

TODAY A READER TOMORROW A LEADER

# JIM CONNECT

E-Newsletter



FORMING RESPONSIBLE LEADERS

Volume 4 Issue 9

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## Holistic Care in Business and Education

The Ignatian principles, inspired by the teachings of Saint Ignatius of Loyola, founder of the Society of Jesus, emphasize values such as Cura Personalis (care for the individual), Magis (striving for excellence), and Discernment (reflective decision-making). Among these, Cura Personalis stands out as a core value that promotes a deep concern for the well-being and development of each person—whether in their personal, professional, or spiritual life.

This principle extends beyond traditional notions of support or kindness; it encourages leaders to create environments where individuals can grow, learn, and thrive. In the corporate world, where employees are often treated as mere resources, Cura Personalis challenges businesses to adopt a human-centered approach.



### Cura Personalis in the Context of Modern Business

#### People-Centric Leadership in the Indian Business Environment

In today's business environment, where the pressure to meet targets and maximize profit is intense, Cura Personalis urges businesses to focus on employees, customers, and the wider community. This principle calls for a holistic approach, where individual well-being and professional growth are valued alongside organizational goals.

A notable example is Tata Group, recognized for its people-centered policies. Under Ratan Tata's leadership, the company prioritized employee welfare, even during economic downturns in the early 2000s. Instead of layoffs, Tata introduced skill development programs, ensuring continued employment. Additionally, Tata's emphasis on employee training and development aligns with Cura Personalis, recognizing that a company's long-term success is tied to its people.

This reflects a broader trend in India, where businesses are beginning to realize that employee satisfaction and engagement are crucial for business success. Companies with high employee engagement report 21% higher profitability, while highly engaged workplaces experience a 41% reduction in absenteeism and 59% lower turnover rates. Additionally, engaged employees deliver 17% higher productivity compared to their disengaged peers (Vantage Circle, 2025)

## Corporate Social Responsibility (CSR) and Community Well-Being

Beyond employees, Cura Personalis extends to community welfare. Companies that embody this principle contribute to social and environmental well-being. A key example is Infosys, which has invested in education, healthcare, and sustainability. The Infosys Foundation supports underprivileged children by providing quality education and vocational training. By prioritizing employee and community well-being, companies like Tata and Infosys demonstrate how Cura Personalis fosters a deeper sense of corporate responsibility, leading to stronger stakeholder relationships and long-term success. These organizations show that care for the individual is not limited to the immediate work environment but extends to creating a positive social impact. In turn, this commitment leads to stronger relationships with customers, partners, and employees, ultimately benefiting the long-term success of the organization.

### Cura Personalis in Business Education

Business education in India is increasingly adopting the values of Cura Personalis, with a growing emphasis on ethical leadership, human-centered management, and social responsibility. Many institutions are integrating values-based leadership into their curricula, focusing on shaping students to be not only successful managers but also responsible leaders who understand the importance of caring for others in the business environment. Courses like Sustainability Management, Business Ethics, and Corporate Social Responsibility (CSR), encouraging students to reflect on the broader impact of business decisions, Rural immersion programs and community projects for hands-on exposure to real-world challenges, reinforcing the ethical dimensions of business, these also foster personal growth and community engagement through yoga, sports, financial literacy, soft skills training, mentorship, and networking. Faculty well-being initiatives, including stress management, counseling, health screenings, and flexible policies, promote inclusivity and collaboration.

Rooted in the Ignatian principle of Cura Personalis, which emphasizes the importance of holistic care i.e., nurturing personal well-being, ethical decision-making, and social responsibility. By fostering such an environment, business schools aim to cultivate future leaders who will not only excel in their careers but also lead with a sense of empathy, responsibility, and care for the greater good.

*The whole person is not just a mind to be filled, but a life to be nurtured. True success in business and education comes from valuing people beyond their roles*

**Dr Y Arul Sulochana**  
Assistant Professor, JIM

## Entertainment Dreamer Shines in Business

Mr. Sathishwaran, CEO of Dreamers Dance Studio and Entertainments, shared his inspiring entrepreneurial journey. Starting in 2015 with a dance studio, he expanded into a full-fledged entertainment company, managing corporate and personal events for clients like IT, Rane, Vdart, and KMC. His ability to create memorable experiences has made him a trusted name in the industry. Firmly believing in innovation over convention, he constantly introduces fresh concepts to engage audiences. Understanding client needs is fundamental to event planning, ensuring each experience is immersive and personalized, with his team using brainstorming techniques to design unique, emotionally engaging events.

