

JSB NEWS

Issue XII | Jan - Mar 2012

The Quarterly from JSB

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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



VISION

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

MISSION

To enhance learning through experimentation and exploration by preserving eternal 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

Rated
'A★★'
(State Level-TN) &
'A' (National Level)
by
Credit Analysis & Research Ltd.

Rated at
the A++ level
by
Business India
[Best B-School Survey, 2011]

JSB is a member of ACBSP - Accreditation Council for Business Schools and Programs. JSB has already initiated the process of getting accredited by ACBSP and its application for candidacy for accreditation has been accepted by ACBSP.

JSB is a member of AACSB - the Association to Advance Collegiate Schools of Business.

Chairman-Speak



Having a strong foundation of values is essential to jaywalk through life. However, the cardinal point for all of us to remember is to understand what we mean by 'values', and what value we attach to these 'values'.

Let us all remember that there will always be situations in life when we will have to compromise - and during such times, should we give up on our values or should we stand by our principles? May the words of Mahatma Gandhi guide us in this journey:

**“All compromise is based on give and take, but there can be no give and take on fundamentals. Any compromise on mere fundamentals is a surrender.
For it is all give and no take.”**

Wishing You All the Very Best !!

Milaap 2012

JSB Alumni Meet - 19th February 2012



JSB ALUMNI

ReUnite ReCreate ReLearn

MILAAP 2012



Alumni @ their Alma Mater



The Stage is set for the D-day!



An Alumna answering queries



The Alumni @ Padmam Auditorium



Alumni interacting with Faculty members

Clubs @ JSB

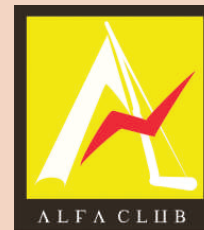
Learning by Doing!

MARC - THE MARKETING CLUB



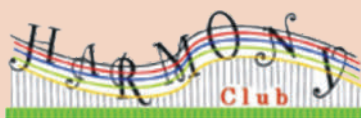
- ✦ Business Plan
- ✦ Marketing Debate : FDI in Multi-brand Retail
- ✦ Marketing Quiz
- ✦ Mocketeer
- ✦ Paper Presentation : Permission Marketing
- ✦ Paper Presentation : Rebranding 'Shalimar' Paints
- ✦ STP & Marketing Mix Strategy

- ➡ FINFEST 2012
- ➡ RBI's EXPLORERS : Number game in Forex
- ➡ THE FINANTICS
- ➡ The Finance Plan : Best Financial Portfolio for a New Business



ALFA - THE FINANCE CLUB

HARMONY - THE HR CLUB



- ❖ Best Management Team
- ❖ Harmony Debate: HR Issues and Challenges
- ❖ JSB INQUIZITION
- ❖ JSB spiriTED Talk

Executive Interaction Programmes

S. No	Date	Guest Name	Title
1	Feb 8, 2012	Mr. P. S. Ravindran AVP & Regional HR - South (Branch Banking Division), HDFC Bank	Challenges in Career transition from Academics to Corporate
2	Feb 10, 2012	Mr. Ruben Thomas Former GM - Vodafone	Channel Management in FMCG sector
3	Feb 10, 2012	Mr. K. Ramamurthy Business Head - M & R Business EWAC Alloys Limited , Mumbai	Trends and practices in Sales and Marketing - B2C
4	Feb 11, 2012	Prof. Shiva Kumar Srinivasan IIPM, Chennai	Nuances of Communication
5	Feb 17, 2012	Mr. S. Ramachandran Managing Director, Renold Chain India (P) Ltd, Karur	Role and Importance of Logistics in Distribution
6	Feb 17 & 18, 2012	Dr. Krishna Anand Editor, TV Today Network, Chennai	History for Management Students
7	Feb 18, 2012	Dr. N. Ravichandran CEO, Lucas-TVS Limited, Chennai.	Lean & Green Manufacturing
8	Feb 24, 2012	Mr. S. Manikandan Cluster Manager - Distributor and Customer Service, Bharti AXA Life, Chennai.	Risk Assessment & Underwriting in Life Insurance and Introduction to Actuarial Science
9	Feb 25, 2012	Mr. Vanthemataram A. Madhavan Director - Training, Agni Voice of Safety, Coimbatore	Occupational Safety and Health Standards

