strong industry–academia collaboration in preparing future-ready professionals.

The keynote address by Mr Muthu Venkatram, President of the Coimbatore Jewellery Manufacturers Association, offered valuable insights into emerging industry trends, excellence in craftsmanship, and leadership practices. On 11.02.2026, Dr Devi Premnath conducted an engaging session on Digital Customer Experience, Branding, and AI integration, complemented by a hands-on workshop offering practical strategies to enhance brand value and customer engagement. The program concluded with a valedictory session on 12.02.2026. Participants were appreciated for their enthusiasm, reaffirming JSB's commitment to continuous learning, innovation, and meaningful industry engagement.













2026 JEMP JEWELLERY EXECUTIVE MANAGEMENT PROGRAM





JSB's Collaborative Ventures

JSB - MIM Student Exchange Program: A Four-Day Journey of Learning and Collaboration 02.03.2026 – 05.03.2026

Jansons School of Business (JSB) hosted a four-day Student Exchange Program in collaboration with Marian Institute of Management, bringing together students and faculty for an engaging blend of academic learning, industry exposure, entrepreneurship, and cultural interaction.

The program commenced with an inaugural session led by Dr A. G. V. Narayanan, followed by networking and team-building activities that encouraged collaborative learning and peer engagement. Entrepreneurship Catalyst sessions introduced students to innovation, opportunity identification, and entrepreneurial thinking. The exchange program also featured industry interaction sessions, an industrial visit to Aadhava Garments, and experiential learning activities that offered practical exposure to operations, production processes, and business practices. Students further explored grassroots entrepreneurship and consumer behaviour through market visits to Oppanakara Street and Tirupur Kadherpet, as well as to innovation and science centres that showcased indigenous innovation and technological advancements.

As part of the program, Mr Manoj B, Owner, Ramana Dairy Products, Founder -The Granules Company (Ghee & Ghee-Based Products), Namakkal, delivered a special talk on "MBA to Entrepreneur: A Transformational Journey," sharing inspiring insights on entrepreneurship, innovation, and perseverance. The programme concluded with a vibrant cultural evening, valedictory session, and certificate distribution, marking the successful completion of an initiative that strengthened institutional collaboration, industry awareness, and knowledge sharing.










JSB at Young Leaders Forum 2026 - Vietnam
A Global Learning Experience

18.03.2026 – 20.03.2026

A proud and defining moment for Jansons School of Business unfolded at the Young Leaders Forum 2026, hosted by UEF - Ho Chi Minh City University of Economics and Finance, Vietnam. Engaging with emerging leaders from across the globe, the forum provided a dynamic platform for the meaningful exchange of ideas, diverse perspectives, and real-world learning. Insightful discussions, impactful presentations, and vibrant cultural interactions underscored the value of global collaboration.

JSB students returned with enriched perspectives, stronger international networks, and the confidence to thrive in a global environment, reflecting the essence of learning beyond classrooms and building connections across borders.















Ms Prabha Arulshankar 07.01.2026
ERP Consultant and Program Leader from Melbourne, Australia.



A global confluence was organised on the theme "Leading through Change." The session was led by Ms Prabha Arulshankar, ERP Consultant and Program Leader from Melbourne, Australia. She emphasised that leadership is built on patience, consistency, clear communication, and continuous growth. Highlighting corporate expectations, she encouraged students to develop adaptability, initiative, and a future-focused vision.

Mr Raghu Bathanenadan 22.01.2026
Vice President & MD, Western Digital Tech and Regional Centre SSN BHD, Malaysia.



The theme "Why Digital Supply Chains are the Answer to Today's Economic Chaos." was addressed by Mr Raghu Bathanenadan, Vice President and Managing Director, Western Digital Tech and Regional Centre SSN BHD, Malaysia. He explained how digital supply chains help businesses manage uncertainty through real-time visibility, automation, and AI-driven systems, enabling better cost control and resilience. The session gave students insights into digital supply chains and technology-driven business strategies.

Mr Sri Bala Kumar 03.02.2026
Founder & CEO of K5 Consultancy Limited, Dubai



JSB organised a Fireside Chat as part of the Global CXO Confluence featuring Mr Sri Bala Kumar, Founder & CEO of K5 Consultancy Limited, Dubai. He shared insights on leadership, integrity, collaboration, and self-confidence, while highlighting the importance of adaptability, communication, and trust in professional success. The interactive session encouraged students to develop a forward-thinking mindset and lead with confidence.

Dr Leena Periyasamy 05.02.2026
Cognizant, Doha



Dr Leena Periyasamy from Cognizant, Doha, delivered a Global Confluence session titled "The Future of L&D Leadership: Building Strategies, Not Just Training". The session highlighted the evolving role of Learning & Development in modern organisations, with a focus on digital learning, innovation, and continuous upskilling. The speaker encouraged students to adapt to change, think strategically, and prepare themselves for future-ready careers in a dynamic business environment.

Dr Majo George 19.02.2026
Dean, Faculty of Economics, UEF



The Global Confluence session featured Dr Majo George, who delivered enriching insights on global supply chain challenges, emerging logistics trends, and the changing landscape of international business. The session offered students meaningful exposure to global business perspectives and cross-cultural learning experiences, further strengthening JSB's commitment to international collaboration, academic enrichment, and knowledge exchange.