Executing a successful event requires seamless coordination across multiple departments—from stage setup to DJ arrangements. Effective communication is key; any misstep can impact customer satisfaction and reputation. Financial stability is equally crucial in entertainment, as companies must maintain liquidity to manage vendor and celebrity payments, with delays potentially leading to cancellations. He advises entrepreneurs to practice smart financial management, keeping personal and business funds separate, ensuring a healthy cash flow and strong client relationships for long-term sustainability.



**Sathish waran**  
Managing Director  
Dreamers Dance Studio &  
Entertainments

Building collaboration as a startup is challenging, but persistence and networking create growth opportunities. Mr. Sathishwaran successfully navigated these challenges, evident in his role as event manager for Tribe Summit, where he handled large-scale discussions and last-minute changes, delivering a seamless 360-degree audience experience. A strong advocate for lifelong learning, he believes practical experience outweighs theoretical knowledge in achieving professional excellence.

His advice to business students: dream big, pursue passion with dedication, and build trust as the foundation of success. He firmly believes in the Law of Attraction—when one wholeheartedly desires something and believes in the universe, their aspirations will manifest. With his commitment to innovation and excellence, Mr. Sathishwaran continues to inspire future entrepreneurs in the entertainment industry.

**Interviewed by**  
**Janice Hemila P S**  
**24PBA155**

## The Crucial Play of DII's

The Indian stock market is moving towards a bear market as Foreign Institutional Investors (FIIs) withdraw billions from the equity segment. However, Domestic Institutional Investors (DIIs) have emerged as key stabilizers, while the union budget acts as a driver. The budget's emphasis on infrastructure spending, tax incentives, and domestic capital market deepening has further strengthened DIIs' confidence.



Foreign Institutional Investors (FIIs) are shifting to lower-valued markets, reducing their investments in India. The weak rupee valuation has further failed to gain investor confidence. Additionally, concerns over an economic slowdown, with a revised GDP growth forecast of 6.6% for FY25, have pulled investor sentiment. Moreover, profit bookings in highly valued large-cap stocks have triggered FIIs to sell off, leading to market corrections.

The Union Budget 2025 has played a crucial role in increasing domestic investor confidence by increasing infrastructure spending, which has boosted the construction, steel, and cement sectors. It has also introduced tax benefits for the middle class and enhanced deductions on long-term capital gains from mutual funds. The budget has also initiated the "Make in India" initiative, increasing domestic manufacturing and attracting domestic institutional investors to the industrial and consumer sectors, particularly FMCG.

Domestic Institutional Investors DIIs remain alert in the banking sector as strong credit growth is supported by monetary policies. The IT sector has already matured. Now, most of the stocks in IT are overvalued. Increased government capital expenditure has created opportunities for infrastructure-related stocks. The rising disposable incomes and higher budget allocations for healthcare have strengthened investor sentiment in the FMCG and healthcare industries.

With strong budgetary support, DIIs are well-positioned to absorb FIIs' sell-offs. If global conditions improve, FIIs may return, but the growing domestic investment ecosystem ensures market resilience and reduces foreign dependency. Today, while FIIs still influence market sentiment, DIIs act as a strong counterbalance, ensuring stability during FIIs' sell-off.

**Arvin Vitush Raj K**  
**24PBA257**

## Let's Know

### An Intelligent Computational Search Engine

Wolfram Alpha is a computation Intelligent search engine that provides expert-level answers to complex queries. Leveraging breakthrough algorithms, knowledgebase, AI technology and all other topic question. It's answer factual queries by computing answer from externally sourced data.



#### Ways the Wolfram Alpha Tool can assist MBA Students

- Provide financial calculations for business analysis.
- Assist in statistical analysis for data-driven decision-making.
- Support economic modelling to understand market trends and policies.
- Enable data visualization for better interpretation of complex datasets.
- Ensure accuracy by double-checking results.
- Serve as a specialized tool for business applications.

