

TODAY A READER TOMORROW A LEADER

**JIM**  
**CONNECT**  
E-Newsletter



FORMING RESPONSIBLE LEADERS

**Volume 2 Issue 5**

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# Instinctive Thoughts

## Mapping your Future

*Competencies that Would Work for You*

Undoubtedly, we all live in the world of VUCA, which is undergoing very rapid changes in almost every field in the world. Thousands are hired in, but hundreds of thousands are fired out by the business giants, resulting job aspirants look continuously to equip for the jobs.

The reason behind is, an acknowledged fact by the house of Experienced HR professionals, there exists a huge gap /void between the expected levels of attitude based competencies & employable skills, and the knowledge that is being acquired through the academic curriculum, resulting in a huge expenditure of time & money for the industry/organization. Hence it is pertinent to mention, it would not be a surprise that recruiters may start hiring the talents based solely on their Attitude & Skills rather than knowledge. To avoid falling into trap of elimination, job aspirants apart from having a valid Degree Certificate- like a Passport / VISA to have an entry, need to get developed in attitude based competencies & employability skills, besides up keeping good physical and mental health.

### **Verbal and Written Communication:**

To-do Engage in lot of presentations, do case studies, and analyse current situations.

### **Win Together:**

To-do Express opinions in class, network with peers & faculty, persuade others, and work in teams

### **Creative & Critical Thinking:**

To-do Demonstrate creative thoughts during co-curricular activities

### **Technology savviness:**

To-do Learn and practice the message of the poem: "The Road Not Taken" by Robert Frost

### **Leadership / Management / Negotiation:**

To-do Be on the front line of responsibility, participate in administrative activities at college events

### **Sound Health:**

To-do Involve in regular exercise, meditation and financial planning.

*Today's job seekers are Tomorrow's job creators*

*Dr S Manoharan*  
*Assistant Professor*

# IAJU

## Discerning the present to prepare the future of the university education of the Society of Jesus

### *Persons with a life full of meaning*

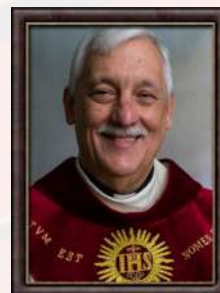
The uniqueness of the IAJU institutions is characterized by the integral vision of human beings. The Jesuit institutions function on a holistic framework integrating the scientific, educational and social spectrum. The entire higher education system across the world is susceptible to three complexities which encompasses fragmentation, superficiality and instrumentality. This endangers the uniqueness which brings all the Jesuits education together for striving towards the goal of the Society of Jesus. Hence it is a dire need to discern what type of person we imagine as the fruit of the university experience that we propose.

A human being needs to discover purpose in his or her life and deeds, both big and minor ones done every day. The research, social action, and academic style that can start and support personal growth is what is suggested as "seek and find." and these social processes give life purpose in all of its forms and work toward complete life. The whole life, according to the spirituality that springs from the Society of Jesus' charism, is one that always tries "to love and to serve in everything." That is how "excellence" is defined. Therefore it is proposed to enliven institutions that are outstanding because the individuals, who work, conduct research, and teach.

Anyone who is familiar with Ignatian teaching is aware of how closely the Spiritual Exercises relate to it. Ignatius Loyola offers a practical method in the Exercises for seeing God's action in history and discerning the way to significance that gives life meaning. Without doubt, all of Jesuit academic institutions are capable of utilizing this priceless tool responsibly and widely. As they do so, we are called to identify approaches that are appropriate for the people, times, and locations we're in. We are invited to have the experience to create university spaces that embody the look appropriate to this identity. Jesuit universities' experiences demonstrate that people of all backgrounds and political, religious, and cultural persuasions may lead fulfilling lives. This is one of the indications that the suggested discernment must take into account. The unifying denominator of all people, civilizations, religious experiences, and beliefs is humanity. The love that becomes agape, the love that is found in community and which unites people around it, is the fundamental element of human fulfilment. We should understand this first.

*Dr D Allen Rose Shamini & Dr Y Arul Sulochana*

The identity of the institutions of university education joined in the IAJU begins with an integral vision of the human being. Therefore, we conceive of the university not as fragmented but as integrated. We propose institutions that offer the possibility of integrating the diverse dimensions of scientific, educational, and social activities.



