



ANNUAL REPORT 2022



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HIGHLIGHTS FROM THE PAST YEAR



AACSB REACCREDITATION

In February 2022, JAGSoM joined the handful of Business Schools globally that enjoy accreditation across multiple campuses and across undergraduate and postgraduate programs

JAGSoM is a unique case where one institution with two campuses that are regulated by two different regulators (AICTE and UGC) has been accredited by AACSB in India, presenting a whole new model for Indian B-Schools: 'One institution multiple campuses' with all programs and campuses accredited by AACSB..

The first graduating class of BBA and MBA from JAGSoM's Vijaybhoomi University campus will now graduate with an AACSB accredited degree.

Based on the Peer Review Team's (PRT) recommendation to AACSB's Continuous Improvement Review (CIR) committee and Board of Directors, the AACSB has conferred the reaccreditation on JAGSoM for a period of 5 years. The Peer Review Team (PRT) consisted of three senior Deans from top schools belonging to the Middle East, Europe, and USA. The PRT's recommendation was based on its extensive meetings with all of JAGSoM's stakeholders – current students, faculty, alumni, staff, recruiters, and senior leadership team, which were held in November 2021 with extensive documentary, physical and anecdotal evidences.

The AACSB PRT Team highlighted the following best practices at JAGSoM:

- **Holistic Development – Personality Enhancement Program (PEP) - Wellness & Lifestyle**
- **Social Responsibility – Impact on SDGs 1,4 and 5**
- **Industry Internship Program – Engagement driven Learner Success**
- **Curriculum 4.0 to groom T-Shaped Professionals**
- **Use of Design Thinking training for Faculty, Staff and Students.**

Speaking about the re-accreditation, **Prof. Atish Chattopadhyay, Director, JAGSoM**, stated, *"We are the first Business School in India, offering Undergraduate, Postgraduate and Executive Education Programs, to be accredited across two campuses. This reaccreditation is a testimony to our commitment towards continuous improvement through pedagogical innovations, thought leadership, learner success and engagement with our industry partners. This accreditation will enhance access to global career opportunities for our graduates through career tracks and pathway programs with our international partners. This will also result in increased access for our faculty towards collaborating with international faculty."*

Padma Bhushan **Prof. Jagdish Sheth, Chairman, JAGSoM** and a globally renowned academic stated, *"I am very pleased with the speed at which JAGSoM is setting new benchmarks in management education with an emphasis on social responsibility of business and in the holistic development of students. I am also very pleased about the passion and commitment of JAGSoM academic leaders, faculty and professional staff. I thank them for their hard work and sense of purpose especially during the COVID-19 pandemic."*



JAGSoM's Bengaluru Campus
Located in the heart of
India's Startup Capital



JAGSoM's Greater Mumbai Campus
 Located near India's Commercial Capital

JAGSoM's Greater Mumbai campus is spread across a sprawling 53 acres of land and is nestled in the foothills of Bhimashankar Jyotirlinga in the Western Ghats (Sahyadri Hills), surrounded 360 degrees by misty hills.



GLOBAL AND DOMESTIC RANKINGS



2021	2020	INSTITUTE	STATE	ZONE
18	18	Indian Institute of Management Tiruchirappalli	Tamil Nadu	South
19	20	Great Lakes Institute of Management, Chennai	Tamil Nadu	South
20	22	Indian Institute of Management Udaipur	Rajasthan	North
21	24	Xavier Institute of Management, XIM University, Bhubaneswar	Odisha	East
21	21	T. A. Pai Management Institute, Manipal	Karnataka	South
23	DNP	Jamnalal Bajaj Institute of Management Studies, Mumbai	Maharashtra	West
24	23	Vinod Gupta School of Management, IIT Kharagpur	West Bengal	East
25	DNP	ICFAI Business School, Hyderabad	Telangana	South
26	26	Goa Institute of Management, Sanquelim	Goa	West
27	27	Indian Institute of Management Kashipur	Uttarakhand	North
28	30	Indian Institute of Management Nagpur	Maharashtra	West
29	28	K J Somaiya Institute of Management, Mumbai	Maharashtra	West
30	DNP	Jagdish Sheth School of Management, Bengaluru	Karnataka	South
31	29	Institute of Rural Management, Anand	Gujarat	West
32	31	SVKM's Narsee Monjee Institute of Management Studies, Bengaluru	Karnataka	South
33	DNP	Department of Industrial and Management Engineering, IIT Kanpur	Uttar Pradesh	North
34	32	Indian Institute of Management Amritsar	Punjab	North
35	34	Birla Institute of Management Technology, Greater Noida	Uttar Pradesh	North