Abinayaashri J M  
24PBA210



## Let's Think

### Are we Religious or Spiritual?

What truly anchors this generation – the structured comfort of religion or the individualized quest for spirituality? While traditional religious institutions may see fluctuating attendance, we can feel a noticeable rise in mindfulness practices, meditation apps, and self-help philosophies which suggests a growing interest in personal spiritual exploration. This generation grapples with existential questions amplified by global events and readily available information, often seeking personalized meaning rather than adhering strictly to prescribed doctrines. They seem to cherry-pick elements from various belief systems, creating a unique, individualized spiritual cocktail. Both religion and spirituality, in their own ways, can offer solace, community, and a framework for handling life's complexities. Religion can provide a sense of belonging and established moral guidelines, while spirituality guides self-discovery and a connection to something larger than oneself. Organized religion can sometimes be too strict and create divisions, whereas focusing only on personal spirituality can lead to selfishness. These are dangers to watch out for. Ultimately, are the paths this generation chooses truly leading to a deeper understanding of themselves and their place in the universe, or are they simply seeking temporary comfort in a chaotic world?

Let's know what you think @ [jimconnect@jim.ac.in](mailto:jimconnect@jim.ac.in)

## An Inspiring Odyssey

It's not as simple as having a cup of tea to become an entrepreneur. But what if a man does? This is not just a tale; rather, we need to know if a man like this truly exists. Yes, he is a man born into a world of darkness—none other than Srikanth Bolla, a successful entrepreneur who has brought many others from darkness to light. Mr Srikanth was born on 7 July 1991 to a Telugu family in Seetharamapuram, Machilipatnam in Andhra Pradesh.

His parents were uneducated. Born as a first child, he was visually impaired from birth. So, his childhood was full of struggle; there was no electricity, education was a luxury, and his family's income was less than what was needed to survive. Since he was visually impaired, educational opportunities were also a struggle, as not many accommodated them.



In 10th grade, Bolla faced rejection for studying science due to visual impairment. Winning a court case, he became Andhra Pradesh's first visually impaired science student but was later denied IIT coaching. He pursued engineering despite blindness and became a key figure in creating opportunities for visually impaired people. He was a youth leader since 2005 and a member of Lead India 2020, started by A. P. J. Abdul Kalam. After completing his studies, Srikanth received job offers from various countries, but he decided to contribute to his nation. He not only worked hard but also faced numerous obstacles along his journey with a courageous mindset—that was his secret to success.

In 2012, Bolla started Bollant Industries with co-founder Ravi Mantra, employing more than 650 people with disabilities, with funding from Ratan Tata. Bollant Industries manufactures area-based products, eco-friendly Kraft paper from municipal waste or soiled paper, packaging products from recycled paper, disposable products from natural leaf, and recycled waste paper into usable products. In April 2017, Bolla was named by Forbes magazine in its list of 30 under across all of Asia, one of only three Indians on that list. As a result, Bollant has shown exceptional growth. Apart from business, Srikanth cofounded the Samanval Centre for children with multiple disabilities, in which he started a braille printing press. Providing educational, vocational, financial, and rehabilitation services to students with multiple disabilities, Srikanth's journey inspired the biopic film Srikanth, which was released in 2024.

**Melbin Raj P**  
**24PBA229**

## War Economics - The Financial Impact of Conflicts

War is one of the primary factors that influences the economics structure, it has the capability of reshaping industries, labor market and Government policies. It is also a time where it drives the technological advancements and shifts the economics outplay, on the other hand or on the negative side they also lead to inflation, resource shortage and financial instability. Recent wars, such as the Russian - Ukraine war and Israel - Palestine crisis highlight the financial consequences of military confrontations.



### Economic Effects of War

**Government Spending and National Debt** - One of the most important aspects of war in terms of economy is the surge in military expenditure. Governments allocate vast and huge amounts of financial resources to fund warfare, resulting in rising deficits and inflation.

To sustain the military efforts, governments will resort to the nation for tax, borrowing and at the extreme cases they can go to currency devaluation - which leads to long term financial effects. For instance, the US expanded its defense budget during World War II, leading to both economic growth and financial burdens at the same time, which is a rare case scenario.