*Very Rev Fr Arturo Sosa SJ,  
General of the Society of Jesus*

## Spiritual Exercise @ JIM

### *The Daily Examen*



St. Ignatius of Loyola created The Spiritual Exercises as an ongoing collection of prayers, meditations, and reflections based on his own spiritual journey and that of those he heard. The Spiritual Exercises' method honours each person's individuality and helps participants develop closer ties to both God and other people. Do I yearn for a closer connection with God, myself, and the world in which I live? Do I want my relationship with God to give me a stronger sense of purpose and direction in life? Do I think there is more to life than what I am currently experiencing? Do I want to gain a deeper understanding of what I truly desire in life?

The Daily Examen is a method for reflecting prayerfully on the day's events in order to feel God's presence and understand his will for us. The Examen is a centuries-old Christian ritual that can help us recognize God's presence throughout our entire experience. The approach is based on a method Ignatius Loyola detailed in his Spiritual Exercises. According to St. Ignatius, God gave the Examen as a gift and intended for it to be distributed as widely as possible. Examen demands us to reflect twice a day—at noon and at night— this was one of the few norms of prayer that Ignatius established for the Jesuit order.

In JIM, the entire institution carries out this daily Examen at 1.00 pm. The faculty in the respective classroom at that particular hour leads the students into the five steps of Examen while a soulful music is played at the background. All the others wherever they are pause for their Examen. This 5- 7 mins exercise is now a part of the daily routine of the students, faculty and staff, after which they break for lunch.

# Voice of JIM

## Exhausting the Possibilities

Everyone enters into this world with a purpose set by the force above. It is the individual's duty to find and fulfil them. Is it so straight that one can know their purpose at an instance? No, it is the life that one leads make them understand where they are heading, where their efforts are meant to be and where they finally end up. The lives of many tell us that connecting with people, being kind inside out and protecting the ones we love is what makes one happy. My life to this point is in search of my purpose.

I have been a student who was obsessed with learning through books alone. I never tried learning practically then. My schooling was totally aimed at scoring high marks. Preparing for everyday tests, classes from 10:00 am to 4:30 pm, reading materials and sleeping was my routine from X to XII. I would not say those were the hard days of my life but fortunately those days were the foundation that I had laid for my today. I joined BE Mechanical Engineering on August 17, 2017. As I was far from my home, it was the time I understood what is friendship? and how one should live actually with friends? Certain things made me realize that I was destined to be somewhere else. I was a leader once for a group of 15 with an assigned task that was quite challenging to complete, it actually made me understand that I was a good communicator, a strong team player and a kind person.

It was this spark, that made me pursue MBA. A shift from a technical course to MBA was a challenge in itself. The system was entirely different. Even my family took a while to understand the system. Here at JIM, I started my journey as the class representative for a year. I made use of all the opportunities provided, from organizing an event to participating in events, I was exposed to different challenges. It provided me the platform to hone my skills. The transition I made from being a bookish fellow to a responsible and sensible leader makes me feel proud of myself. I felt, now this is a step towards the purpose of my being. I am sure I would be successful in future; with the traits I have acquired these days in JIM.

Life is full of hurdles and hard days, but always remember you are the sculptor of your future. To crave a beautiful art, the artist must sit and work. There is no replacement to hard work. Work hard to get what you want in life. Here I am, trying to find my purpose of life with my creator leading me.

**Mathesh K**  
21PBA144

# JIM Asks

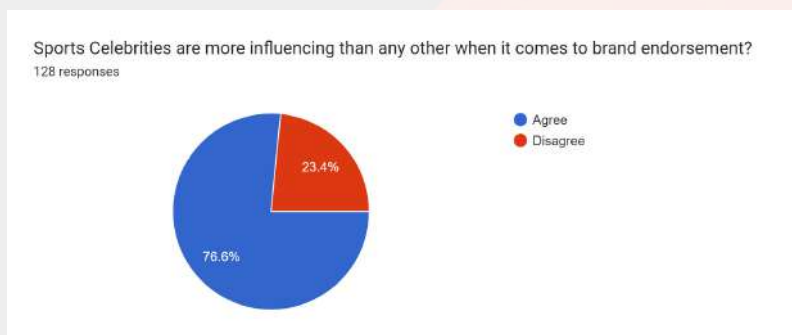
## Sports Celebrities are more influencing than any other when it comes to brand endorsement?

This month, in JIM asks we have conducted a survey on Sports Celebrities. Majority of people's choice were positive to that statement. More than 75% of the people agreed that they do influence the product's image.



As celebrity endorsements act as an external cue that enable consumers to sift through the tremendous brand clutter in the market, the credibility factor of the celebrity greatly influences the acceptance with consumers. Celebrity Endorsement increases the awareness of a company's advertising, creates positive feelings towards brands and are perceived by consumers as more entertaining.