Mr Mahesh M K S 05.03.2026
Supply Chain Project Manager, Agrati Group, France.



The Global Confluence on "ESG Integration in Global Supply Chains: Navigating the EU Regulatory Landscape" featured Mr Mahesh M K S, Supply Chain Project Manager, Agrati Group, France. The session offered students a global perspective on the increasing role of Environmental, Social, and Governance (ESG) practices in supply chain management. The speaker also highlighted how evolving EU regulations are reshaping international business operations and influencing sustainable supply chain strategies across industries.

CXO Confluence

Sri Milan Wahi 06.03.2026
Managing Director, Lotte India Corporation Pvt. Ltd., Chennai.



The CXO Confluence session on 'Lotte's Story-Strategies and Learning' was addressed by Sri Milan Wahi, Managing Director, Lotte India Corporation Private Limited, Chennai. The session provided students with insightful perspectives on Lotte India's growth journey and its successful expansion in the Indian market, driven by a deep understanding of consumer preferences and regional market dynamics. The speaker also emphasised the importance of strategic marketing, brand positioning, and distribution networks in strengthening market reach and business growth. The interaction offered valuable industry-oriented learning on branding, consumer engagement, and competitive business strategies.

Dr Karthikeyan Rengasamy 07.02.2026
Head-Corporate HRD, LMW Limited, Coimbatore



Dr Karthikeyan Rengasamy, Head-Corporate HRD, LMW Limited, Coimbatore, delivered an insightful session on "Decoding the New Labour Codes" as part of the Corporate Confluence initiative. The session highlighted India's evolving labour regulations, focusing on simplified compliance, employee welfare, and the changing role of HR in modern organisations. The interaction provided students with valuable exposure to contemporary labour policies and workplace governance.

Mr Ashwin Karthic Ramesh 19.02.2026
Manager-HR Business Partner at Wipro, Coimbatore



The session on the theme "Learning Reinvented: Navigating the Future with L&D 3.0" was organised by JSB, with Mr Ashwin Karthic Ramesh, Manager-HR Business Partner at Wipro, Coimbatore, sharing insights into the evolving role of Learning & Development in building future-ready skills and driving organisational growth. The interactive session provided students with valuable corporate exposure and highlighted the strategic importance of L&D in today's business environment.

Mr Ritik Shanmugam 25.02.2026
Product Marketing Analyst at FedEx, Chennai



The Corporate Confluence on "Emerging Technologies in Branding" featured Mr Ritik Shanmugam, Product Marketing Analyst at FedEx, Chennai, who shared insights into how emerging technologies and digital platforms are transforming modern branding strategies. The session highlighted the importance of brand association in building strong brands. Students were also introduced to key marketing analytics metrics, including CTR, CPA, ROAS, and Net Promoter Score (NPS).

Mr Arun Pradeepan Rajendran 28.02.2026
Senior Solution Consultant, Altudo Consultancy Services, Gurgaon



"Career Prospects in the IT Sector for Management Students" was well addressed by Mr Arun Pradeepan Rajendran, Senior Solution Consultant, Altudo Consultancy Services Pvt. Ltd., Gurgaon. The session explored career opportunities for MBA graduates in consulting, product management, marketing, and project management, while highlighting the role of management professionals in the IT industry. The session provided students with practical industry exposure and valuable career guidance.

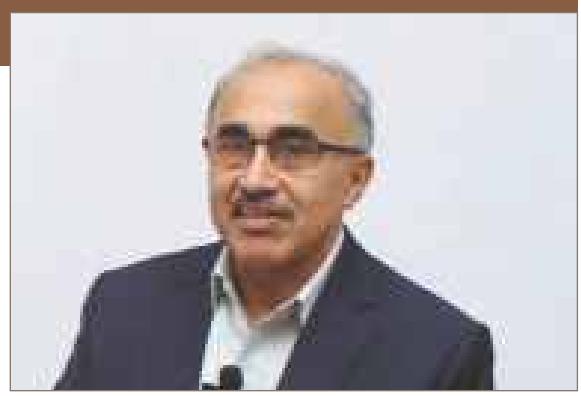
Confluence of Infinity

Mr Vishal Vijay Nair 28.02.2026
Senior Entrepreneurship Educator - Wadhwani Foundation, Bengaluru



Mr Vishal Vijay Nair, Senior Entrepreneurship Educator at the Wadhwani Foundation in Bengaluru, served as the resource person to discuss the topic "Problem–Solution Fit: A Systematic Approach to Innovation for Startups". The session focused on understanding customer needs, validating problems before building solutions, and developing sustainable business models. The speaker also stressed the importance of "falling in love with the problem, not the solution." The interaction provided valuable insights into innovation and entrepreneurship for aspiring startup enthusiasts.

Mr Prasad Sharma 07.03.2026
Head-Central Purchase & SCM, Pricol Limited, Coimbatore



Mr Prasad Sharma, Head-Central Purchase & Supply Chain Management, Pricol Limited, Coimbatore, led the Corporate Confluence on "Advancing ESG Excellence through Supply Chain Analytics". The session highlighted the growing significance of ESG principles in modern business and the integration of sustainable and responsible practices into supply chain operations. The speaker also explained how supply chain analytics supports better decision-making, more efficient procurement, and ESG performance monitoring. The interaction provided students with practical insights into sustainability-driven supply chain management.

