



THE B SCHOOL

# JSB MELANGE

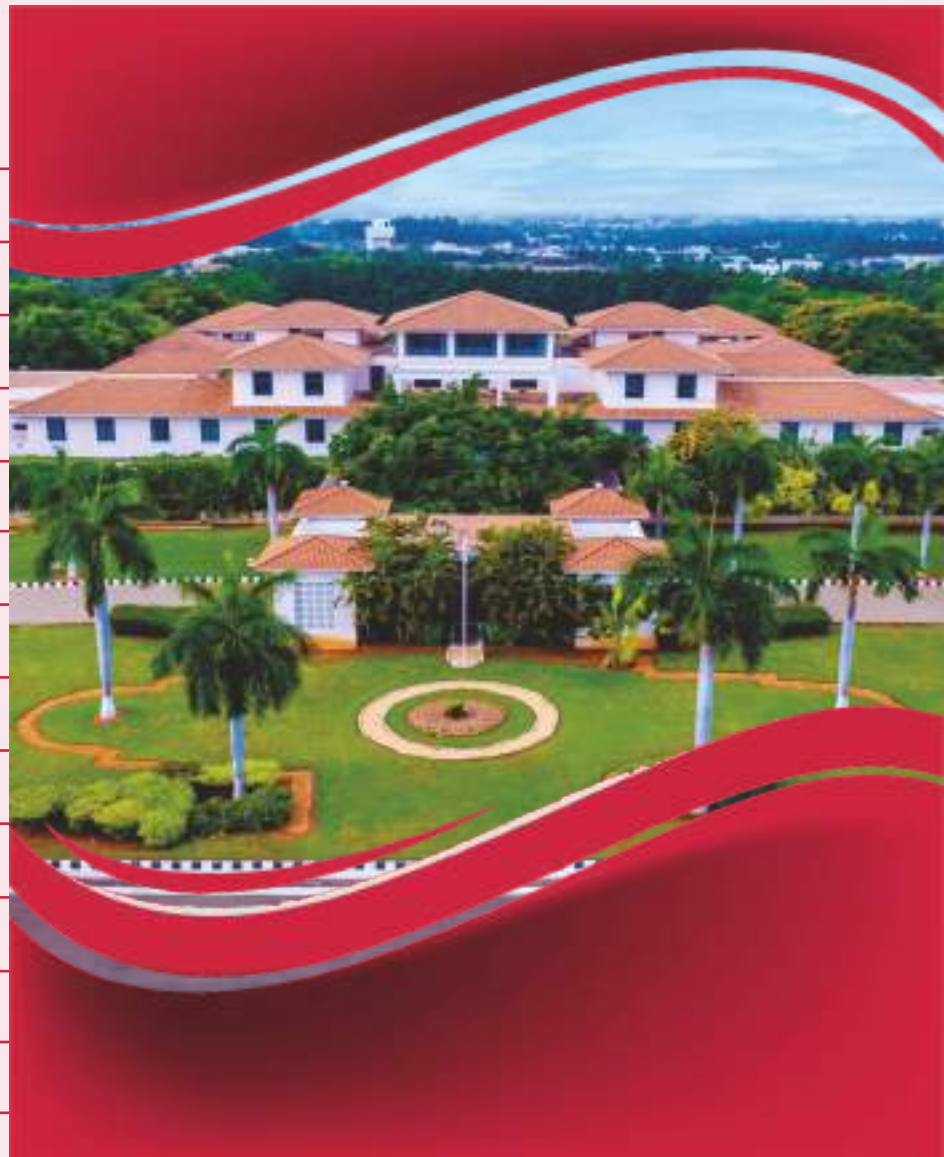
Bi-Annual Newsletter from Jansons School of Business

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## JANSONS SCHOOL OF BUSINESS

(Autonomous)

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## THE B SCHOOL

### Vision

**To be a quintessentially practical Business School, developing managers and entrepreneurs who would be game changers in management and leadership practices.**

### Mission

**Our mission is to equip future managers and entrepreneurs with the knowledge, skills, and values necessary to lead successful careers and champion sustainable business practices, through effective teaching and research, to positively impact the society.**





## Chairman-Speak



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

As we turn the pages of our collective journey, I am reminded of the power of setting goals. Goals are the beacon that illuminates our path, ensuring each endeavour is a stride closer to our collective dream. They give us direction, zeal, and a profound sense of mission, indispensable for our mutual prosperity. Together, let's ardently advance towards our common objectives – enriching the quality of education, igniting creativity, and shaping ethical leaders destined to leave a constructive mark on humanity. United, our potential for wondrous achievements is boundless. Let's seize our ambitions with fervour and steadfastness, sculpting a journey of exceptional triumphs!

*Wish you all a real successful life!*

*“Without dreams and goals, there is no living, only merely existing, and that is not why we are here.”*

◆ Mark Twain ◆



## Dear Readers

*"Goals for chasing our dreams"*

Navigating through this dynamic and ever-evolving landscape, I am inspired to reflect upon the remarkable stride, we at Jansons School of Business, have made in the pursuit of realizing our goals and aspirations.

At the outset of this year, we outlined ambitious goals that reflect our commitment to excellence, and growth. These goals are not just benchmarks; they are the foundation upon which we have been meticulously trying to build our dreams. Our institution has always been a beacon of knowledge and innovation, guiding bright minds towards their aspirations. It is our untiring commitment to excellence, that enables us to dream big and set ambitious goals. This edition of JSB Melange showcases our recent accomplishments and the forward-looking vision that inspires us. Every page speaks of the passion, the varied experiences, and the achievements that define JSB. Every facet of JSB's dynamic journey is meticulously captured, revealing a narrative of resilience, determination, and boundless potential.

As readers immerse themselves in the pages of Melange, they are invited to explore the diverse accomplishments and inspirational narratives within. The pages of JSB Melange sparkle with all its vibrancy because of the invaluable contributions. My heart goes out to thank all the contributors, for their remarkable contributions. Thanks to Mr. J. Shakul Hameed for his technical finesse that has helped us to capture and convey the vibrant events at JSB in their full glory.

My gratitude echoes warmly to our Management and Director for their steadfast support, propelling us ever forward in our journey.

*"Our journey towards excellence is shaped by the goals that we set"*

**Happy Reading!**



**Dr. Devi Premnath**



THE B SCHOOL

# HAPPENINGS

@ JSB





# Inauguration of *NIPM* Student Chapter

The NIPM (National Institute of Personnel Management) Student Chapter at Jansons School of Business (JSB) was inaugurated on 10.01.2024. The inaugural function was honored by the esteemed presence of NIPM office bearers: Mr. Meenakshisundaram, Chairman; Mr. M. Srinivasan, Vice Chairman; and Mr. Jebakumar, Secretary. Dr. A. G. V. Narayanan, Director of JSB, addressed the gathering, highlighting the importance of such knowledge and experience exchange platforms in a B-school setting. The NIPM chapter at JSB was established to provide students with opportunities to engage in industry-oriented activities, workshops, seminars, and networking events, thereby fostering a deeper understanding of contemporary HR practices. Dr. J. Shanthilakshmi, Dr. J.J. Savithri, and Dr. Arul Senthil B., esteemed Professors in the HR domain, coordinated the event seamlessly, ensuring its success. The student chapter at JSB boasts a dedicated team of office bearers, including Ms. Yuvabharathi, Mr. Vishnuprasath, Ms. Geethasree Palanisamy, Mr. Harshal Pillay, and Ms. Kaviya J., who, along with a committed team of members, play a pivotal role in organizing and managing various events and activities.



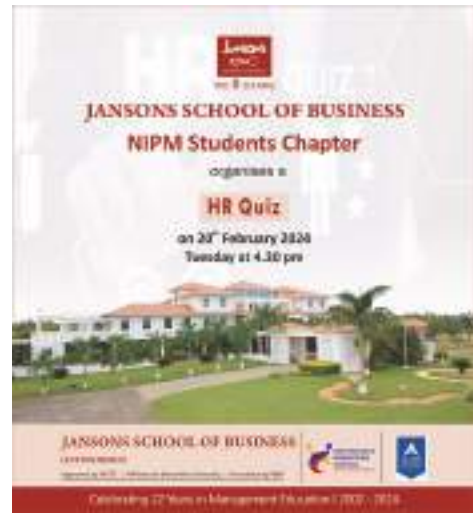
# *CHRO* Panel Discussions

The CHRO panel discussion at JSB, held in collaboration with the NIPM (National Institute of Personnel Management), on 20.01.2024 was a significant event that brought together industry leaders and HR professionals to discuss pressing issues and emerging trends in human resources. Esteemed CHROs, Mr. Meenakshisundaram, Chairman NIPM; Mr. M. Srinivasan, Vice Chairman NIPM; Mr. R. Jebakumar, Secretary, NIPM; Mr. Muthuvelappan, CHRO, Sri Ranganathar Industries Pvt. Ltd & Former Chairman, NIPM; Mr.P. Gandhimathinathan, Former Vice President- HR & OHS, Bradken India & Former Chairman, NIPM; Dr. Y. E. Sridhar, Associate Director - HR, Cognizant Technology Solutions & Former Chairman, NIPM; and Mr. N Janakiram Raju, Former Chairman and Managing Director of BASF Bangladesh Ltd., joined as a panelist and shared their insights on topics such as talent acquisition, employee engagement, and the impact of technological advancements on HR practices. The event provided a unique platform for students, professionals, and academics to engage in meaningful dialogue, gain practical knowledge, and explore innovative solutions to contemporary HR challenges.



