



# JSB

The Quarterly from JSB

# NEWS

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## INSIDE

- Chairman-Speak ▶
- Executive Interaction Programmes ▶
- Academic Activities of Faculty Members ▶



THE B SCHOOL

## JANSONS SCHOOL OF BUSINESS

Approved by AICTE & Affiliated to Bharathiar University

An ISO 9001:2008 Certified & NBA-AICTE Accredited Institution

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**Rated at the A++ level by Business India**  
[Best B-School Survey, 2014]

— | **VISION** | —

To be a world class Business School developing competent and committed managers & entrepreneurs driven by values.

— | **QUALITY POLICY** | —

JSB is committed to provide a learning environment of a high order to students in Management Science and transform them to be Competent, Skillful and Professional in serving the industry worldwide.

— | **MISSION** | —

To enhance learning through experimentation and exploration by preserving eternal values.

**JSB is a member of AACSB**  
[The Association to Advance Collegiate Schools of Business]



## Chairman-Speak



Rtn. MPHF. T.S. Natarajan

**Where there is no struggle, there is no strength.**

*~ Oprah Winfrey*

Let me illustrate this with a short story:

*“A man found a cocoon for a butterfly. One day a small opening appeared, he sat and watched the butterfly for several hours as it struggled to force its body through the little hole. Then it seemed to stop making any progress. It appeared stuck. The man decided to help the butterfly and with a pair of scissors he cut open the cocoon. The butterfly then emerged easily. Something was strange. The butterfly had a swollen body and shrivelled wings. The man watched the butterfly expecting it to take on its correct proportions. But nothing changed. The butterfly stayed the same. It was never able to fly.*

*In his kindness and haste the man did not realise that the butterfly’s struggle to get through the small opening of the cocoon is nature’s way of forcing fluid from the body of the butterfly into its wings so that it would be ready for flight.”*

**As Mao Zedong rightly stated, Once all struggle is grasped, miracles are possible.**

**May you be like the beautiful butterfly on its flashy wings!!! Best Wishes...!**



**Executive****Interaction****Programmes**

S. No	Date	Resource Person	Topic
1	8/10/2014	<b>Mr. B. Muthukumar</b> DGM (Finance & Human Resources) & Company Secretary Unipres India Private Ltd., Chennai	Business Accounting
2	8/10/2014	<b>Mr. Ravindran Solomon</b> Communications Specialist, Chennai	Consumer behaviour Vs. Marketer behaviour
3	10/10/2014	<b>Ms. Latha Ramaseshan &amp; Ms. Shivapriya Krishnan</b> RKSwamy / BBDO, Chennai	Planning and Promotion in Rural Marketing
4	10/10/2014	<b>Mr. David Solomonraj</b> Business Development Manager, (Shipping and Logistics Services) Chakiat Agencies Pvt. Ltd., Coimbatore	Export Procedures and Documentation
5	11/10/2014	<b>Mr. Pratap Singh</b> Head - Marketing, (Consumer Appliances) Elgi Ultra Industries Limited, Coimbatore	Establishing a Brand: A Marketer's Tool Kit
6	12/10/2014	<b>Dr. R. Shanmuga Sundaram</b> Manager, Department of Non-Banking Supervision Reserve Bank of India, Chennai	The Role of Central Bank in regulating NBFC's
7	2/11/2014	<b>Mr. Ramesh Kalyanaraman</b> Vice President & Branch Head, OMD India, Chennai	Commercial Break



## Academic Activities of Faculty Members

### Prof D Swamy

**Attended Conference:** AACSB International Conference on “Challenges and Opportunities for Management Education in India”, Indian Institute of Management, Bangalore, November 11, 2014

### Prof K Srinivasan

**Session Chaired:** Session on “Consumer Behaviour & Psychology”, Third International Marketing Conference (MARCON 2014), Indian Institute of Management, Calcutta, December 18-20, 2014

**Paper Presented:** “Consumer Complaining Experiences, Perceived Justice and Post-complaint behaviour: A Study on Indian Consumers”, Third International Marketing Conference (MARCON 2014), Indian Institute of Management, Calcutta, December 18-20, 2014

### Prof C Suriyaprakash

**Paper Published:** “Embracing Eternity: A Psychophilosophical Exploration of Death from the Vedantic Frame of Reference”, Transactional Analysis Journal, 1-13, Oct 2014 (DOI: 10.1177/0362153714560336)

### Prof S Allimuthu

**Attended FDP:** Faculty Development Programme on “Innovative Approaches in Management Teaching”, Indian Institute of Management, Kozhikode, November 17-21, 2014

### Prof C N S Ramnath Babu

**Attended FDP:** Faculty Development Programme on “Art of Teaching: Pedagogical Tools and Teaching Techniques”, National Institute of Technology, Tiruchirappalli, November 17-21, 2014

We welcome your views / suggestions:

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