Movie Club Confluence

Mr. V. Jeevananthan 06.02.2026
President of Chithrakala Academy.



An inspiring Movie Club Confluence was organised on the theme "Art & Life," featuring Mr V. Jeevananthan, President of Chithrakala Academy. The session explored Pablo Picasso's Guernica, highlighting how art reflects human suffering, resilience, and social realities through visual storytelling. The thought-provoking session encouraged students to view art and cinema as tools for reflection and social awareness.

Alumni Confluence

Mr N. Raja Durai 14.02.2026
Senior Manager-Corporate Sales at Naukri.com.



Mr N. Raja Durai, Senior Manager-Corporate Sales at Naukri.com, delivered an insightful Alumni Confluence session on the theme "Nuances of Segmentation in B2B Markets". The session focused on B2B market segmentation, customer targeting strategies, and the significance of referrals in corporate sales. The interaction offered students valuable industry perspectives and connected academic concepts to real-world business practices.

Mr Navaneetha Krishnan 07.03.2026
Area Sales Manager at Atomberg Technologies, Coimbatore



Jansons School of Business proud alumnus Mr Navaneetha Krishnan, Area Sales Manager at Atomberg Technologies, Coimbatore, delivered a Corporate Confluence session on the theme "Distribution Channels in the FMCG Industry." The session offered practical insights into FMCG distribution networks and the role of wholesalers, distributors, and retailers in ensuring effective market reach. Drawing on his professional experience at ITC Limited, Britannia Industries, and Atomberg Technologies, the speaker shared valuable insights into sales operations, market expansion, and supply chain management.

Ms Yuvabharathi M. V 30.03.2026
Business Analyst-Associate at Thoughtworks, Coimbatore



Alumni Confluence on the theme "Unlocking Career Opportunities in Analytics" was facilitated by Ms Yuvabharathi M. V., Business Analyst-Associate at Thoughtworks, Coimbatore, who shared valuable insights into the field of analytics and emerging career opportunities in the industry. The speaker introduced students to diverse roles, including Business Analyst, Data Analyst, Product Analyst, and Marketing Analyst, while highlighting industry expectations, practical applications, and career growth prospects. The interaction provided students with greater clarity on how to build successful careers in analytics.

Celebrations and Festivities

Celebrating Tradition, Culture and Togetherness

Jansons School of Business celebrated Pongal on 13.01.2026 with great enthusiasm, embracing the richness of Tamil culture and tradition. The campus came alive with vibrant kolams, traditional Pongal cooking, and colourful cultural performances by students. The celebration brought together students, faculty, and staff in a spirit of joy, gratitude, and togetherness, making the occasion a truly memorable celebration of tradition and community.











Students Shine

13.02.2026

JSB felicitates the students

Jansons School of Business proudly recognised the academic and co-curricular achievements of its students for the Academic Year 2025–26.

For Batch 2026 - Semester III

Priyadharshini K secured the highest SGPA of 8.90, followed by Nivitha K (8.80) and Kalaivani P (8.70). Thevadarsitha S was recognised for 100% attendance, Shrikanth R for co-curricular activities, and Monica Jean P as the Best Outgoing Student.

For Batch 2027 - Semester I

Nikitha K topped the academic achievers with an SGPA of 8.28 followed by Daniya Reethu V (8.26) and Karisni A K (8.24).

Certificates and cash prizes were distributed in recognition of the students' accomplishments. Jansons School of Business congratulates all the achievers and wishes them continued success.











From Classrooms to Careers: A Journey Worth Every Step



Monica Jean, II MBA

They said the world is a classroom without walls,
So I walked beyond the corridors and halls;
With every stumble, every rise, every fall,
I found my purpose answering life's call.

There is a particular kind of magic that happens when you stop seeing college as just a place to attend and start seeing it as a world to experience. That shift, subtle yet seismic, is what defined my journey here.

When I first walked through these gates, I carried a bag full of books and a head full of uncertainties. What I didn't know then was that the most powerful lessons wouldn't come from a syllabus. They would come from a senior who stayed back after hours to help me decode my first project, a professor who challenged me to think beyond the right answer, and a teammate who believed in me when I had stopped believing in myself. Motivation, I learned, is rarely self-made, it is quietly borrowed from the people around you, and then, slowly, it becomes your own.

The Exposure That Changed Everything

College handed me more than a degree plan; it gave me a lens through which to view the world differently. Industry visits, workshops, live projects, and cultural fests weren't just events on a calendar; they were rehearsals for real life. Every panel discussion I sat in on, every competition I dared to enter, every guest lecture I almost skipped but didn't- each one added a layer to who I was becoming. Exposure isn't about having all the answers. It's about learning which questions to ask.

The Placement Chapter -Earned, Not Gifted

If there is one thing that placement season teaches you, it is resilience with a résumé in hand. The late-night mock interviews, the aptitude tests at 7 a.m., the rejections that stung, and the offers that felt surreal- it was never just about landing a job. It was about discovering what you are made of under pressure. And when that offer letter finally arrived, it didn't feel like the end of something. It felt like the beginning of everything I had been quietly preparing for.