FUTURE ORIENTATION RANK	INSTITUTE	ZONE
1	Indian Institute of Management Calcutta	East
2	Indian Institute of Management Indore	West
3	S. P. Jain Institute of Management and Research, Mumbai	West
4	Indian Institute of Management Lucknow	North
5	XLRI - Xavier School of Management, Jamshedpur	East
6	Indian Institute of Management Bangalore	South
7	Indian Institute of Management Ahmedabad	West
8	T A Pai Management Institute, Manipal	South
9	Management Development Institute Gurgaon	North
10	Institute of Management Technology, Ghaziabad	North
11	Indian Institute of Management Udaipur	North
12	SVKM's NMIMS, School of Business Management, Mumbai	West
13	Symbiosis Centre for Management & Human Resource Development, Pune	West
14	International Management Institute, New Delhi	North
15	Jagdish Sheth School of Management, Bengaluru	South
16	Indian Institute of Foreign Trade, New Delhi	North
17	ICFAI Business School Hyderabad	South
18	Great Lakes Institute of Management, Chennai	South

QS BUSINESS MASTERS RANKINGS 2022

JAGSoM broke through the **QS Masters in Business Analytics** Rankings 2022 for its PGDM (Analytics & Digital Business) program. JAGSoM also featured in the **QS Masters in Marketing** & **QS Masters in Finance** Rankings 2022 for its PGDM (Marketing) and PGDM (Finance) programs.

JAGSoM is now amongst the select few Business Schools in India with an International Profile:

AACSB Accredited & QS Ranked for Marketing, Finance and Analytics programs.

BT-MDRA RANKINGS 2021

JAGSoM made its debut in the Business Today (BT) - MDRA Rankings, being ranked among the Top 30 Business Schools in India, after taking a break from domestic rankings for a period of two years. JAGSoM was ranked Number #15 among all the Business Schools in India for 'Future Orientation'.

JAGSoM was ranked among the Top 15 private Business Schools in India and was firmly established as the Number #2 Business School in Bengaluru.



The image shows a ranking table from Business Today. At the top left are the logos for Jagdish Sheth School of Management and AACSB Accredited. The title 'BUSINESS TODAY RANKING' is prominently displayed in the center, with 'BT-MDRA best B-schools survey 2021' written below it. The table lists various business schools and their rankings for 2021 and 2020, along with their government/private status. Jagdish Sheth School of Management is highlighted in orange as the top school in the list.

2021	2020	INSTITUTE	GOVT/PV
30	DNP	Jagdish Sheth School of Management, Bengaluru	P
31	29	Institute of Rural Management Studies, Anand	P
32	31	SVKM's Narsee Monjee Institute of Management Studies, Bengaluru	P
33	DNP	Department of Industrial & Management Engineering, IIT Kanpur	G
34	32	Indian Institute of Management, Amritsar	G
35	34	Birla Institute of Management Technology, Greater Noida	P

FACULTY & STAFF AUGMENTATION

In the past year, 11 new Faculty Members and 2 Professional Staff Members joined JAGSoM, further augmenting the strength of the domain specialist faculty body and the professional staff body at JAGSoM.

The JAGSoM faculty body is a diverse group, comprising 39% women. 70% of the faculty body hold Ph.D degrees and 15% of the group comprises Practitioners.

The details of the faculty and staff who joined JAGSoM in the past year are given below.



DEAN, JAGSoM, VIJAYBHOO MI UNIVERSITY CAMPUS



Dr. Shalini Kalia

Ph.D, English

Last Position held:
Chief Academic Officer, NMIMS Global

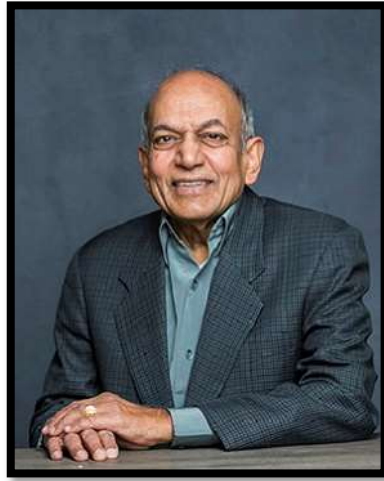
Dr. Shalini Kalia joins JAGSoM as the Dean of the Vijaybhoomi University Campus.

She is an academician, author, and institution builder with more than 18 years of experience in leading Business schools like NMIMS Global, S P Jain School of Global Management, and IMT Ghaziabad.

Throughout her career, she has served in several leadership positions and has been at the forefront heading various committees and end-to-end processes of top B-Schools in India. Dr. Shalini is passionate about driving new initiatives and has played key roles as Chief Academic Officer at NMIMS Global; Deputy Director, EMBA (Mumbai), S P Jain School of Global Management; and Admissions Chairperson, IMT Ghaziabad.