## HR Quiz Event

On 20.02.2024, the National Institute of Personnel Management (NIPM) India Student Chapter at Jansons School of Business hosted an engaging HR Quiz event. The students from JSB demonstrated exceptional knowledge across various HR domains, showcasing their expertise. The top honors went to Ms. Sakthi Abirami R, Nikitha Mahesh, and Abirami Saravanan, while Mr. Poornesh Sivakumar, Karthi Pranesh, Gowtham. S, Abiram Prabhakaran, Aswith Kumar. M and Ashwin RN secured the runner-up position in this intellectually stimulating competition.



## AIMA's 27<sup>th</sup> Student Management Games

The 27th AIMA Student Management Games took place at Jansons School of Business, from 20.03.2024 to 22.03.2024 bringing together 54 teams from various colleges. This thrilling competition allowed participants to step into the shoes of business managers and make strategic decisions using AIMA's indigenously developed software 'CHANAKYA'. The event was a simulation of real-world business scenarios, where teams had to navigate challenges, allocate resources, and devise winning strategies. After three days of fierce competition, the PSG Institute of Management, Coimbatore emerged as the champions.





# Milaap'24

## The Alumni Meet

Milaap '24, the highly anticipated Alumni Meet of JSB, took place on 24.02.2024. The event witnessed the enthusiastic participation of alumni from various batches. The gathering provided a dynamic platform for alumni to reconnect and engage with the current batch of students. The Director and the members of the faculty also interacted with the alumni, gathering invaluable feedback to enhance the institution's offerings. The event was a vibrant celebration of shared memories, professional growth, and lasting connections.





# Srujana '24

## Intercollegiate Fest

Jansons School of Business proudly hosted Srujana 2024, an exhilarating Intercollegiate Fest, on 9.03.2024. The event saw enthusiastic student participation from various colleges, showcasing their talents and competitive spirit. The various events that stole the limelight were “Business Baron”: Best Manager, “Seize the Day”: Talent fest, “Workforce Wizard”: HR game, “Film Sprint”: Short Film, “Visual Vortex”: Poster Making, “Strategy Surge”: Marketing Games, “Gala Fiesta: Cultural, “Quiz Quest”: Quizzards. Srujana 2024 was not only a platform for students to exhibit their skills but also an opportunity for networking and forging new friendships. The prestigious Overall Championship Trophy was clinched by PSG College of Arts and Science. The vibrant atmosphere, coupled with the dedication and enthusiasm of both organizers and participants, made the event a resounding success.





# Journey to Excellence

Honouring the Class of 2024 & 2025



The Jansons School of Business (JSB) proudly organized a felicitation program to honor the outstanding achievements of the 2024 and 2025 batches on 03.04.2024. The event was a momentous occasion where students' hard work, dedication, and scholarly pursuits were acknowledged. During the program, deserving students were awarded cash prizes as a token of appreciation for their exceptional academic performance. Their commitment to learning was commendable, and JSB enthusiastically celebrated their accomplishments.



# ECO learning with SIERRA ODC Private Limited



On 12.04.2024, a team of sustainability advocates from JSB visited SIERRA ODC Private Limited's e-facility in Kalapatti, Coimbatore, a beacon of green innovation and sustainable practices. Sierra ODC's eco-friendly design, energy-efficient systems, waste reduction strategies, and overall eco-friendly architecture provided an excellent real-life example for the students to understand and learn from. The visit effectively emphasized the importance of eco-friendly living and green technologies to the students.



## Workshop on Professional etiquette for the workplace



An engaging workshop on "Professional Etiquette for the Workplace" was organized for the 2025 batch of students on 07.05.2024. Led by Ms. Sindhu Kalyanasundaram, Co-Founder of Sarva Happiness, the session provided an exceptional platform for students to acquire valuable insights into various aspects of corporate life, including business attire and telephonic conversations. This corporate readiness program served as a prelude to the internship projects and placement drives the students will soon undertake, equipping them with the essential skills for their professional journeys.



## International Academic Advisory Committee (IAAC)



On May 9, 2024, the first meeting of the International Academic Advisory Committee (IAAC) was hosted. Dr. A. G. V. Narayanan, the Director, extended a warm welcome to the esteemed committee members. Dr. Devi Premnath, Professor and Head of Academic Collaboration at JSB, delivered a concise presentation on 'JSB's Globalization Initiatives'. Representing the international panel of advisors were Dr. Jason James Turner, Head of the School of Business at Asia Pacific University of Technology and Innovation (APU/APIIT) in Malaysia, and Dr. V. G. Venkatesh, CSCP, Professor of Supply Chain Management at EM Normandie Business School in France. Their comprehensive dialogue and expert advice will guide JSB in shaping its future strategies.



### Centre For Management Development

The Centre for Management Development organized a webinar on the topic “Marketing Analytics for Enhanced Data Driven Marketing Decisions” on 10.01.2024. The webinar highlighted the significance of KPIs in Marketing and also was successful in providing exposure to the various applications of Marketing Analytics for decision-making. The webinar was facilitated by Prof. K. B. Sridevi.

A webinar on “Recognising Bad Financial Deals” was conducted on 27.01.2024. The resource person Prof. M. S. Srikrishna, led the webinar successfully. The session received an overwhelming response from the participants.

Prof. J. J. Savithri was the resource person for the session on “Enhancing Personal Effectiveness for the Executives of Kongu Engineers” on 12.02.2024, at Kongu Engineers, Arasur, Coimbatore, where she elaborated on the importance of strategic leadership and personal development in achieving organizational goals.

On 02.03.2024, the Centre organized an enlightening webinar focused on “Emotional Intelligence”. The event aimed to enhance participants' understanding of this critical factor in personal and professional success. During the webinar, the expert Prof. B. Arul Senthil, delved into the significance of emotional intelligence, emphasizing its impact on various aspects of life.

A webinar on “Overcoming Hidden Barriers to Productivity” was facilitated by Prof. J. J. Savithri on 06.04.2024. The session focused on identifying and addressing the less obvious obstacles that hinder efficiency and effectiveness in the workplace. Prof. J. J. Savithri shared insights into common psychological and organizational barriers, provided practical strategies for overcoming these challenges, and emphasized the importance of a growth mindset.

On 27.04.2024, Jansons School of Business (JSB) hosted a dynamic Management Development program centered around the theme of “Finance for Non-Finance Executives.” The event drew participants from diverse sectors and backgrounds, all converging at JSB for an enriching one-day workshop. Prof. C. Nateson and Prof. A. Dhamayanthi, both seasoned experts in the finance domain, led the engaging sessions. Their insights and practical knowledge resonated with the attendees, providing valuable takeaways for professionals seeking to enhance their financial acumen.

Prof. A. Dhamayanthi facilitated yet another session on “Sustainable Financial Practices.” The virtual interaction was organized on 04.05.2024, attracting a diverse audience keen on understanding the intersection of finance and sustainability. The webinar delved into the principles of sustainable finance, highlighting strategies for integrating environmental, social, and governance (ESG) criteria into financial decision-making processes.

In a remarkable virtual initiative, Jansons School of Business (JSB) hosted a transformative Two-day Management Development Program centered around the theme of “Self-discovery with Transactional Analysis (TA) 101.” The event spanned two enriching days, 18.05.2024 & 19.05.2024. Prof. C. Suriyaprakash, Area Chair for Organizational Behavior and Human Resources at JSB, spearheaded the program. As a Certified Organizational Transactional Analysis Teacher & Supervisor, he brought a wealth of expertise to the virtual sessions. Participants engaged in deep self-reflection, exploring the intricacies of TA and its application in personal growth, communication, and interpersonal dynamics.