Something I Didn't Expect to Find Here

I expected knowledge. I didn't expect community. The friends who became family, the mentors who became mirrors, and the rivalries that became collaborations, these are the things no brochure tells you about. The most innovative idea I ever had didn't come to me alone at a desk. It came in the middle of a chaotic group discussion where five people were talking over one another, and somehow, out of that beautiful noise, clarity emerged.

That is the thing about this place: it doesn't just teach you what to think. It teaches you how to think, who to become, and why it all matters.

To the Students Still Mid-Journey

You don't need to have it all figured out. Let your curiosity lead. Let others' stories fuel you. Show up, even on the days it feels pointless, especially on those days. The version of you that walks out of here will be unrecognisable to the version that walked in, and that is not a loss. That is the whole point.

College didn't give me a destination. It gave me direction, and that, I have come to believe, is worth far more.

Beyond the Closing Bell: How Does SEBI's New Auction Mechanism Strengthen Investor Confidence?



Prof. S. Nagarajan
Assistant Professor, JSB

Financial markets thrive on one essential ingredient: trust. Every investor, whether a seasoned trader or a first-time participant, expects stock prices to reflect genuine market demand and supply. This is why regulators continuously refine market mechanisms to ensure fairness, transparency, and efficiency. One such recent initiative by the Securities and Exchange Board of India (SEBI) is the Closing Auction Session (CAS), introduced from 3 August 2026 for equity stocks included in the derivatives segment.

Traditionally, a stock's closing price was determined using the Volume Weighted Average Price (VWAP) of trades executed during the last 30 minutes of trading. While effective, the VWAP-based method does not provide a mechanism for investors to directly participate in determining the official closing price and may not fully capture the collective market interest at the close. Under the new mechanism, eligible stocks enter a dedicated 20-minute closing auction from 3:15 PM to 3:35 PM after continuous trading ends, during which buy and sell orders are aggregated to discover a single equilibrium price.

At first glance, this may appear to be a technical change. However, its impact is far-reaching. The closing price is used to calculate benchmark indices, determine mutual fund NAVs, settle derivative contracts, value pledged securities, and measure investors' portfolio performance. A more transparent and market-driven closing price therefore contributes to a more reliable and efficient financial system.

As trading volumes grow and technology transforms the investment landscape, regulators must continuously strengthen market infrastructure to safeguard investor interests and maintain confidence in the system. For management students, this reform offers an important lesson. Success in finance is not determined solely by analysing balance sheets, interpreting charts, or predicting market trends. Equally important is understanding the regulatory environment that shapes market behaviour. Sound regulations create a level playing field, encourage responsible investing, and support long-term market stability.

The Closing Auction Session is therefore more than a procedural change. It is another milestone in India's journey towards building transparent, resilient, and globally competitive capital markets. As future business leaders and investors, staying informed about such developments is not merely desirable but essential.

Dr A G V Narayanan

Honorary Roles

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

Resource Person

- Visited Marian Institute of Management, Idukki, on 23.01.2026, and addressed the students on 'Creating WOW moments!'.

Prof. B. Arul Senthil

Resource Person

- Acted as a resource person for a session on "Thinking Like a Manager: Case Analysis for Real-World Business Decisions" at CIMAT, Coimbatore, on 17.03.2026.

Participation in Workshops and Conferences

- Presented a paper titled "Human-Centric Leadership and Its Legacy: Entrepreneurial Journey of Vasudevan Tachoth at Sri Krishna Udyog" at the International Case Conference (ICC-2026), organised by the Indian Institute of Management, Raipur, on 30–31.01.2026.
- Attended Zoho Recruit & People Certification training conducted by Zoho trainers, Chennai, from 01–05.06.2026

Prof. Benison B

Participation in Workshops and Conferences

- Attended a workshop on "Case Research Writing and Approaches," conducted by the Xavier Institute of Management and Entrepreneurship (XIME), Kochi, on 03.02.2026.
- Attended a simulation training programme on "Business Acumen and Decision-Making," conducted by LeadPro Simulation, on 25.05.2026.
- Attended Zoho CRM software training conducted by Zoho trainers, Chennai, from 01–12.06.2026.
- Presented a research paper titled "The Function of Peers as Socialisation Agents in Enhancing Children's Consumer Literacy Knowledge" at the Consilience International Conference, organised by the Xavier Institute of Management and Entrepreneurship (XIME), on 3–4.02.2026.
- Presented a research paper titled "The Impact of FoMO on Discerned Shopping Behaviour of Gen Z" at the Rajagiri International Management Conference (RIMC), Rajagiri Business School, on 13–14.02.2026.

Resource Person

- Delivered a session under the "Entrepreneurship Catalyst Programme" for students of the Marian Institute of Management, Kuttikkanam, as part of the Student Exchange Programme at Jansons School of Business, on 02.03.2026.

Professional Certification

- Completed a course on "Create a Sustainable Brand in a Global Market" through LinkedIn Learning on 20.05.2026.