Executive Interaction Programmes

S. No	Date	Guest Name	Title
10	Feb 27, 2012	Dr. V. Prasanna Bhat Former MD-ITCOT & Consultant	An Overview of Working Capital Management
11	Feb 27, 2012	Dr. V. Prasanna Bhat Former MD-ITCOT & Consultant	Strategy Formulation & Grand Strategies
12	Mar 3, 2012	Ms. Pushpa Kumar COO, Think Communications, Bangalore	Branding
13	Mar 3, 2012	Ms. Pushpa Kumar COO, Think Communications, Bangalore	Integrated Marketing Communications
14	Mar 17, 2012	Mr. R.M.Subramaniam Consultant - UNIDO	Competitive Advantage of Tirupur
15	Mar 17, 2012	Mr. B.N.Sandeep CEO, Catalyst	Social Audit
16	Mar 24, 2012	Dr. J. S. Bhuvaneshwaran Medical Dir., PSG Hospitals, Coimbatore	Reframing Personal Quest
17	Mar 24, 2012	Mr. Suresh Trainer, Coimbatore	Reframing Personal Quest
18	Mar 27, 2012	Mr. M. S. Soundararajan Lawyer & Legal Consultant, Coimbatore	Labor as a factor of production - The Indian Scenario Today



Faculty-Speak

Prof. M. Balathandayuthapani on...

The Future of Online Industry in India

Revival of the dotcoms has been phenomenal in the Indian market, especially after the dotcom burst of 1999-2000. Players like makemytrip.com, info edge india, consim info have become internet giants in their respective fields today. The number of internet users in India has witnessed many fold increase from a mere 5.5 million users in the year 2000 to 121 million users in 2011.

Today 11% of the population is internet users in India. The online industry market has witnessed 5 fold increase in the last 5 years. The industry has grown from Rs.8146 crores in 2007 to Rs.46000 crores in 2011(source IAMAI- Internet and Mobile Association of India). The online travel market constitutes 81% of the online industry in India; it includes airline and train booking, hotel booking and tour packages booking and bus ticket booking.

It is estimated that the number of internet users in India will increase from 121 million users in 2011 to 330 million users by 2015. The online industry will grow from \$ 9 billion to \$ 34.2 billion by 2015 (at a growth rate of 40%, compounded annually). We can attribute many factors for the spurt in the growth of online industry like:

- ✦ Comfort of ordering from home or work place
- ✦ Choice of payment modes: credit card, debit card, net banking, cash on delivery as offered by flipkart.com, bestylish.com.
- ✦ Variety of merchandise: bestylish.com offers 105 brands of footwear for customers of all age and gender.
- ✦ Ease of delivery

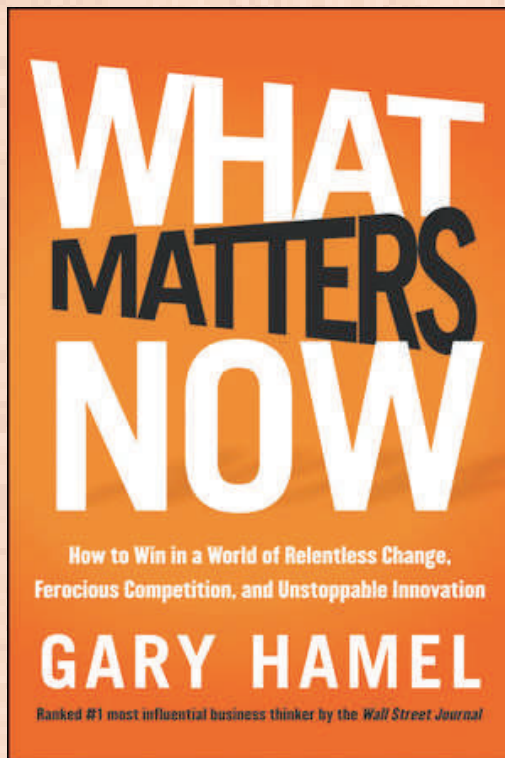
The next 4 years will witness arrival of more players in the online market and existing players venturing into new domains. Time will answer if the growth in the online industry witnessed today is another dotcom burst in the making or a sustained growth with the fundamentals being in place firmly.

Book of the Season

What Matters Now, Gary Hamel, Wiley, 2012
ISBN 8126534958

Gary Hamel's latest book talks about the fundamental challenges for an organization - and why and how it is important for today's corporate environment to give further emphasis on the five factors that Hamel thinks "matters now":

 Values
 Innovation
 Adaptability
 Passion
 Ideology



Replete with moonshots, this book is a good read for managers striving to comprehend the chaotic world of business!

“We can dream of organizations that are forever looking forward and jump at every opportunity to better the human condition. We can dream of organizations where the enthusiasm for change is palpable and pervasive, where individuals, ennobled by a sense of mission and unencumbered by bureaucracy, rush out eagerly to meet the future..... And, if we're daring and inventive and determined, we can build these organizations. That's what matters now.”

Faculty Information

Prof R PALANISWAMY

Resource Person : Conducted two-day workshop on Statistical Software Applications in Physical Education and Sports Science Research during Mar 19th and 20th, at Bharathidasan University, Trichy.

