



# JSB

The Quarterly from JSB

# NEWS

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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, 2013]

## 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.N. Natarajan**

*“It does not matter how slowly you go, so long  
as you do not stop.”*

*~ Confucius*

Speed may be the name of the game today, but one must not be ashamed for progressing slowly; it not progressing at all because of the fear of not gaining enough speed, which must be abhorred. We are endowed with a unique set of abilities, and everyone is placed in different sets of circumstances.

How we grow and how fast we grow will depend not only on these conditions, but also on our own “courage under pressure”.

Every movement, however small,  
is a stepping stone to success.

*Best of Luck!*

## Executive Interaction Programmes

S.No	Date	Resource Person	Topic
1.	13.08.2014	<b>Mr. M. Elango</b> Vice President Interface Communications/Draftfcg Ulka Group.	Consumer Behaviour and Marketing Strategy
2.	13.09.2014	<b>Mr. Surya Subrahmanyam</b> Assistant General Manager Integrated Risk Management Department Lakshmi Vilas Bank Ltd., Chennai	Risk Management in Banking
3.	17.09.2014	<b>Mr. R. V. Maruthamuthu</b> Chief Manager - Product Head Export Credit, MSME & Financial Inclusion The Lakshmi Vilas Bank Ltd., Chennai	Foreign Exchange Management and Bills Discounting
4.	18.09.2014	<b>Mr. S. Venkateswaran</b> Practising Company Secretary Chennai	Glimpses of Companies Act 2013
5.	20.09.2014	<b>Mr. Pratap Singh</b> Head - Marketing , (Consumer Appliances) Elgi Ultra Industries Limited, Coimbatore	Consumer Insights in Branding/Marketing Decisions
6.	24.09.2014	<b>Mr. R. Parvathinathan</b> Chief Manager UTI Asset Management Company Ltd. Tiruppur	Performance of Mutual Funds Industry
7.	29.09.2014	<b>Mr. P. Mahalingam</b> (Advocate) Retired Superintendent of Customs Customs, Central Excise & Service Tax Matters Coimbatore	Customs Procedures and Customs Role in Government's Export Promotion Schemes and Incentives



*"Most of the successful people I've known are the ones who do more listening than talking."*

~ Bernard Baruch ~



## Academic Activities of Faculty Members

### Prof K R Senthivelkumar

**Case Published:** 'In the throes of transition', Tata Consultancy Services Smart Manager Case Contest, The Smart Manager, Volume 13, Issue 4, July - Aug, 2014

### Prof T Senthil Kumar

**Paper Presented:** 'Repo Rate Changes and Bank Stock Returns', Golden Jubilee International Conference, PSG Institute of Management, Coimbatore, July 7-8, 2014. *(Abstract published in the Proceedings)*

**Paper Presented (co-authored / in absentia):** 'A study on post-merger efficiency gains of Indian private sector banks', 26th AIMS Annual Management Education Convention, Pune, August 21-23, 2014. *(Paper published in the Proceedings, pp. 190 - 204)*



We welcome your views / suggestions:  
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