Centre For Faculty Development

The Centre for Research Excellence and the Centre for Faculty Development collaborated to organize a faculty development program titled “Research Problem: Identification and Formulation” on 24.02.2024. Dr. Murugan Pattusamy from the School of Management Studies at the University of Hyderabad, served as the resource person. Drawing from his extensive expertise, Dr. Pattusamy guided participants through the intricacies of identifying and formulating research problems. His insightful examples inspired active engagement among the audience, motivating them to enhance their research endeavors.



The Centre conducted a faculty development program titled “Innovation in Teaching and Learning Practices” on 15.02.2024. Dr. Kandappan Balasubramanian, Associate Professor and Program Director for the Master of International Hospitality Management and Master of Global Hospitality Management at Taylor's University, Malaysia, led the session. During the program, he underscored the significance of incorporating innovative teaching methods, including AI and other related tools, to enhance classroom delivery.

On 04.03.2024, the Centre for Faculty Development organized an exclusive visit to Argo Hytos Pvt Ltd. During this visit, the faculty team from JSB engaged in insightful interactions with department heads at Argo, gaining invaluable real-time exposure. Special thanks are extended to Mr. Shrikant Bairagi and Mr. Anand Kumar for facilitating this enriching experience.



On 20.03.2024, the faculty team was enriched by an enlightening talk on the topic of 'Living in the VUCA world – Role of Digital Transformation in Business and Society.' The guest speaker, Prof. Ts. Dr. Murali Raman, Deputy Vice-Chancellor, Director - Post Graduate & Continuing Education at Asia Pacific University of Technology and Innovation (APU/APIIT) in Malaysia, facilitated the discussion. During the session, participants explored the impact of digital transformation on businesses and society, considering the volatile, uncertain, complex, and ambiguous (VUCA) environment we currently live in.

### Centre For Faculty Development

The Centre for Faculty Development at JSB organized an insightful session on business simulation on 25.03.2024, spearheaded by Mr. Ramani Venkat, the founder of Recession Buster, Bengaluru. A unique perspective was brought to the table enthusiastically immersing the faculty members, in the world of simulations. The program not only broadened their understanding of business simulations but also equipped them with practical tools to enhance their teaching methodologies and prepare students for the complexities of the corporate world.



On 10.05.2024, the Centre for Faculty Development organized an exclusive visit to Velan Valves India Private Limited. During this visit, the faculty team from JSB engaged in insightful interactions with the Directors at Velan, which provided them with invaluable real-time exposure to the organization's best practices across various functional areas of management. This immersive experience allowed the faculty to deepen their understanding of industry standards and operational excellence, thereby enhancing their ability to impart practical knowledge to their students.

On 14.06.2024 & 15.06.2024, an AIMS-sponsored faculty development program was organized in collaboration with the Centre for Research Excellence centred around “Transactional Analysis for Personal and Professional Excellence”. The program aimed to equip faculty members with essential knowledge and skills to enhance their personal and professional effectiveness. Prof. C. Suriyaprakash, an esteemed faculty member and Area Chair for Organizational Behavior and Human Resources at JSB, spearheaded the program.



### Centre for Happiness and Well-being



02.02.2024 saw Mr. Senthil K. Vishwanathan, a Heartfulness Trainer from Coimbatore, conduct a special session for students on “Yoga and Mental Well-Being.” During this session, he focused on practices to enhance mental health and well-being through yoga and meditation.



## Centre For Entrepreneurship Development



On 15.02.2024, Jansons School of Business inaugurated its Entrepreneurship Development Cell. Mr. Prabhu Gandhikumar, Founder & Director of TABP Snacks & Beverages Private Limited, Coimbatore graced the inauguration. The ED cell at JSB aims to empower MBA students by nurturing their entrepreneurial spirit, enhancing their skills, and fostering connections with industry professionals.



The students of JSB attended a highly enlightening virtual management development program on "Entrepreneurship Development," organized by Coimbatore Institute of Technology, from 20.02.2024 to 04.03.2024. This program provided an invaluable opportunity for students to enhance their understanding and skills in entrepreneurship through interactive sessions and practical insights.



The Centre for Entrepreneurship, in association with 'Jansons Create,' carried out an observational study through the incubation center at JIT and JSB on 29.05.2024. As part of this study, the team visited the Sericulture Centre and Malar Silk Yarn Manufacturing Unit in Udumalaipet. They engaged in discussions with Mr. Murugesan, Owner of the Sericulture Unit, and Dr. Vigneshwaran, Managing Director of the Malar Silk Yarn Manufacturing Unit.

## Centres of Excellence

### Centre for Research Excellence

The Centre for Research Excellence signed a Memorandum of Understanding with The South Asia Association of Transactional Analysts (SAATA) on 03.04.2024. The signatories to the MoU were Dr. A G V Narayanan and Mr A Mohanraj, Trustee, SAATA. The ceremony was witnessed by Professors of JSB, Dr. Savithri, Dr. Arul Senthil. B and Dr. M. Balathandayuthapani. This MoU is a strategic partnership agreement aimed at fostering collaboration in the field of transactional analysis, promoting research, and enhancing professional development opportunities. Jansons foresees that this alliance will facilitate the exchange of knowledge, and support joint research initiatives. Through this cooperation, both organizations aspire to make significant contributions to the psychological and educational sectors, benefiting practitioners and the broader community.



The Domain, a prestigious research journal published annually by the Centre of Research Excellence at Jansons School of Business (JSB), is a standing testimony of scholarly excellence in the field of management. With its rigorous peer-review process and commitment to advancing knowledge, Domain serves as a platform for cutting-edge research, insightful analyses, and practical implications for practitioners.



### Women's Cell @JSB

The Cell signed an MoU on 09.02.2024, with Ms. Rennifer Nachiyar, Founder & CEO, SEIKO Entrepreneur Institute, Chennai. This partnership aims to foster entrepreneurship and provide enhanced training and development opportunities for women, empowering them to pursue and achieve their business aspirations.



The International Women's Day celebration on 08.03.2024, at Jansons School of Business featured an inspiring session titled "Value Yourself." The event's chief guest was Ms. S. Douloth Banu, a Joy Life Counsellor from Coimbatore. In her address, Ms. Banu emphasized the factors contributing to cancer among women and discussed preventive measures. She also explored psychological aspects, instilling courage and confidence in the young women at JSB.





### MoU with Dr. D.Y. Patil B School

Pune

A Memorandum of Understanding was signed between Jansons School of Business and Dr. D.Y. Patil B-School, Pune on 10.01.2024 to facilitate innovations in the teaching and learning process and to bring about a focus on collaborative projects like research and study exchange programs. The MoU was signed by Dr. A G V Narayanan, Director, JSB, and Dr. Amol Gawande, Director, D.Y. Patil. Dr. Devi Premnath, Professor & Head of Academic Collaboration, JSB, and Prof. Atul Kumar, Dean & Professor, D.Y. Patil, Pune were witnesses to the same.



### MoU with Asia Pacific University

(APU/APIIT), Malaysia

A momentous MoU signing ceremony took place between Jansons School of Business (JSB) and Asia Pacific University of Technology and Innovation (APU/APIIT) on 30.01.2024, marking the beginning of a promising collaboration. The MoU was signed by Prof. Dr. Ho Chin Kuan, Vice Chancellor of APU, and Dr. A. G. V. Narayanan, Director of JSB. Associate Prof. Dr. Chong Lee Lee, Head of the School of Accounting & Finance, and Dr. Devi Premnath, Professor & Head-Academic Collaboration, witnessed this significant event. This partnership aims to foster academic exchange, research collaboration, and mutual growth, benefiting both institutions and their stakeholders.



### Global Academic Exchange Program

Jansons School of Business recently organized a global academic exchange program featuring Professor Alan Win, Honorary Professor at the Institute of Transport and Logistics Studies, University of Sydney. During the program, Professor Win delivered modules on Operations Management to the students. The sessions took place on 22.02.2024 & 23.02.2024. Following the exchange program, an exclusive interview with Prof. Win provided valuable insights into the global logistics field and supply chain management's intricacies.



## Collaborative Ventures

### MoU with Presidency Business School

Bengaluru



On 28.03.2024, Dr. A G V Narayanan Director, JSB signed an MoU with Dr. Chandan. K. Chavadi, Dean & Professor, Presidency Business School, Bengaluru. The ceremony marked a significant step towards fostering academic collaboration between these two esteemed institutions. This collaboration promises exciting opportunities for students, faculty, and researchers from both institutions, enhancing their learning experiences and contributing to the advancement of management education. The MoU was signed in the presence of Heads of Academic Collaboration, Dr. Devi Premnath, Professor, JSB, and Prof. K. Ravindran, Associate Professor, PBS

### MoU with SCMS,

Kochi



In a significant development in the realm of academia, Jansons School of Business (JSB) and SCMS, Kochi came together in a pioneering collaboration aimed at advancing educational excellence. The partnership was solidified by the signing of an MoU on 04.04.2024. The MoU was signed by Dr. A G V Narayanan, Director, JSB & Prof. Pramod P Thevannoor, Vice Chairman of SCMS Group of Educational Institutions, in the presence of representatives from JSB, Dr. M. Balathandayuthapani (Professor) and Dr. Devi Premnath (Professor and Head of Academic Collaboration) and Dr. Indu Nair, Principal SCMS, Kochi, Radha Thevannoor, Director, SCMS, Kochi and other dignitaries representing SCMS, Kochi.