Prof. Devi Premnath

Resource Person

- Delivered a session on "Digital Customer Experience, Branding & AI Integration in the Jewellery Sector" at the Jewellery Executive Management Programme (JEMP), jointly organised by Jansons School of Business and the Institute of Gems & Jewellery (IGJ), Coimbatore, on 11–12.02.2026.
- Was invited as a resource person for Technical Session 4 on "Marketing Beyond Textbooks: Live & Practical," as part of the 5th Faculty and Students Exchange Programme 2026, organised by Sri Krishna Adithya College of Arts & Science, Coimbatore, on 26.02.2026.
- Served as a resource person for a National Webinar on "Research Paper Writing in the Digital Era: Tools, Techniques and Best Practices," organised by ACE Engineering College, Ghatkesar, Telangana, on 11.04.2026.
- Served as a resource person for a National Webinar on "Smart Research Writing: Enhancing Academic Productivity in the Digital Era," organised by the Centurion University of Technology and Management, Vizianagaram, Andhra Pradesh, on 02.05.2026.

Professional Certification

- Completed a six-month certification programme on "Digital Marketing with Applied AI," offered by the Indian Institute of Management (IIM), Tiruchirappalli.

Participation in Workshops and Conferences

- Presented a paper titled "Human-Centric Leadership and Its Legacy: Entrepreneurial Journey of Vasudevan Tachoth at Sri Krishna Udyog" at the International Case Conference (ICC-2026), organised by the Indian Institute of Management, Raipur, on 30–31.01.2026.
- Served as Session Chair at the International Conference on Business Transformation Towards Sustainability (ICBTS 2026), organised by the Marian Institute of Management, Idukki, Kerala, on 5.02.2026 &6.02.2026
- Presented a research paper titled "The Impact of FoMO on Discerned Shopping Behaviour of Gen Z" at the 7th Rajagiri International Management Conference (RIMC 2026) on "Transforming Global Business Ecosystem Through Sustainability, Innovation and Technology," jointly organised by Rajagiri Business School and Rajagiri College of Social Sciences (Autonomous), Kochi, in association with the University of Aberdeen Business School, on 13–14.02.2026.

Honorary Roles

- Nominated as a Member of the Board of Studies in Management at Sri Krishna Arts and Science College (SKASC), Coimbatore, for a three-year term (2026–2027 to 2028–2029), vide letter dated 04.04.2026.

Reviewer

- Served as a reviewer for the manuscript titled "This Is What Poverty Means: A Secondary Analysis of a Participatory Poverty Research Project in Japan," submitted to the Asian Journal of Social Science Research, UNITAR International University.

Prof. S. Nagarajan

Participation in Workshops and Conferences

- Participated in a Five-Day Hands-on Workshop on "Advanced Secondary Data Analytics for Finance Research," organised by the Department of Commerce, School of Social Sciences and Languages, Vellore Institute of Technology (VIT), Vellore, from 11–15.05.2026.
- Completed Business Simulation Training conducted by LeadPro Simulation on 25.05.2026.
- Participated in a Five-Day Faculty Development Programme on "Applied Forecasting with Python: From Classical Models to AI/ML," organised by the VIT Business School (VITBS), Vellore, from 15–19.06.2026.

Resource Person

- Invited as a resource person for a Management Development Programme on "Actuarial Science: Bridging Mathematics, Finance and Risk Management," organised by the Patrician College of Arts and Science, Chennai, on 23.06.2026 and 25.06.2026.

Prof. J. J. Savithri

Resource Person

- Acted as a resource person for an FDP on "Understanding PoSH – Sexual and Cyber Harassment Laws," sponsored by the National Human Rights Commission and organised by AVC College of Engineering, Mayiladuthurai, on 13.02.2026.
- Acted as a resource person for an MDP on "Safe Spaces, Strong Workplaces – PoSH Awareness," organised by Arbutus Consultants Pvt. Ltd., on 16.05.2026.
- Conducted sessions on "Compensation and Payroll Management" as part of the Faculty Exchange Programme at the Marian Institute of Management, Kerala, on 16–17.02.2026.

Publications

- Savithri, J. J., & Thirupparkadal Nambi, S. (2026). "Sectoral Dynamics and Market Forecasting – An Apriori-Based Study of NSE Nifty." Minnesota Journal of Business Law and Entrepreneurship, Vol. 2, pp. 1652–1660 (ISSN: 1540-3270).
- Savithri, J. J., & Thirupparkadal Nambi, S. (2026). "A Quantitative Analysis of Work-Life Integration and Stress among Dual-Career Couples." International Academic Journal of Science and Engineering, 13(2), 138–148.
- Savithri, J. J. (2026). Book review: "CEO Excellence: The Six Mindsets that Distinguish the Best Leaders from the Rest." SDMIMD Journal of Management, 16(2), 123–124.

Participation in Workshops and Conferences

- Presented a paper titled "Viral Exit of Ritika Sharma: A Dilemma of Revenge Quitting at Pixelpoint" at the International Case Conference (ICC-2026), organised by the Indian Institute of Management, Raipur, on 30–31.01.2026.

Prof. K. B. Sridevi

Grant Received

- Received seed funding of ₹12,500 from ASI-IIMB to organise an Inter-Collegiate Analytics Event.

Resource Person

- Acted as a resource person for the workshop on 'AI-Driven Digital Marketing: Unlocking Career Opportunities with AI-Driven Digital Marketing' at SASTRA University on 20.03.2026.
- Acted as the Doctoral Committee Member for a PhD Review on 09.01.2026 at PSG Institute of Management.