Prof C NATESON

Publication : “On the volatility of Sensex”, *Journal of Management and Science*, Vol No: 02 / Iss No: 01 (Co-authored)

Prof P SADASIVAM

Participation in Workshop: International workshop handled by Robin Sharma, “How to lead without a title”, on Feb 29th, 2012 at Bangalore.

Publication : “Paradox of Productivity”, *The Business Enterprise*, Mar 2012.

Prof K SRINIVASAN

Participation in Conference: International Conference on “Is the Consumer really a King today?”, organised by Consumers Association of India (CAI), during Mar 16th and 17th, 2012, at Chennai.

Prof S KARTHIKEYAN

Publication : “Behavioural aspects of Investing”, *The Business Enterprise*, Jan 2012.

Publication : “Retail Loyalty and Switching Cost: Statistical Enquiry in Indian Retail Industry”, *Asian Journal of Scientific Research*, Feb 2012.

Publication : “Budget Expectations and reactions of the Stock Market”, Cover Story in '*Nanayam Vikatan*', Mar 18th, 2012.

Resource Person : Delivered a lecture on “Investment Ideas FY2013” in an investor seminar organized by Coimbatore Capital Ltd and National Stock Exchange of India Ltd on Mar 29th, 2012 at Salem.

Faculty Information

Prof C SURIYAPRAKASH

Resource Person : Multi Level Training, SAATA, Chennai, Jan 7th and 8th, 2012.

Participation in Conference : Two-day International Conference on “HR Practices and Trends: An International Comparison”, XIME, Bangalore during Jan 30th and 31st, 2012.

Participation in Seminar: International Seminar on “Theatre for Trainers-Me and You”, Wayanad, Kerala, during Feb 3rd to 5th, 2012.

Resource Person : “TA 101 for Train The Master Trainers (TTMT)”, at Infosys BPO, Cairo, Egypt, during Feb 19th to 21st, 2012.

Presentation of Academic Paper : “Time for a new Avatar? Revitalising the Debate on Ethics for a New Global Vision” during the International Conference on 'Spiritual Paradigm for Surmounting global Management Crisis' at School of Management Science, Varanasi in association with University of California San Bernardino, during Feb 24th to 26th, 2012.

Prof T SENTHIL KUMAR

Participation in Workshop: Four-day workshop on "Optimisation Methods, Risk Analysis & News Analytics: Applications in Finance", hosted by IIM-Calcutta in partnership with Brunel University West London, during Mar 14th to 17th, 2012.

Prof V PARVATHI

Participation in Conference : Two-day International Conference on “HR Practices and Trends: An International Comparison”, XIME, Bangalore during Jan 30th and 31st, 2012.

Publication : “Confessions of an interrupted”, *The Business Enterprise*, Jan 2012.

Publication : “Crowdsourcing : For the people by the people”, *The Business Enterprise*, Feb 2012.

Publication : “All is Well”, *Stayfit*, Feb 2012.

Publication : “Honey! I shrunk the productivity”, *The Business Enterprise*, Mar 2012.

Faculty Information

Prof S.J. SANU

Resource Person : Delivered a Plenary Talk on “Building Competitive Advantage - Role of Marketing Strategies”, *National Seminar on Paradigm Shift in Marketing Strategies - A game plan for Domestic Players for 21st century*, organized by Government College for Women, Thiruvananthapuram during Feb 8th and 9th, 2012.

Presentation of Academic Paper: “Business Ethics & Indian Society”, *National Seminar on Business Ethics and Indian Corporates*, organized by Government College, Nedumangad during Feb 16th and 17th, 2012

Presentation of Academic Paper: “Corporate Governance - Percepts and Practices”, *National Seminar on Emerging Trends in Business and Finance*, organized by Government College, Tripunithura during Feb 17th and 18th, 2012.

Resource Person : Delivered an Invited Talk on “Monetary Policy, Liquidity and Inflation - the Linkages”, *National Seminar on Financial Sector Reforms and the Banking Industry in India - Opportunities and Challenges*, organized jointly by UGC - SAP and Department of Commerce, University of Kerala during Feb 23rd and 24th, 2012.

Presentation of Academic Paper: “Emerging Trends in Business & Finance”, *National Conference on Emerging Trends in Banking Sector*, organized by SNR Institute of Management Studies on Mar 17th, 2012

Presentation of Academic Paper: “Loss Business Entity and State Intervention”, *National Seminar on Role of Parliament in Enacting Business Laws in the Globalized World*, organized jointly by Institute of Parliamentary Affairs, Government of Kerala and Government Arts College, Thiruvananthapuram, during Mar 23rd and 24th, 2012.



We welcome your views / suggestions:

jsbnews@jsb.ac.in



Infinite Learning



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