### MoU with Boston International College

Bharatpur, Nepal



On 18th April 2024, Boston International College, Nepal, and Jansons School of Business signed a Memorandum of Understanding to formalize their partnership in academic collaboration, research endeavors, and student immersion programs. This agreement marked a significant step towards strengthening educational ties and fostering a global learning environment. Additionally, the student immersion programs as underlined in the MoU are intended to provide unique opportunities for students to gain international exposure, and broaden their cultural understanding. The signatories were Dr. A G V Narayanan, Director, JSB & Mr Anand Bahadur Chand, Chairman, BIC. Mr. Shikhar Lamichhane, Assistant Director, MBA program, BIC, and Dr. Devi Premnath were the witnesses to the same.



**MoU with UNITAR International University, Malaysia**



On 20.05.2024, Jansons School of Business (JSB) and Jansons Institute of Technology (JIT) entered into a significant partnership by signing a Memorandum of Understanding (MoU) with Unitar International University in Malaysia. The primary focus of this MoU is to facilitate student exchange programs and foster collaboration in academic and instructional activities. During the signing ceremony, Dr. A. G. V. Narayanan and Dr. Devi Premnath represented JSB, while Dr. V. Nagarajan and Prof. Davis Hans represented JIT. On the Unitar side, the signatories were Prof. Dr. Yap Bee Wah, Deputy Vice-Chancellor, and Mr. Jesus Cuevas Tinawin, Director of Industry Partnerships Vice-Chancellor's Office. This strategic alliance aims to strengthen bilateral ties between Unitar and Jansons group of Institutions.

**One Day International Webinar in Collaboration with Asia Pacific University**

Malaysia



JSB, in collaboration with the Asia Pacific University of Technology and Innovation (APU/APIIT), Malaysia, hosted an enlightening international webinar on 03.04. 2024, centered around the theme “Financial Technology for Future Business.” The event featured three insightful sessions. The first session, “Blockchain Technology and Future Finance,” was led by Dr. Meera Eesawaran, a Senior Lecturer at APU. The second session, presented by Ms. Kavitha Arunasalam, also a Senior Lecturer at APU, focused on “Combatting Financial Fraud with Technology.” The final session, “Fintech in Business Environment,” was conducted by Mr. Suresh Balasingam, Senior Lecturer, at APU. He provided a comprehensive overview of the importance of fintech in today's business landscape. The webinar attracted significant attention from participants worldwide, including MBA students, industry professionals, and academic scholars.

# JSB's Clubs and Houses

## Where Learning Meets Fun!



On 29.02.2024 the Ekta club of JSB partnered with BumbleB Trust, Kalvi 40, and made visits to the Panchayat Union Primary Schools in Segudanthali, Elachipalayam, Chennappachettipudhur, Vagarayampalayam and Vadugankalipalayam. The initiative enabled Jansons School of Business to devise a strategic plan for establishing, fortifying, and maintaining meaningful collaborations with the community schools in Karumathampatti.

## JSB's Ekta

Pioneering Community Change



Ekta participated as a volunteer in the “Go Blue” Autism Awareness Walkathon on 07.04.2024, at the Race Course. This event was orchestrated by the Third Eye Centre for Autism. Commencing at Bishop Appasamy College, the walkathon encompassed the Race Course promenade. The purpose of this event was to enlighten the community about the significance of early intervention in Autism, which can greatly assist affected children in integrating more seamlessly into societal life.



# Houses of JSB



At JSB, house activities play a pivotal role in nurturing teamwork, creativity, leadership, and academic skills among JSBians. The five houses—Intel, Accenture, SpaceX, Rolex, and Black Rock—each contribute to these goals. These activities span four main domains. House Intel kicked off the series on 08.02.2024, followed by Black Rock on 14.02.2024, House SpaceX on 21.02.2024, and House Accenture on 06.03.2024. Winners from each house received WOW cards as recognition. These house competitions serve as a platform for developing leadership, problem-solving, and critical thinking abilities for the future



## GLOBAL Confluence



In the Global Confluence on “Design Thinking for Innovative Problem Solving,” held on 06.02.2024, Dr. Sharmini Gopinathan, Associate Professor and Head of the Postgraduate School of Management and Marketing at Taylors University, Malaysia, served as the resource person. The event explored creative approaches to solving complex problems through design thinking methodologies.



On 25.02.2024, the Digital team from Asia Pacific University (APU), Malaysia, including Dr. Meera Eeswaran, Ms. Shubaashnii Suppramaniam, and Ms. Vinorra Shaker, engaged with students. The discussion covered topics such as Digital Psychology, Financial Technology, and AI for Talent Leadership. Ts. Jonathan Kovilpillai, the Trainer and Program Manager for Digital Innovation and Learning Systems, delivered a talk on “Climate Justice.” He encouraged students to embrace the principles of climate justice and become change-makers in this critical area.



05.03.2024 saw Dr. Vaseehar Hassan Abdul Razack, Senior Associate – Kets de Vries Institute and Executive Coach at INSEAD Malaysia interacting with students of I MBA. He spoke on the topic “Challenges in Leadership”.

## ACADEMIC Confluence



Jansons School of Business organized an Academic Confluence focused on “Risk Mitigation” on 05.03.2024. Dr. Sunil Puliyaokot, Associate Professor at Lal Bahadur Shastri Institute of Management in New Delhi, served as the resource person. During the event, Dr. Puliyaokot delved into the nuances of risk mitigation through narrow banking and highlighted key aspects of financial stability. Additionally, a case discussion analyzing the collapse of Silicon Valley Bank provided valuable insights into the current financial landscape.



An academic confluence on the topic “Trends in Marketing” was organized on 28.03.2024. Dr. Chandan A. Chavadi, Dean & Professor, Presidency Business School, Bengaluru interacted with the students. He delved into the changing dynamics in the landscape of marketing. The talk revolved around multitudes of modern marketing mechanisms. Additionally, he shared real-world case studies, illustrating how these trends manifest in practical scenarios. The engaging session left students with a deeper understanding of marketing dynamics and inspired them to explore innovative approaches.



The “Monday Musings” webinar series, organized in collaboration with the Coimbatore Management Association, served as a platform for the students to gain insights. Approximately 20 virtual sessions provided illumination on diverse aspects of management.



## CORPORATE Confluence



On 16.02.2024, Mr. Puneet Krishnan, former Business Cluster Head at Vodafone Idea Limited, delivered a talk on “Career in the FMCG Sector with a focus on Sales and Distribution.” During his presentation, he discussed the opportunities in sales, marketing, and distribution. Additionally, he highlighted the growing significance of global mobility as a key factor for career advancement.



Jansons School of Business (JSB) had the pleasure of hosting Mr. Rajesh Singh, Senior Manager at the Financial Planning Standard Board Ltd, and his team on 11.03.2024. The confluence was meticulously designed for students specializing in the finance domain. During his session, Mr. Singh emphasized the significance of financial planning and highlighted the pivotal role of a Certified Financial Planner (CFP). His encouragement motivated students to aspire to become CFPs themselves.



Mr. Akarsh Gowdar, Research Analyst, Goodwill Wealth Management PVT LTD acted as the resource person and deliberated on the topic “Technical Analysis- Charts and Patterns” on 12.03.2024. The session was able to provide practical insights into the real-time market analysis, application technical analysis in financial behavioral study.

## Alumni Confluence



On 26.03.2024, Mr. Varun Kumaravel, Managing Director of SLS Agencies, Coimbatore, delivered an enlightening discourse on the intricacies of the Fast-Moving Consumer Goods (FMCG) industry. The confluence emphasized the critical role of geography in channel selection for FMCG products. During his talk, Mr. Kumaravel shared real-world examples that enriched the discussion. These practical insights underscored the significance of aligning distribution channels with specific geographic contexts.