Publications

- Coauthored an article titled 'Generative Decision Intelligence: Transforming Strategic Decision- Making in Global Enterprises' in the International Journal of Research Publication and Reviews, ISSN 2582 -7421, Vol. (7), Issue (6), June (2026), Page – 7259-7261

Research and Consultancy Contributions

- Conducted a collaborative consultancy project for AVT to study consumer preferences for premix tea from 22.05.2026 to 05.06.2026

Participation in Workshops and Conferences

- Attended an online three-day workshop on 'Where Data Speaks, and Research Prevails: A Workshop on Analytical Excellence' organised by Parul University, sponsored by DST, from 08.01.2026 to 10.01.2026.
- Participated and presented the paper titled 'Sustainable Food Consumption: Evidence from Emerging Indian Organic Livestock Markets' in the International Conference organised by Thiagarajar School of Management from 22-24.01.2026.
- Attended a five-day FDP on 'Going Digital: Designing & Creating MOOCs' organised by Somaiya Vidyavihar University from 02.02.2026 to 06.02.2026.
- Attended the Women in Data Science (WiDS) Conference at IIM Bangalore, organised by ASI - IIM B in collaboration with Stanford University on 14.03.2026.
- Attended a one-week virtual FDP on NEP 2020: Orientation & sensitisation under Malaviya Mission Teacher Training Academy of UGC, from 28.05.2026 to 05.06.2026.

Reviewer

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

Membership and Positions in Professional Bodies

- Office Bearers of reputed Associations
- Member of ASI- IIM Bangalore
- Faculty Coordinator - ASI Student Chapter, PMI Student Club at JSB

Professional Certifications

- Certified in ZOHO CRM – attended training from 01.06.2026 to 12.06.2026, organised by ZOHO at PSGR Krishnammal College for Women.

Prof. Srikrishna M S

Academic Achievements

- Completed the Postgraduate Programme in Financial Planning from NISM, Mumbai.

Professional Certifications

- SEBI Registered Investment Adviser – 04.05.2026.
- FPSB – Retirement and Tax Planning Specialist – 01.03.2026.

Participation in Workshops and Conferences

- Participated in a UGC-sponsored short-term course on "Skill Development," conducted by the University of Mumbai, from 01–06.06.2026.

Resource Person

- Served as a resource person for a Professional Development Programme on "Personal Finance for Professionals," organised by the Institute of Cost Accountants of India, on 20.06.2026.
- Served as a guest speaker on "Personal Finance" at ZF Windpower Pvt. Ltd. on 24.03.2026.

Dr. P. Krishnakumar, Librarian, JSB

Publications

- Published a book review titled "Marketing Mixology: Four Essential Ingredients for Marketing Success" in the Journal of Novel Research and Innovative Development (JNRID), Volume 04, Issue 03, pp. a353–a354, March 2026 (ISSN: 2984-8687).
- Authored a four-part Tamil article series titled "Vasikkum Kalai" (The Art of Reading) in the online magazine Kizhakku Today, comprising: Part 1 – published on 13.05.2026; Part 2 – published on 23.05.2026; Part 3 – published on 03.06.2026; and Part 4 – published on 18.06.2026.

Recognition

- Recognised as a PhD. research guide by Bharathiar University on 10.03.2026.

Participation in Workshops and Conferences

- Attended an online session on "Ethical Use of Information: Copyright, Fair Use and Academic Responsibility," organised by Alliance University, New Delhi, on 25.04.2026.
- Attended a workshop on "Research Smarter with Elicit – An AI Tool," jointly organised by DELNET and the Central Library, IIT Delhi, on 25.04.2026.
- Participated in a Three-Day National-Level Librarian Development Programme (LDP) on "Empowering Librarians for the Digital, Data-Driven, and Sustainable Knowledge Ecosystem," organised by the Goa Institute of Management, Goa, from 4 - 6.05.2026.

Mr. M. P. Parthiban, Assistant Librarian

Participation in Workshops and Conferences

- Attended an online session on "Ethical Use of Information: Copyright, Fair Use and Academic Responsibility," organised by the Central Library, Alliance Centre for Intellectual Property Rights (ACIPR) and IPR, Alliance University, on 25.04.2026.

Mr. Samit Mondal, Library Assistant

Participation in Workshops and Conferences

- Attended an online session on "Ethical Use of Information: Copyright, Fair Use and Academic Responsibility," organised by the Central Library, Alliance Centre for Intellectual Property Rights (ACIPR) and IPR, Alliance University, on 25.04.2026.
- Attended an online webinar on "AI-Assisted Library Operations," organised by the Librarian Colloquium, HDFC Library, Ashoka University, Sonipat, Haryana, on 27.04.2026.

Mr. S. Paul, Library Assistant

Participation in Workshops and Conferences

- Attended an online session on "Ethical Use of Information: Copyright, Fair Use and Academic Responsibility," organised by the Central Library, Alliance Centre for Intellectual Property Rights (ACIPR) and IPR, Alliance University, on 25.04.2026.