Late last year, Rihanna launched a Fenty x PUMA collaboration, taking to Instagram to announce her fashion capsule collection. A simple endorsement on her social media gave the brand access to her network of 63.6 million followers. With that post alone receiving over 2.4 million likes, the Fenty collection led to a spike in sales for the brand and invaluable publicity push.



Many people hold certain celebrities in high regard, so an endorsement of a product instantly increases the amount of trust the consumer has in the brand. Featuring celebrities in advertising can grab attention immediately and enhance a brand, and for that reason it has always been a high-impact marketing tool.

# Social Cause

## *Free school under the bridge*



Children in India are not sent to schools under a wide range of circumstances like poverty and hunger, the expenses for textbooks, uniforms, shoes, and parent's lack of awareness about education and its importance.

Mr. Rajesh Kumar Sharma, an ex-shopkeeper from East Delhi, who started a free school for 200-400 poor children under a metro bridge, continues his effort for the past 13 years. He has devoted his life on children's schooling and aims to make sure that children acquire the fundamental education they require to succeed in life. The majority of those who are attending the free school are the children of migrant workers, laborers, rickshaw-pullers, peasants, daily wages and homeless people who are unable to pay for their children's primary education. Moreover, these people reside in East Delhi in temporary shelters and slums. Nearly 200-400 poor children from surrounding slums now go to school called "Free School, Under the Bridge"

Sharma considers his biggest accomplishment to be altering the attitudes of his pupil's parents. Many of them are now found encouraging their children to attend school. If an ex-shopkeeper could make a change in the lives of the poor children around him, why not us? We need to have a conviction to bring change by becoming a change. We can start by motivating us to become a better person. The way we work, carry out our daily routines and think about things around us should be constructive and progressive. It is not essential how big the change we make, the change can be a merger one but the difference it brings in our lives along with the lives of the people around us is what creates the impact.

**"Be the change you wish to see in the world."** - Mahatma Gandhi

# Stocks Radar

In November the nifty moved positively. On 02 November the FED had increased the interest rate on 0.75 basis which was the fourth consecutive 0.75 interest rate hike by FED, now the FED interest rate is 4.00. After the FED's interest rate hike announcement was made the US market crashed and the consumer price inflation rate is found at 7.75% compared to 8.20% last month. The Dow Jones rally up to 6% and the S&P 500 rally up to 6% and these are the global headwinds. While the global market is falling, the Indian markets are not affected. Nifty 50 had moved positively because of the banking sector Q2 results. The Indian banking sector has made record profits.

HDFC bank Q2 2022 net profit above expectations the net profit for the bank grew 20% year on year to Rs. 10,605 crores. During the same period last year, the bank reported a net profit of Rs. 8,834 crores. Before the results HDFC bank share price was 1417 rupees per share now the stock price is 1615 rupees per share. In short term the HDFC bank has provided a 11% return to the investors.

Karnataka bank Q2 2022 net profit is 411 crores during the same period last year the Karnataka bank net profit was 125 crores. The Karnataka bank is registering a growth of 228% compared to last year. Before the results Karnataka bank share price was 97 rupees per share now the share price is 131 per share. In short term the Karnataka bank had provided 35% return to the investors. While the Dow Jones is bleeding with a year-to-date loss of around 15 per cent, India's Nifty has outperformed with a gain of around 2 per cent so far in the calendar year. LIC Mutual Fund, cites three reasons behind India's outperformance against major indices - healthy financial performance by companies, good growth visibility and inflation and GDP numbers significantly better than the rest of the world.

India's weight in MSCI EM Index has also increased from 8% to 14.5% currently, and also India has overtaken UK to become the fifth largest economy in the world.

The profit pool share of India is increasing which should lead to India getting its share of investment.

**Naveen Albert T**  
22PBA217



# Business Trends

## World towards recession in 2023

As central banks across the world including Reserve Bank of India(RBI) simultaneously hike interest rates in response to inflation, the world may be moving towards a global recession in 2023 and a chain of financial crises in emerging market and developing economies that would do them lasting harm, according to a comprehensive new study by the World Bank.

Central banks around the world have been raising interest rates this year which the world has not seen over the past five decades. Yet the current prediction of interest-rate increase and other policy actions may not be sufficient to bring global inflation back down to levels seen before the pandemic. Investors expect central banks to raise global monetary-policy rates to almost 4 percent through 2023. This is an increase of more than 2 percentage points over their 2021 average.

Unless supply disruptions and labour market pressures subside, those interest-rate increases could leave the global core inflation rate at about 5 percent in 2023. That is nearly double the five-year average before the pandemic. To cut global inflation to a rate consistent with their targets, central banks may need to raise interest rates by an additional 2 percentage points. If this were accompanied by financial-market stress, global GDP growth would slow to 0.5 percent in 2023, which is a 0.4 percent contraction in per capita terms that would meet the technical definition of a global recession.