## E Confluence



Ms. Rennifer Nachiyar, Founder & CEO, SEIKO Entrepreneur Institute, Chennai, deliberated on “Women Empowerment through Entrepreneurship” on 09.02.2024. She highlighted entrepreneurship opportunities from the perspective of international trading and exporting for the young budding women entrepreneurs



Mr. Arumugam Gurunathan, Director of The Dhan Academy in Madurai, discussed the topic of “Opportunities for MBAs in the development sector in India” on 20.02.2024. During his talk, Mr. Gurunathan shared insights from his experiences at IRMA and Amul, emphasizing the wide range of job prospects available. He encouraged students to explore lesser-known areas such as farmers' producer organizations, mutual insurance, social capital, and other specialized fields.



Jansons School of Business hosted a thought-provoking panel discussion with a distinguished group of experts on 18.03.2024. The theme of the discussion was “India: A Global Bright Spot.” Moderated by Prof. Srikrishna, the panel featured esteemed members, including Mr. R. Varadarajan (Whole-time Director, Rajshree Sugars & Chemicals Ltd., Coimbatore), Mr. Puneet Krishnan (Former Cluster Business Head, Vodafone Idea Limited), Mr. Vijay Kumar Balakrishnan (Independent Director & Former CMD, Total Oil India Pvt. Ltd.), and Mr. D. Raveendran N. (Vice President - Enterprise-wide Solutions/CIO, Sakthi Finance Limited/ABT Industries, Coimbatore). The discussion explored various facets of India's progress, spanning economic resilience to technological advancements



Yet another CXO confluence was organized with the theme of 'Business Storytelling’ on 25.03.2024. The session featured Mr. Amitabha Saha Roy, Global Practice Head of Sales and Marketing in the Consumer Goods Industry at Tata Consultancy Services, Bengaluru. During the event, Mr. Roy shared valuable insights on the importance of business storytelling and its relevance in the real world. The students were captivated by his engaging presentation, becoming ardent listeners!



On 13.04.2024, Dr. Kannan K Unni, former Vice Chairman of Aventis Crop Science Canada Co. and former CMD of Bilag Industries Private Limited, engaged with our students in an insightful discussion on the challenges and innovations in agriculture, as well as the technological adoption by farmers. The session was moderated by Vishnu Prasath S M, an MBA student from the 2025 batch. The conversation also covered a range of topics including motivation and leadership, literary and cultural pursuits, and youth participation.



## Our Students Shine!



Ms. Nikitha Mahesh and Ms. Sakthi Abirami, I MBA students, reached the grand finale of the Business Line Board-Room Challenge sponsored by Aditya Birla Capital. This pan-India competition consisted of three rounds. In the online preliminary round, over 850 teams from across the country competed. The second round featured city-specific semi-finals, where four teams from each city vied for a spot in the finale. Finally, the grand finale included only eight top B-schools from our country, and Jansons School of Business secured a place among the final eight teams.

## HALL OF FAME

### Star Performers of Batch 2024 Academic Excellence

Student Name	CGPA
Ms. Merlyn A	8.35
Ms. Sri Shivanugragha S	8.32
Mr. Sibi Surriyan R S	8.31
Mr. Sanjay V	8.59
Ms. Yalini Priya M	8.53
Ms. Merlyn A	8.5

### Star Performers of Batch 2025 Academic Excellence

Sem	Batch	Student Name	CGPA
I	2025	Ms. Dhanushyaa S K Mr. Murugaraj N Ms. Sathika S	8.41 8.28 8.15

### The Star Performer Best Student Award 2024

Batch	Student Name
2024	Mr. Sibi Surriyan R S

## Publications

- Mr. Prasanth G, I MBA 2025, published a book review titled “Ikigai: The Japanese Secret to a Long and Happy Life” in the International Journal of Research Publications and Reviews, Vol 5, no 1, pp 2095-2096 January 2024; ISSN:2582-7421.
- Mr. Calvin Wilbert Raj, I MBA 2025, published an article titled, “Bata Corporation: A Comprehensive Profile of The Global Footwear Giant”, in the REST Journal on Data Analytics and Artificial Intelligence, Vol: 3(2), June 2024; ISSN: 2583-5564.
- Ms. D. Soundarya, IMBA 2025, published a case study titled 'A Case Study of Australia's Roller Coaster Decade to Manage Inflation: Navigating Economic Ups and Downs' in the International Journal of Research Publication and Reviews, Vol 5, no 6, pp 4214-4218, June 2024; ISSN 2582-7421.
- Ms. Vanitha Immaculate J, II MBA 2024, published an article” Exploratory study on the competitive strategies of Colgate Palmolive India Limited to sustain success in the Market" in REST Journal of Banking, Accounting, and Business, Vol 3(2) June 2024, ISSN: 2583 4746.
- Ms. Pavithra R, II MBA 2024, published an article titled “The Impact of Inflation on Institutional Investors' Behaviour in the Indian Stock Market” in the International Journal for Multidisciplinary Research (IJFMR), May 2024 E-ISSN: 2582-2160.

## Social Research Projects Undertaken

- During the period from 08.02.2024 to 12.02.2024, Ms. Kaviya J, Mr.Pranesh M, and Mr. Santhosh E, students of the I MBA program, conducted market research for AVT Natural Products Ltd.
- Mr. Abiram P and Ms.Nikitha M conducted a specialized research project titled “Year of Enterprise - A Business Research Study” for the Centre for Management Development, Kerala, from 01.03.2024 to 02.03.2024.
- Ms. Kokila S, Mr. Jayasuriyaa G, Mr. Hariharan C, Mr. Mohan Prasad A, and Mr. Calvin Wilbert Raj A, jointly carried out a Customer Analysis Study for Bhima Jewellery, in Theni District from 01.06.2024 to 02.06.2024.
- Students of I MBA, Ms. Sakthi Abirami R, Mr. Hari Sunder R, Mr. Aarthi, Ms. Jayasruthi, Mr. Prasanth G, and Mr. Sam Solomon T conducted a Customer Analysis Study for Bhima Jewellery in Vellore District from 15.06.2024 to 16.06.2024.

### THE POWER OF NETWORKING



**SANJAY RAJENDRAN**  
II MBA, Batch 2024

Networking is an art that helps people for the exchange of Information and ideas. “Your network is your net worth,” says Porter Gale, highlighting the importance of connections for achieving success. Building a robust network is crucial for sharing knowledge, gaining insights, etc....

In this modern era, it is almost impossible to shine in your career/business without networking. To build a strong & effective network, it is important to have a genuine & authentic relationship with people. It is also crucial to make sure that your connections are diverse. Engaging with people from different fields and industries will help you to broaden your perspective. Using popular platforms like LinkedIn would open the door to creating a network across the world. To enhance your relationship skills, reading the book “How to Win Friends & Influence People” by Dale Carnegie would be a step in the right direction.

In essence, it must be remembered that fostering relationships can pave the way for knowledge and growth both in your personal and professional life. Hence start building your connections right away.



THE NEW KIND OF INTELLIGENCE  
GENTELLIGENCE

**Dr. J. J. Savithri**  
Professor  
Jansons School of Business



As our world becomes increasingly complex, the need for a new kind of collective intelligence has emerged - one that transcends the traditional barriers of age and experience. This concept, known as "Gentelligence," represents the profound insights and innovative solutions that arise when diverse generations come together in a spirit of mutual understanding and collaboration. At its core, Gentelligence is the ability to break down the age-based tensions and biases that so often divide us, and instead harness the unique perspectives and complementary strengths found across generations. Younger minds brimming with fresh ideas and technological savvy can join forces with the wisdom and real-world acumen of their elders, creating a synergistic blend of creativity and pragmatism. This intergenerational exchange does more than just broaden our collective knowledge base - it fosters empathy, challenges entrenched assumptions, and unlocks new pathways for progress that would have remained inaccessible to any single age group working in isolation.

Managing and leading a multigenerational workforce today requires a nuanced, multifaceted approach that acknowledges the diverse needs, perspectives, and work styles of employees spanning different age groups and career stages. Effective leaders must be attuned to the unique motivations, communication preferences, and learning styles of Traditionalists, Baby Boomers, Generation X, Millennials, and Gen Z team members, and tailor their management strategies accordingly. This might involve offering flexible work arrangements and remote options to appeal to younger cohorts accustomed to greater autonomy, while also providing ample opportunities for mentorship and knowledge-sharing to bridge gaps between seasoned veterans and newcomers. Inclusive, cross-generational team-building activities can help foster mutual understanding and respect, while targeted training on multigenerational management best practices equips supervisors with the skills to bring out the best in their diverse reports. Additionally, a personalized, "one-size-fits-one" approach to goal-setting, feedback, and career development is key, as different generations often respond better to distinct incentives and advancement pathways.