Mr. Satheesh P, Network Engineer

Participation in Workshops and Conferences

- Attended a workshop on AI Tools and ChatGPT, organised by Be10X, on 25.01.2026.
- Participated in a webinar on Video Editing, organised by the National Skill Development Corporation (NSDC), on 30.03.2026.
- Attended a two-hour workshop on Cybersecurity, organised by The Technique Academy, on 20.06.2026.

Mr. Mahesh Raja P, System Manager

Participation in Workshops and Conferences

- Attended a webinar titled "SANS@Night: From Reactive to Resilient – Transform Cybersecurity Through Leadership and Insight," organised by the SANS (SysAdmin, Audit, Network, Security) Institute, Rockville, United States, on 01.04.2026.
- Attended a webinar titled "Secure, Fair, Defensible: Modernising High-Stakes Assessment for the AI Era," organised by Turnitin, on 07.04.2026.
- Participated in the International Conference on Emerging Techniques and Future Threats in Cryptography & Network Security (ICEFCN-2026), jointly organised by Amrita Vishwa Vidyapeetham, Haryana, and the Defence Research and Development Organisation (DRDO), Government of India, on 11–12.04.2026.
- Participated in a webinar titled "Defending at the Speed of AI: Outpacing Tomorrow's Attackers," organised by the SANS Institute, on 14.04.2026.
- Attended a webinar titled "Hackventures with Josh: Better Password Attacks with AI," organised by the SANS Institute, on 15.04.2026.
- Attended a webinar titled "Your Workforce Is Using AI. Now What?," organised by the SANS Institute, on 28.04.2026.
- Attended a webinar on Cybersecurity Capture the Flag (CTF) Lite, organised by the Department of Computer Science & Engineering, Jain University, on 30.05.2026.
- Attended a webinar on Cybersecurity, organised by The TechUnique Academy, on 20.06.2026.



ALUMNI COLUMN

Mr. Calvin Wilbert Raj A
Batch 2023-25
Business Trainee
ICICI Prudential Life Insurance Co. P. Ltd.

"Made by Associations : my MBA Journey".



Every alumnus of Jansons School of Business is eventually asked, in some form, what their MBA truly gave them. My honest answer rarely fits into a transcript or a placement record, because it was never only about a subject or a grade. It was about who I stood beside while earning both, the mentors who pushed me, the teams I led, and the peers who, without quite meaning to, taught me who I wanted to become. If these two years shaped me, it is because of exactly that: I am, in the truest sense, made by association.

Some of that shaping happened at a podium. Committee work and campus events meant I was regularly called upon to pitch an idea, defend a proposal, or explain a plan to people who had no obligation to be patient with me- faculty, sponsors, visiting professionals, sometimes an entire auditorium of peers.

Each of those moments forced me to think about my audience before I thought about myself: what a sponsor needed to hear was rarely what a classmate did, and learning to read that difference did more for my communication than any presentation workshop could have. Leadership, I have come to understand, was never about the designation on a certificate. It showed up in smaller, less visible ways: choosing to see a task through when it would have been easier to hand it off, or setting a standard in a group project simply by being the one who did not cut corners. That kind of leadership does not wait for a title. It is built quietly, one decision at a time, long before anyone officially calls you a leader, and it is the kind that earns credibility rather than assumes it.

Much of what I carry forward, though, came from the associations themselves: two years in co-ed classrooms, teams, and committees, working alongside peers of different genders and backgrounds on shared deadlines and shared stakes.

It taught me a kind of sensitivity no lecture could: to listen before assuming, to notice when a room's dynamic needed balancing, and to lead in a way that made space for different working styles rather than expecting everyone to adapt to mine. That awareness has stayed with me since, and mixed teams are not the exception in a modern workplace; they are the rule, one this campus quietly prepared me for.

The committees and chapters I was part of gave me a working version of the corporate world before I had actually entered one. In the span of organising a single event, I might spend a morning drafting outreach material for sponsors, an afternoon reconciling a budget against what we had actually spent, and an evening coordinating with teammates who each brought a different way of getting things done. Marketing, operations, finance, people management—I did not study these as separate subjects so much as live them simultaneously, which is far closer to how they actually function inside a real organisation.

None of this diminished the value of the classroom; if anything, it gave the coursework somewhere to land. But if I am honest about where my confidence at work today actually comes from, it owes far more to those extracurricular hours than to any single mark on a report card. I am grateful that Jansons School of Business never treated academic performance and practical responsibility as competing priorities, and grateful to have been trusted with more than I probably would have assigned myself.

To the students walking this campus today, I would say this: the extra responsibility you are hesitant to take on, the committee that needs one more volunteer, the event that needs someone to own its budget, the project that needs a person willing to make the final call, is not a distraction from your MBA. It is your MBA, quietly happening through every association you build along the way. Say yes to it before you feel ready, because readiness tends to arrive only after you have already started.

As for me, I remain thankful for every one of those associations. They are, quite literally, what made me, and Jansons School of Business simply gave them the room to happen.