“Global growth is slowing sharply, with further slowing likely as more countries fall into recession. My deep concern is that these trends will persist, with long-lasting consequences that are devastating for people in emerging market and developing economies,” said World Bank Group President David Malpass. “To achieve low inflation rates, currency stability and faster growth, policymakers could shift their focus from reducing consumption to boosting production. Policies should seek to generate additional investment and improve productivity and capital allocation, which are critical for growth and poverty reduction.”

The 1982 global recession coincided with the second-lowest growth rate in developing economies over the past five decades, second only to 2020. It triggered more than 40 debt crises and was followed by a decade of lost growth in many developing economies.

Hence, policymakers in emerging market and developing economies need to stand ready to manage the potential spill overs from globally synchronous tightening of policies.

# Know Your Domain

## Marketing Terms You Should Know in 2023

### 1. Flywheel

Introduced in 2018, the flywheel represents a shift in how marketers think about B2B marketing success. The flywheel places customers at the centre of a business and highlights the opportunity for repeat business through relationship building and customer service engagement. It represents how you keeping your customers coming back leads to the success of your company.

### 2. Conversational marketing

According to Drift, who coined the term “conversational marketing,” it is “the fastest way to move buyers through your marketing and sales funnels through the power of real-time conversations. It builds relationships and creates authentic experiences with customers and buyers.” Chatbots are the most common channel through which conversational marketing occurs, but you can also leverage social media platforms that allow real-time engagements.

### 3. Top of the funnel (ToFu)

Even though the flywheel has arrived, the funnel still represents how you turn prospects into customers. The top of the funnel refers to the first stages of the buying process. During this stage, buyers are becoming aware that they have an issue and are looking for more information. Whether it's subscribing to a blog or watching a video, you want to have helpful content that prompts visitors to take the desired next steps.

### 4. Middle of the funnel (MoFu)

The middle of the funnel represents the middle stage of the buying process. Buyers have identified that they have a problem and are continuing to do more research; however, now they are looking at content, such as a case study, that brings your business in as a solution to the problem they are trying to solve.

### 5. Bottom of the funnel (BoFu)

The bottom of the funnel represents the last stage of the buying process. This is when the buyer has identified a problem, researched possible solutions and is getting ready to buy. At this stage, buyers are typically requesting either a free demo or consultation & beginning a conversation with a sales rep.

### 6. Buyer's journey

The buyer's journey is the progression that a contact follows when researching and purchasing a product. It starts with the awareness stage, when buyers realize they have a problem, moves to the consideration stage, when they evaluate different solutions to that problem, and concludes with the decision stage, when they decide which contender best aligns with their needs and objectives and purchase it.

*Mr S Karthikeyan*  
*Assistant Professor*

# @ JIM



In remembrance of the departed souls, on All Souls Day JIM, joined hands to pray for the near and dear ones in each and every family, who have left their memories and teachings as legacy to follow. A special mass was offered in the morning in which the names of the departed ones were fondly remembered.

25 employees of different cadres from Kotagiri Sugars and Chemicals Ltd were trained by JIM faculty through a one day MDP program on Upskilling. The participants were oriented on various capacities to enhance their work life balance and other professional aspects.



JIM conducted its Summative Exam between 17th Nov and 26th Nov. Exams in St. Joseph's Institute of Management is student-centric, they have a two hour written assessment for 60 marks followed by a case presentation for 40 marks. Students exhibit their potential and secure marks to ensure their grasp over the course taught.

# MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 878

எள்ளாத எண்ணிச் செயல்வேண்டும் தம்மோடு  
கொள்ளாத கொள்ளாது உலகு.

தன் தகுதிக்குப் பொருந்தாத வழிமுறைகளைச் செய்தால்  
மக்கள் அதை இகழ்வர்; அதனால் மக்கள் இகழாத  
வழிமுறைகளை எண்ணிச் செய்ய வேண்டும்.

TRANSLATION

PLAN AND PERFORM NO WORK THAT OTHERS MAY  
DESPISE;  
WHAT MISBESEEMS A KING THE WORLD WILL NOT  
APPROVE AS WISE.

EXPLANATION

LET A MAN REFLECT, AND DO THINGS WHICH BRING  
NO REPROACH; THE WORLD WILL NOT APPROVE,  
WITH HIM, OF THINGS WHICH DO NOT BECOME OF  
HIS POSITION TO ADOPT.

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