By tapping into the power of Gentelligence, we can build a future where age is no longer a barrier, but rather a conduit for learning, growth, and the betterment of our shared world. When we learn from one another, support one another, and combine our diverse talents, we unleash an unstoppable force - the kind of collective intelligence that can tackle our most complex challenges and shape a brighter tomorrow for all.

## **Dr. A G V Narayanan**

**Chairman** - Tamilnadu & Pondicherry Chapter of Association of Indian Management Schools (AIMS)

**Member** - Confederation of Indian Industry Tamilnadu Education Panel

**Convenor** - Education Panel of Confederation of Indian Industry Erode

### **Guest of Honour**

- Addressed the faculty of multiple disciplines at PSGR Krishnammal College for Women (PSGRKCW), Coimbatore on 'Faculty & Professional Presentation' as a part of the two-day Faculty Development Program organized by Teaching Learning Centre on 03.05.2024.
- Was invited to speak on the topic "Creating Wow Moments!" at SCMS, Kochi on 04.04.2024.
- Addressed students of Boston International College, Nepal on 18.05.2024.

## **Prof. B. Arul Senthil**

### **Publications**

- Published a book chapter titled, "Paradigm Shift in Digital Transformation for Sustainable Growth in Indian Healthcare: A Proposed Theme-Based Exploratory Study", in the ISBN publication titled, "Business Resilience and Digital Technology in the Post-Pandemic Era - Contributions to Environmental Sciences & Innovative Business Technology", Springer, March 2024.
- Published an article titled, "Bata Corporation: A Comprehensive Profile of the Global Footwear Giant", in REST Journal on Data Analytics and Artificial Intelligence, Vol: 3(2), June 2024, REST Publisher; ISSN: 2583-5564

### **Resource Person**

- Delivered a talk on 'Employee Well-Being' to the employees of ARGO-HYTOS, Coimbatore on 04.03.2024.
- Acted as the resource person for the webinar "Emotional Intelligence for Future Leaders" on 09.05.2024 organized by Boston International College, Nepal.

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

- Participated in the one-day Conclave on HR Next organized by CII on 09.02.2024.
- Participated and presented a paper in the virtual mode on the topic "MOOCs to employability in the Digital Era- An Empirical Study" at the First International Conference on Digital Transformation & Sustainability of Business, organized by DOMS, Vardhaman College of Engineering, Hyderabad on 29.03.2024 & 30.03.2024.
- Participated in the five-day FDP (Online) on "Paper Writing Strategies and High-Impact Journal Publication Techniques" organized by Kongu Engineering College, from 22.04.2024 to 26.04.2024.
- On 24.05.2024, participated in the "HR Analytics" workshop organized by the Confederation of Indian Industry (CII) in Madurai.
- Attended a two-day workshop on "Demystifying Volunteering" held at Karl Kubel Institute for Development Education, Coimbatore on 21.06.2024 & 22.06.2024.



## **Prof. M. Balathandayuthapani**

### **Publications**

- Published a case study "Unmasking a Cyber Financial Fraud" in Educational Administration Theory and Practice, 2024, 30(6), 1700-1704, ISSN: 2148-2403, Scopus Indexed.
- Published an article "Exploratory study on the competitive strategies of Colgate Palmolive India Limited to sustain success in the Market" in REST Journal of Banking, Accounting, and Business, Vol 3(2) June 2024, ISSN: 2583 4746.

### **Resource Person**

- As a resource person, delivered a talk on "Communication Skills for Executives" for the students of Boston International College, Nepal on 07.05.2024 & 08.05.2024.

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

- Attended an FDP on "Nurturing Future Leadership – Malviya Mission Teachers Training Programme for Faculty Members" organized by IIM Kozhikode from 18.03.2024 to 22.03.2024.

## **Prof. Devi Premnath**

### **Publications**

- Published a book review titled "Ikigai: The Japanese Secret to a Long and Happy Life" in the International Journal of Research Publications and Reviews, Vol 5, no 1, pp 2095-2096 January 2024; ISSN:2582-7421.
- Published a case study "Unmasking a Cyber Financial Fraud" in Educational Administration Theory and Practice, 2024, 30(6), 1700-1704, ISSN: 2148-2403, Scopus Indexed.

### **Resource Person**

- Acted as the resource person for the Faculty Development program organized by the Research Open Circle of M.O.P Vaishnav College for Women, Chennai on "Resources and Software for Writing Research Papers" on 27.01.2024.
- Invited as the resource person for the Jewellery Executive Management Development Programme organized by the Institute of Gems and Jewellery in association with the Alliance University, Bengaluru on the topic of "Marketing Trends and Tools" on 27.02.2024 & 28.02.2024
- Delivered an Expert Session on "Modern Mantras of Marketing - Elevate your strategy" on 02.05.2024. The webinar was organized by Presidency Business School, Bengaluru.

### **Certification Courses**

- Completed ESG Readiness course conducted by the Confederation of Indian Industry Southern Region & Swiss Learning Exchange in March 2024 (01.03.2024 to 11.03.2024)
- Certified Sustainability Advocate by Swiss Learning Exchange for collective sustainable action in March 2024
- Completed an online course in Branding titled 'Branding in 60 minutes' by Udemey Academy on 20.06.2024.

### **Member of the Editorial team**

- Member of the Editorial team of "Casepedia" – A repository of case compilations of the Case Development Cell of D. Y. Patil B-School, Pune.

## **Prof. J. J. Savithri**

### **Publications**

- Published a paper on “A study on the impact of DEI on Job Satisfaction and Organizational Performance among the Workforce of the manufacturing Industry” in the Indian Journal of Psychology, UGC Care List, ISSN -0019/5553.
- Published an article on “Impact of Skill Development Programmes on Social Entrepreneurship Attitude; A Study among Self Help Groups Women Beneficiaries” in the journal, Educational Administration: Theory and Practice, 30(5), 11194–11199.

### **Resource Person**

- Delivered a talk on “The Power of Self Advocacy” for UG and PG students of MBA- Tourism of Avinashilingam University on 26.02.2024.
- Facilitated an expert talk on the topic “Women in Powering the \$5 Trillion Dream” for Rasi Seeds executives on 08.03.2024.
- On 12.03.2024, as a part of the Women's Day celebration, participated in the Panel discussion titled “Let's Together Coexist” organized by NIPM.
- Acted as the resource person for a session titled “Working effectively with a team & Work Ethics” organized by the Entrepreneurship Skill Development cell of Jansons Institute of Technology on 25.05.2024
- Invited as the resource person to facilitate a One Day Personality Development Program for the MBA students of Chettinad Engineering College, Karur on 07.06.2024.
- Delivered a lecture on the topic “The Leader in Me” at VET Institute of Arts and Science, Erode on 28.06.2024.

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

- Participated in the one-day Conclave on HR Next organized by CII on 09.02.2024.
- On 02.03.2024, attended a one-day Life Coaching Conclave organized by Eundia International.
- Participated in “The Women Conclave 2024”, organized by CII, Coimbatore on 06.03.2024.
- Participated in the online FDP on “Teaching Pedagogy” organized by SoMS, University of Hyderabad, from 17.09.2024 to 19.05.2024.

## **Prof. J. Shanthilakshmi**

### **Publications**

- Published an article on “Psychological Wellbeing among Working Professionals” in the International Journal of Enhanced Research in Management & Computer Applications ISSN: 2319-7471, Vol. 13 Issue 5, May 2024, Impact Factor: 8.285
- An article on the topic “The Impact of Inflation on Institutional Investors Behaviour in the Indian Stock Market” was published in the International Journal for Multidisciplinary Research (IJFMR) E-ISSN: 2582-2160.

### **Resource Person**

- Served as the resource person for a special lecture session for employees at Aravind Eye Care Systems on 21.06.2024 and 25.06.2024.

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

- Participated in a five-day workshop on "Managing Human Resources in the Digital Era and the Future of Work" from 10.06.2024 -14.06.2024 at NIT, Trichy.



## Prof. K. B. Sridevi

### Publications

- Published a case study titled “Pharmarack: Streamlining Operations in Pharmaceutical Industry” in the book titled 'Indian Management – Teaching Cases: A Compendium', Imperial Publications, ISBN: 978-93-91044-94-7.
- Published a case study titled “A Case Study of Australia's Roller Coaster Decade to Manage Inflation: Navigating Economic Ups and Downs” in the International Journal of Research Publication and Reviews, Vol 5, no 6, pp4214-4218, June 2024, ISSN 2582-7421

### Resource Person

- Acted as a resource person for a webinar on “Analytics for enriching data-driven marketing decisions” organized by Jansons School of Business on 10.01.2024.
- Invited to speak on the topic “Predictive Analytics for Business Decisions” as part of the Professional Skill Development Program organized by Bon Secours College for Women in Thanjavur on 09.01.2024.
- On 15.03.2024, delivered an interactive session on “The Power of Positive Attitude”, organized by Fatima College, Madurai.
- Honored to serve as the Chief Guest for the inauguration of the 'Commerce Lab' at Manikam Ramaswami College of Arts and Science in Madurai, and delivered an expert talk on 'Unlocking Insights: The Power of Business Analytics.' on 16.03.2024.