**Industrial Shift and Employment-** War changes the economic priorities of the nation, during war times fueling the growth of military industries while stalling the consumer driven market, as the government and its agencies become consumers of all the industries. As factories will start to produce military applications rather than consumer goods, this shift will boost employment in the short term, but in the long term it will lead to shortage of consumer goods and will disrupt supply chains. For example, during cold war advancements in aerospace, computing and telecommunication influenced heavily on the economy after the conflicts subsided.

**Trade Disruption and Inflation-** Wars disrupt global trade by causing resource shortage and supply chain as globalization leads to the extensive imports from major economies in the world. The Russia - Ukraine war, for instance has led to higher food, fuel and energy prices worldwide, as these are constraints there are economic sanctions on fighting nations further to alter the trade dynamics impacting the global sectors and industries.

### **Post war Economic Recovery and Challenges**

Following the end of the wars, nations navigated economic reconstruction efforts, while some countries received international aid and investments to rebuild infrastructures, other struggles with debt, political instability and prolonged financial problems. The Marshall Plan - Which provided economic assistance to war torn European nations after World War II, it is one of the examples of how strategic post war policies can drive recovery, this remained controversy as the plan focused on Europe alone, where the Middle east and Africa was torn in pieces where political instability was a myth during those times.

War fundamentally reshapes economies by forcing governments to prioritize military spending, leading to industrial shifts and technological acceleration. This often entails economic controls like rationing and price adjustments, alongside increased national debt. Industries transition to wartime production, fostering innovation, while labor markets experience significant changes. Global trade faces disruptions, causing resource scarcity and inflation, though new trade dynamics can emerge. The U.S., historically, has capitalized on war, leveraging its industrial strength and geographical advantage, but this comes with substantial costs, including human loss and long-term economic burdens. While war can stimulate certain sectors and drive technological progress, its overall impact creates widespread economic instability and necessitates careful resource management.

**Jerold Jeffrey M  
24PBA207**

## Marketing 5.0: Technology for Humanity

Marketing as a discipline has evolved significantly over the decades, adapting to changing consumer needs, technological advancements, and societal expectations. *Marketing 5.0: Technology for Humanity* authored by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan explore marketing's transformation, presenting a forward-looking vision that combines human-centric values with the power of cutting-edge technology.

The authors structure their discussion around three main challenges: the generational gap, prosperity polarization, and the digital divide. These challenges set the stage for exploring how marketers can use technology to bridge gaps, enhance inclusivity, and drive sustainable growth. It also examines integrating human and machine capabilities to enhance customer experiences and improve marketing efficiency. The book concludes with practical guidance on data-driven, predictive, contextual, augmented, and agile marketing practices.

### Key Themes and Concepts

**1. Generational Marketing: Bridging the Gap** One of the book's standout aspects is its focus on serving five generations: Baby Boomers, Generation X, Millennials (Generation Y), Generation Z, and Generation Alpha. Each cohort has unique preferences, behaviors, and levels of technological literacy. For example:

- **Baby Boomers:** Wealthy but less tech-savvy, they value simplicity and trust.
- **Generation Z:** Digital natives who expect personalized, interactive, and authentic brand experiences.
- **Generation Alpha:** The first generation to integrate technology seamlessly into their lives. The authors advocate for tailored marketing strategies that respect generational differences while leveraging technology to create cohesive customer journeys.

**2. Tackling Prosperity Polarization:** The book addresses the growing divide between affluent and economically disadvantaged populations. *Marketing 5.0* champions inclusivity and sustainability as essential business strategies. The authors argue that marketers should create value for both high-end and low-end markets, using technology to deliver personalized solutions at scale. Companies are encouraged to align their goals with the United Nations' Sustainable Development Goals (SDGs).

**3. Addressing the Digital Divide:** While digital transformation offers immense potential, it can also exacerbate inequalities. Many consumers are wary of technological intrusions into privacy and fear job displacement. *Marketing 5.0* urges companies to adopt a "humanity-first" approach, ensuring technology enhances human interaction rather than replacing it.

**4. The Role of Advanced Technologies:** Central to Marketing 5.0 is the concept of “next tech,” encompassing artificial intelligence (AI), natural language processing (NLP), robotics, augmented reality (AR), virtual reality (VR), blockchain, and the Internet of Things (IoT). These technologies enable:

- **Predictive Marketing:** AI-driven analytics forecast customer behavior, enabling proactive decision-making.
- **Contextual Marketing:** Sensors and IoT devices create personalized, in-the-moment experiences in physical spaces.
- **Augmented Marketing:** Tools like chatbots and virtual assistants enhance customer service while maintaining a human touch.