Expression from Alumni

Mr. Karthik B, (Batch 2021), Assistant Manager - Operations, Anand Rathi Wealth Ltd, Bangalore



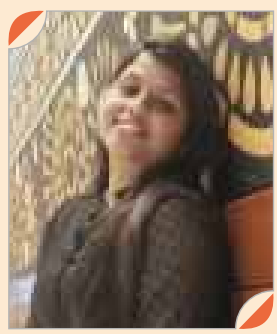
My two years at JSB sharpened my life in every way. Hostel days, sports, laughter, and shared meals built bonds that felt like family, while classroom sessions, guest lectures, and Thulir events enriched my learning. Even during the challenges of online classes in the COVID period, the spirit of JSBians kept us united. As the saying goes, "Education is not the filling of a pail, but the lighting of a fire". These experiences lit the fire of clarity, confidence, and professionalism that empower me today to shine as an Assistant Manager – Operations (Platinum) at Anand Rathi Wealth Ltd, Bangalore. And true to the words, "The beautiful thing about learning is that no one can take it away from you", I carry forward the JSB spirit with gratitude to professors, mentors, friends, and juniors into every step of my career.

Ms. Deebiha Ayyappan, (Batch 2022), Operations Specialist, Volkswagen Financial Services, Ireland



My time at JSB will always be special to me. Being part of the 2022 COVID batch meant our journey was quite different, but what surprised me was how connected we still felt. The faculty didn't just teach us they genuinely knew us, encouraged us and made themselves approachable even through a screen. When we finally got to experience campus life, that connection already felt familiar. JSB also gave me the confidence to communicate, adapt to new situations and step outside my comfort zone, qualities I realise the value of much more now in my career. We may not have had the most conventional college experience, but we definitely had a memorable one. we had fewer days inside the campus, but the JSB experience was never limited by that.

Ms. Karthikayani S, (Batch 2023), Territory Sales Executive, TATA Consumer Products, Chennai.



JSB gave me more than a degree. It gave the place where I found my confidence and my voice in marketing. I was well-trained in Group Discussions and Managerial Development, which helped me understand and face the corporate world. The classrooms, the great lectures from faculty, and every experience gave me the skills, exposure, and network that drive my Sales and Marketing career today. It's very special that I met my faculty, and the alumni network still feels like family and keeps me connected. Thank you JSB for the lessons and memories.

Mr. Lakshmanan T, (Batch 2026), Area Business Manager, Mahindra Finance Ltd., Coimbatore



I am proud to begin the next chapter of my professional journey with Mahindra Finance as an Area Business Manager. Before joining JSB, I had already gained initial work experience, which gave me an understanding of the working environment. However, my journey at Jansons School of Business helped me take that experience to the next level.JSB has played a key role in shaping my professional journey. The combination of academic learning, industry exposure, practical experiences, faculty guidance, and continuous opportunities to step out of my comfort zone helped me become more confident and industry-ready. I am grateful to JSB for helping me understand not only what I had learned from my previous experience, but also how to apply it effectively in the real business world. I will always carry the learning and values from JSB as I move forward in my career.

REFLECTIONS



"Thanks for having me here. It is wonderful to meet young and energetic graduates which makes me feel younger."

Ms Prabha Arulshankar
ERP Consultant Solution Architect and Program Leader
Melbourne, Australia

"Was a very engaging experience speaking to the Management students who are in the hands of excellent faculty. Wishing them the best!"



Sri Bala Kumar
Founder & CEO
K5 Consultancy, Dubai, UAE



"Excellent session with students on Arts & Cinema"

Mr V Jeevananthan
President,
Chithrakala Academy, An association of Artists, Coimbatore

REFLECTIONS



"Had a wonderful time interacting with the students of JSB. Great hospitality!"

Dr R Karthikeyan
Head - Corporate HRD
LMW Limited, Coimbatore

"Had a great interactive session with JSB students. Lovely campus & great Management, Teaching Team for aiding students' learning journey!"



Mr Ashwin Karthic
Manager - HR Business Partner
Wipro Limited, Coimbatore



"Value driven Institution focussed in upskilling students by maintaining utmost transparency"

Shri Mario David
Vice President - Organizational Development
JPMorgan Chase & Co., Hyderabad

REFLECTIONS



"Great to speak to your students today! I could see the enthusiasm in the students to learn something new. Very pleased indeed to see the learner's curiosity in their eyes."

Mr Mukund Kannappan
Managing Director
Lattice Point Academy of Finance, Chennai

"Wonderful to have shared my own journey and the values of life with the business students. Thank you for this opportunity. Really feeling grateful."



Mrs Deepa Mohanraj
Founder & Director, Kaumaram Prashanthi Academy
Coimbatore



"Very good interaction with the smart MBA students and also had discussions with the top Management about possible collaboration. Looking forward for a better cooperation and collaboration."

Dr Majo George
Dean, Faculty of Economics
HCMC University of Economics and Finance (UEF), Vietnam

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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

Project Management Institute

Institute of Gems and Jewellery

D Y Patil

SCMS Group

PRESIDENCY BUSINESS SCHOOL

DHAN Foundation

Entrepreneur Cell of IIT

Industry Collaboration

CIRCOR Flow Technologies

VGM Hospital

Infosys Springboard

Catholic Syrian Bank

Bhumi

BumbleB Trust (Kalvi 40)

SEIKO

CESIM

MaxEd



JSB - Core Value

- Sensitivity towards nature and mankind
- Integrity in thoughts, words, and deeds
- Lifelong spirit of enquiry (infinite learning)
- Professionlism in conduct, communications and decisions
- Mutual respect transcending organizational social settings



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