### Participation in Workshops and Conferences

- On 21.02.2024, participated in the National level webinar on “Winning in Digital Age – New Product Development and Marketing in E-commerce Platform” organized by SRM Institute of Science and Technology.
- Participated in a one-week online FDP during the dates 29.02.2024 to 03.02.2024 on the topic “Role of data and Cloud in the Era of Transformation” organized by GATES Institute of Technology, Anantapur.
- Participated in the “The Women Conclave 2024”, organized by CII, Coimbatore on 06.03.2024.
- On 21.03.2024, participated in the workshop titled “How to plan for a start-up, legal and ethical steps” organized under the Mentor-Mentee program, organized by Jansons Institute of Technology.
- Participated in the One-week International Workshop on “Qualitative Research” organized by ICFAI University Raipur and Central Mindanao Colleges, Philippines from 18.03.2024 to 22.03.2024.
- From 15.04.2024 to 22.04.2024, participated in a national-level Faculty Development Programme on 'Structural Equation Modelling with AMOS and Econometric Analysis with EViews,' organized by Kristu Jayanti College, Bangalore.
- Attended a five-day faculty development program during the dates 20.05.2024 to 25.05.2024 on “Machine Learning with Business Applications” organized by IIM Bangalore and DCAL-ASI.
- Was a participant in the Management Development Programme on 'Data Analytics using Excel, R and Python' organized by Apeejay School of Management, New Delhi on 25.06.2024.
- Participated in the two-day webinar on “Innovative Research Methodologies & Best Practices” organized by the Institute for Excellence in Higher Education Bhopal, Madhya Pradesh (MP) on 26.06.2024 & 27.06.2024.
- On 26.06.2024 participated in the International Webinar on “How to write a successful case study” organized by Emerald Publishing Ltd.

### Certification courses

- Certified in 'Data Visualization with PowerBI' in June 2024 from Great Learning Academy.

## **Prof. K. B. Sridevi**

### **Research and Consultancy Contributions**

- As part of the research team, participated in conducting Market Research for AVT Natural Products Ltd., from 08.02.2024 to 12.02.2024.
- Rendered consultancy on 'Year of Enterprises' - A Business Research Study for Centre for Management Development, Kerala from 01.03.2024 to 02.03.2024.
- Jointly associated with the Customer Analysis Study for Bhima Jewellery in Theni District from 01.06.2024 to 02.06.2024 and Vellore District from 15.06.2024 to 16.06.2024.

### **Reviewer**

- Provided reviews to the Journal of Economic and Administrative Sciences, a WoS and ABDC-indexed Journal published by Emerald Publishers for the June 2024 issue.

## **Prof. M. S. Srikrishna**

### **Resource Person**

- Acted as the resource person for a webinar on "Recognising bad financial deals" organized by Jansons School of Business on 27.01.2024.
- Delivered a lecture on the topic "Financial Management and Mismanagement" at Kongu Arts and Science College, Department of Management Science on 20.02.2024.
- Moderated the CXO panel discussion on "India - A global bright spot" conducted by Jansons School of Business on 18.03.2024.

### **Participation in workshops and Conferences**

- Participated in the Annual Faculty Development Programme hosted by the Indian Institute of Management Indore, from 08.04.2024 to 10.05.2024.
- Attended a workshop on "Predictive AI and Analysis" organized by SDMIMD Mysore on 07.03.2024.
- Attended an exclusive conclave titled "Learn with Wiley" on 15.03.2024.

### **Certifications**

- Completed a certification course on "NISM-Series-XII: Securities Markets Foundation" on 14.01.2024
- Certified as the SEBI investor by NISM and SEBI on 21.06.2024.



## **Dr. P. Krishnakumar, Chief Librarian, JSB**

### **Publications**

- Published an article titled “An Overview of the Operational Impact of Artificial Intelligence in Libraries”, in the conference proceedings on Knowledge Management in Higher Education Institutions 2024, ISBN:978-81-952757-9-3, Volume-II, First edition. Published by Manipal University Jaipur.

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

- Participated and presented a paper titled “An Overview of Operational Impact by Artificial Intelligence in Libraries” at the International Conference on Knowledge Management in Higher Education Institutions 2024, conducted by Manipur University, Jaipur in association with Central Library King Mongkut's University of Technology, North Bangkok, Thailand 30.01.2024 & 31.01.2024.
- Attended a One-day national-level webinar on “Bibliometric Analysis with Histcite Software” organized by M.V Muthiah Government Arts College for Women, Dindigul & Government Arts College (A), Kumbakonam on 18.02.2024.
- Participated in the National Seminar on “Vital Skills for 21st Century Library Professionals” on 01.03.2024. The Department of Library and Information Science, Periyar University, Salem, Tamil Nadu organized the seminar.
- Was a participant in the one-day seminar on “Technological Advances in LIS” organized by the Department of Library and Information Science, Periyar University on 12.03.2024.
- Attended an exclusive conclave titled “Learn with Wiley” on 15.03.2024
- Participated in the National Level webinar on “Philosophy and Ethics” organized by the AIMAN College of Library and E-Resource Centre, AIMAN College of Arts and Science for Women, Trichy on 19.03.2024.
- Attended a National Workshop on “Artificial Intelligence Tools for Librarian” on 20.03.2024, jointly organized by the library department, Bhogawati Mahavidyalaya, and The New College Kolhapur in Collaboration with Shivaji University College Librarian Association (SUCLA).
- Participated in the webinar titled “Quill Bot: An effective Writing Tool” organized by the Central Library and Research Council, Ramco Institute of Technology, Rajapalayam held on 28.03.2024.
- Successfully attended a National Workshop on “NextGen Libraries: Beyond Books- Transforming Libraries for the Next Generation”, Organised by the Library department, Bhogawati Mahavidyalaya Kurukali on 10.04.2024.
- Attended the International Webinar on “Synergizing User Experience and Digital Empowerment: A Library Perspective” held on 24.04.2024.
- Participated in the Three Days Online International Workshop on “Redefining Libraries with Digital Tools” conducted by Librarian Guide from 01.03.2024 to 03.03.2024.



## THE POWER OF NETWORKING



**Ms. JENIFER PEARLINA**, (*Batch 2020*)

HR Business Partner  
SLB, Coimbatore

Upon completing my B. Com in 2018, I found myself at a crossroads, uncertain of my career path. I was inspired by a few HR professionals and felt drawn to the field. Though I had tempting job offers, a strong inner voice urged me to pursue an MBA, leading me to choose Jansons School of Business. Despite hearing about the challenges of starting a career in HR, and despite my proficiency in Finance, I decided to follow my dreams. It was indeed a difficult decision at the time.

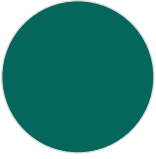
By the end of my second year, I secured a placement through college, but unfortunately, the onset of COVID-19 dashed my hopes. After months of perseverance, I landed a role at Numeric Technologies, specializing as an SAP Recruiter for two years. While I enjoyed my role, I desired to broaden my HR expertise beyond recruitment. With patience and faith in God, I eventually found my way to SLB (A global technology company that drives energy innovation), where I began as an HR Business Partner. Starting as a fresher, I faced challenges competing with more experienced HR professionals. However, I quickly adapted to the pace of the role and began delivering results.

The most rewarding aspect of my role is its dynamic nature. Each day presents new challenges and opportunities. While employees are considered vital assets to any organization, there are times when they express dissatisfaction, citing beliefs that HR professionals are unresponsive. Building trust with employees remains the most significant challenge. From my perspective, employees are paramount to the success of any company.

Compensation and benefits are often mistakenly seen as the sole factors influencing employee satisfaction. However, work culture also significantly impacts this. As an HR professional, I believe in creating an inclusive workplace, ensuring timely feedback, prioritizing work-life balance, and offering a self-driven career growth path—all of which are essential for fostering employee happiness and satisfaction. Collaborating with employees at all levels has made a noticeable difference. We can foster an inclusive workplace environment where employees feel respected, valued, supported, and included. I firmly believe that empathy is always the cornerstone of effective HR practices. Ultimately, while following policies and procedures is essential, decisions should be guided by empathy. This emphasis illustrates why AI cannot completely substitute HR professionals.