**5. Data-Driven and Agile Marketing:** The book emphasizes building a robust data ecosystem. Data-driven marketing is foundational to Marketing 5.0, enabling informed decision-making and personalized customer experiences. Agile marketing, characterized by flexibility and rapid iteration, allows businesses to adapt to ever-changing customer needs and market conditions.

This book thus offers a practical framework for merging human and tech, emphasizing data, prediction, context, augmentation, and agility. It advocates for purpose-driven marketing, addressing societal issues. Real-world examples make “next tech” strategies accessible to marketers.

“Marketing 5.0” blends tech and human marketing, offering a vision for evolving markets. It champions inclusivity and sustainability, guiding value creation. This essential read for marketers, academics, and students inspires innovation and challenges traditional approaches.



**Book Reviewed by**  
**Dr Nisha Thundiyl**  
 Assistant Professor, JIM

**Word  
of the  
Month!**

**Explainable  
AI (XAI)**

Making AI  
decision-  
making more  
transparent

Binary University Malaysia's Founder and Executive Chairman, Tan Sri Dato Professor Joseph Adaikalam, along with Co-Founder and Deputy Vice Chancellor Puan Sri Datin Rohini, and Regional Director (South India) Ahamed Riaz, visited JIM on January 30. They discussed potential collaborations for the Academic year 2025 - 2026, seeking to establish new partnerships and academic exchange programs between the two institutions.



JIM conducted a two-day Management Development Program for 68 supervisors of Pothys, Madurai on February 3, 4. Faculty including Director Rev. Dr. P Paulraj SJ led sessions focusing on communication, decision-making, team building, work-life balance, conflict resolution, and emotional intelligence. The program aimed to enhance supervisory skills and support Pothys' growth.



On February 8, The JIM Alumni meet was held in Chennai, where 81 alumni participated in it. After a prayer and welcome address, a video showcased JIM's journey from 2007-2025. Dr. S. Karthikeyan discussed alumni engagement, and Director Rev. Dr. P. Paulraj SJ addressed the gathering. An alumnus sharing session followed, and the event concluded with a vote of thanks and dinner, fostering a strong sense of community.



JIM organized Startup Mela 7.0 on February 15, where 39 teams from 15 colleges actively participated in the event. Dr. Karthick Kumar Chinnaraj CEO, 5K Car Care, Coimbatore, inaugurated the event, sharing entrepreneurial insights. Twelve Startup CEOs judged the idea pitch competition, with winners from several colleges receiving cash prizes and a pre-incubator course at FORGE. Dr. Ravishankar Rajagopalan CEO, AAGUR AI, Trichy delivered the valedictory address, emphasizing entrepreneurial resilience.



Parents-Teachers Interface for I MBA students was held on February 22. Deans welcomed parents, emphasizing holistic student development and performance. The new deans for the next academic year were announced in the gathering. Parents also met faculty mentors to discuss academics, placements, and received their children's mark sheets.



JIM had its 100th Management Development Program, "Managerial Mastery," for Cake Bee managers of Trichy on February 27. The event, held at Fr. Louis Xavier Hall, covered essential managerial skills. Sessions were led by JIM faculty on business etiquette, work-life strategies, customer service, and team leadership, aiming to enhance the managers' effectiveness.



# தீருக்குறள்

குறள் 994

நயனொடு நன்றி புரிந்த பயனுடையார்  
பண்புபா ராட்டும் உலகு.

நீதியையும் அறத்தையும் விரும்பிப் பிறர்க்குப்  
பயன்படுபவரின் பண்பினை உலகத்தவர்  
சிறப்பித்துப் பேசுவர்.

## TRANSLATION

Of men of fruitful life, who kindly benefits dispense,  
The world unites to praise the 'noble excellence'.

## EXPLANATION

The world applauds the character of those whose  
usefulness results from their equity and charity.

Shobhana S | 24PBA133

Jeya Christy Selvam E C | 24PBA134

Merlins Ruskin A | 24PBA156

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