I've often heard that starting a career in Human Resources is challenging, but I believe that faith and perseverance can always lead to success. Looking back, I have no regrets, though the journey has not been without its challenges. I am grateful to God for all my experiences and eagerly anticipate what lies ahead.





**Mr. Raja**, (Batch 2008)  
Head - Commercial Excellence & Launch Management  
Strides Pharma Science Ltd.

“I immensely benefitted from JSB's zeal to nurture the talent and soft skills of the students. This institution laid a strong platform for my growth in the corporate world. None of our demands for database subscriptions, books, or training were ever denied. Our professors were not just teachers but mentors in guiding us through our formative years in the corporate world”



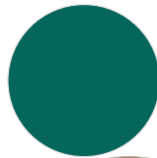
**Mr. Ashok**, (Batch 2013)  
Sr. Manager  
TTK Services Pvt. Ltd.

“My MBA journey with JSB has enhanced my leadership abilities and strategic thinking. The diverse interactions with faculty and peers have made me more resilient and ready for any business environment.”



**Mr. Sundar**, (Batch 2014)  
Team Manager  
Capgemini

“JSB is always an alma mater when it comes to where I am now today!!!! Basics to Facility and nurturing staffs help not only learn Business administration but also for life lessons. Surely will recommend this is one of the best Business schools which brings talent out of each student and drives them towards their life desire!!!!!!”.



**Mr. Aravindh**, (Batch 2022)  
Café Proprietor  
Mirras Café, Coimbatore

“As an alumnus of JSB, I fondly recall the remarkable infrastructure and the enriching curriculum that defined my educational voyage. Our campus boasts state-of-the-art classrooms, a well-stocked library, and delightful hostel accommodations. Nutritious meals fuelled our minds, while recreational activities fostered camaraderie. The committed faculty guided us toward success, opening doors to valuable career prospects and networking connections. JSB remains etched in my heart as a beacon of excellence and growth.”



**Mr Prabhu Gandhikumar**  
Founder & Director  
TABP Snacks and Beverages  
Coimbatore

“Very happy to see the beautiful campus in Jansons”



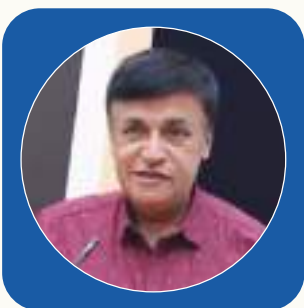
**Dr Kandappan Balasubramanian**  
Associate Professor and Programme Director  
MIHM & MGHM Programmes, School of Hospitality  
Tourism & Events, Taylor’s University, Malaysia

“It is great to visit JSB campus and engage with the faculty fraternity to share & learn from each other. Best wishes for the future of JSB!”



**Mr Puneet Krishnan**  
Former Business Cluster Head  
Vodafone Idea Limited

“Visiting the Institution is always a pleasure. I enjoyed the session & interaction with the students and feel re-energised. Thank you for this opportunity”



**Sri A Gurunathan**  
Director  
The DHAN Academy  
Madurai

“Very impressed by the yeoman services of the Jansons School of Business and the Leadership. Keen to explore long-standing partnership”



**Mr Alan Win**  
Honorary Professor  
Institute of Transport and Logistics Studies  
The University of Sydney, Australia

“A real privilege & pleasure to be invited to provide guest lectures here at JSB. The interaction and the quality of questions from the students along with their reflection makes it easy and enjoyable to work with them. I look forward to watching the continued growth of JSB and the 'mark' that its students will make as they move out into the world and start careers. Looking forward to a long and strong ongoing association with JSB”





**Dr P Murugan**  
School of Management Studies  
University of Hyderabad

“Thanks for the given opportunity. It was a wonderful experience and hospitality was really good. Campus facilities and classroom infrastructure are on par with global standards”



**Ts. Jonathan Jeevan Strinivas Kovilpillai**  
Trainer / Program Manager - Digital Innovation & Learning Systems  
Asia Pacific University, Malaysia

“Thank you for the invitation to share a little knowledge with your students. You have a brilliant set up with a beautiful campus. We hope to do more work together with your esteemed colleagues”



**Dr Meera Eeswaran**  
Senior Lecturer  
Asia Pacific University, Malaysia

“Thank you for your amazing hospitality. We look forward to future collaboration with all areas, aspects and specialisations in bringing us together”



**Ms Shubaashnii Suppramaniam**  
Senior Lecturer  
Asia Pacific University, Malaysia

“Thank you so much for the warm hospitality. A beautiful campus with amazing faculty members and students. Happy and honoured to be here. Hoping to collaborate more often in the near future”



**Ms Vinorra A/P Shaker**  
Associate Head & Senior Lecturer  
Asia Pacific University, Malaysia

“A truly engaging and great time with all the staff and students at Jansons. A special thanks to Dr Dhama for organising this event and we were glad to be able to visit. Looking forward to coming again and hosting you at APU, Malaysia”



**Dr Vaseehar Hassan Abdul Razack**  
Senior Associate - Kets de Vries Institute  
Executive Coach - INSEAD, Malaysia

“Set in a very good location with very carefully built buildings suitable for creating a motivating environment, I have no doubt JSB will emerge even more successful in the time to come. With best wishes!”



**Mr B Vijay Kumar**  
Independent Director & Former CMD  
Total Oil India Private Ltd.

“It was a privilege to participate in today's panel discussion. Very well organised by the Team. Excellent Infrastructure in the campus. Positive interaction with the students and faculty. Congratulations to the Institute”



**Sri R Varadarajan**  
Wholetime Director  
Rajshree Sugars & Chemicals Ltd  
Coimbatore

“Congratulations on excellent facilities and good academic environment. Great interaction and aware students”



**Dr N Raveendran**  
Vice President – Enterprise-wide Solutions (CIO)  
Sakthi Finance Ltd / ABT Industries Ltd., Coimbatore

“Congratulations for organising this panel discussion for the the benefit of the students. Happy to associate with JSB in this regard. Nicely organised. All the best to the students”



**Prof. Ts. Dr. Murali Raman**  
Deputy Vice Chancellor, Director - Post Graduate & Continuing Education  
Asia Pacific University of Technology & Innovation  
Kuala Lumpur, Malaysia

Amazing feeling to be here and share my thoughts with the staff of JSB. Thanks for hosting me. Let's collaborate further





**Mr Amitabha Saha Roy**  
Global Practice Head - Sales and Marketing, Consumer Goods Industry  
Tata Consultancy Services, Bangalore

“It was wonderful to interact with the students of Jansons and I enjoyed the engaging session. I am very impressed with the nice campus and infrastructure at Jansons. All in all, a very memorable experience and I look forward to it again. Wishing the very best to Jansons. I am sure it will reach great heights”



**Dr Chandan A Chavadi**  
Dean & Professor  
Presidency Business School  
Bangalore

“You have a beautiful campus and a visionary leader. Pleasure visiting JSB”

# Placements

## Our Recruiters for the Past 23 Years

The following table lists the logos of the companies featured in the recruitment section:

asianpaints	Berger	ATA	Nestlé	NIPPON PAINT	ICICI Bank
Dalmia	CITY UNION BANK LTD.	RAMCO	Jio	tcs	TATA CONSULTANCY SERVICES
Mondelēz International	naukri.com	homefirst	ROOTS	VI	Catholic Syrian Bank
JOHNSON	Kellogg's	COLGATE-PALMOLIVE	kotak	Incliamart	Coca-Cola
AXIS BANK	MRF	TATA CONSUMER PRODUCTS	Kaar	EY	HDFC BANK
HDFC Life	WILDCRAFT	PEPSICO	Mahindra FINANCE	KVB Karur Vysya Bank	airtel
VERITAS FINANCE	CavintCare	HDB FINANCIAL INSTITUTION	ICICI Securities	StockHolding	ICICI PRUDENTIAL
SHRIRAM	vivo	FTPL	99acres	ninjacart	L'ORÉAL
CareerNet	Slazak	big basket	FEED ALL SMALL FINANCE BANK	ZOHIO	aslanpaints





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- Robust Curriculum** : Learn data visualization, statistical analysis, and predictive modelling.
- Expert Faculty** : Gain insights from leading industry professionals and academic experts.
- Hands-on Experience** : Tackle real-world projects and use cutting-edge analytics tools.
- Career Boost** : Access high-demand roles like Data Analyst and Chief Analytics Officer.
- Integrated Learning** : Combine analytics with core business disciplines for a holistic view.
- Cutting-Edge Technology** : Master the latest tools and technologies, including data visualization and machine learning.
- Global Perspective**: Prepare for international data challenges with a focus on global trends.

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**Unlock the power of data and drive your career forward!**



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