MENTOR:

VITHALA R. RAO CENTRE FOR BUSINESS ANALYTICS



Prof. Vithala R. Rao

Deane Malott Professor Emeritus of
Management and Professor Emeritus of
Marketing and Quantitative methods,

SC Johnson Graduate School of
Management, Cornell University

MARKETING AREA FACULTY



**Prof. Ambika Prasad
Nanda**

FPM, Marketing, SPJIMR
Mumbai

Last Position held:
Assistant Professor, Rajagiri
Business School



Prof. Krishna Teja

Ph.D, Marketing, IIM
Kashipur

Last Position held:
Post-Doctoral Fellow,
MICA Ahmedabad



Prof. Ratan Kumar

FPM (Pursuing),
Marketing, MDI Gurgaon

Last Position held:
Regional Marketing Manager,
Royal Collection Hotels &
Resorts

ANALYTICS & DIGITAL BUSINESS AREA FACULTY



Prof. Ganes Pandya

Ph.D, Mathematics,
Bharathiar University

Last position held: Associate
Professor, TAPMI, Manipal



Prof. Shipra Pandey

FPM (Pursuing) Operations
Management, MDI Gurgaon

Last Position held: Research
Scholar, MDI Gurgaon

FINANCE AREA FACULTY



Prof. Akhilesh Prasad

Ph.D (Pursuing), Quantitative
Finance, SP Jain School of
Global Management

Last Position held: Technical
Team Leader, IBM India



Prof. Tushar Jaruhar

MBA, Kellogg School of
Management

Last Position held: Pricing
Actuary, Zurich Insurance
Company Ltd.



Prof. Kewal Singh

Ph.D, Finance, IIT Kanpur

Last Position held: Project
Scientist, Centre for Energy
Regulation, IIT Kanpur

HR AREA FACULTY



Prof. Vittal Rangan

Ph.D, OB&HR, IIM Indore

Last Position held: Head-
HR, Ujjivan Financial
Services

PEP DEPARTMENT FACULTY



Prof. Zenia Nanra

Ph.D. (Pursuing), Memory and
Archival Studies, IIT Kharagpur

Last Position held: Researcher,
Cultural Studies, IIT Kharagpur

PROFESSIONAL STAFF



Dr. Laxmi Goritiyal

General Manager, Incubation & Internship

Ph.D., Commerce, Barkatullah University

Last Position held: Associate Professor, Kohinoor Business School



Ms. Krishna Sree R

Senior Program Executive

Post Graduate Diploma in Business Management, University of Hyderabad

Last Position held: Senior Program Executive, IMT Hyderabad

Faculty		Category	Title	Name of the Journal/Outlet
	Dr. Vittal Rangan	A	Direct and Indirect Effect of Beneficiary Contact and Supervisor Support on Service Performance: Does Perceived External Prestige Matter?	British Journal of Management
	Dr. Ratan Kumar	A	Modelling factors of social media usage by B2B Salespersons: An Emerging Market Study	Journal of Business & Industrial Marketing
	Dr. Kewal Singh	A	Testing factor models in an emerging market: Evidence from India	International Journal of Managerial Finance
	Dr. Kamalika Chakraborty	B	Customer Reciprocity in Greening – The role of Service Quality	International Journal of Quality and Service Sciences

Select Faculty Publications from the past year

RESEARCH HIGHLIGHTS

JAGSoM's faculty are actively engaged in the creation and dissemination of knowledge. This focus has resulted in the publication of 67 research papers in reputed journals, along with 39 broad audience category articles, 17 book chapters and 5 edited volumes over the past 2 years.

The focus on research at JAGSoM has resulted in publications in high quality journals such as ABDC 'A' and 'B' category journals. A snapshot of the same is given along with a summary of the research publications over the past 2 years.

Research Summary – From 2020 till date	
RESEARCH TYPE	#
Journal Articles	67
ABDC 'A*'	1
ABDC 'A'	7
ABDC 'B'	6
ABDC 'C'/Scopus/WoS	54
Broad Audience Category Articles	39
Book Chapters	17
Edited Books	05

FACULTY ACHIEVEMENTS AND INVITED TALKS

The list of the achievements of JAGSoM faculty is long and it is our privilege to share some of their achievements and invited talks.

- Dr. Atish Chattopadhyay was awarded the first Prof Y.K. Bhushan Memorial Award by HEF (Higher Education Forum) for his outstanding contribution to management education. In an event organized on September 26, 2021, attended by eminent personalities in the higher education space, Dr. Atish Chattopadhyay was felicitated as an outstanding educator in management.
- Dr. Atish Chattopadhyay shared his invaluable experiences on the topic 'Lifelong Learning Opportunities Online' in the Virtual Online Learning Affinity Group meeting organised by AACSB on the 21st of October 2021.
- Prof. Atish Chattopadhyay was invited to be a part of two Panel Discussions– 'Director's Panel: Future of Academic Leadership in a FLUID world' and 'Panel on Emerging Trends in Marketing: Implications for Educator' at the ISDSI-G 2021 Conference organized by IIM Nagpur from the 27th to the 30th of December 2021.
- Prof. S. Chandrasekhar's research work titled 'A Method and System for Company Valuation' has been filed as a Complete Patent in the Indian Patent Office in 2021.
- Prof. S. Chandrasekhar was invited as a Keynote Speaker to speak on the topic - 'Company Valuation using Deep Learning' at the ML Con Singapore 2021 Conference on the 24th of November 2021.
- Prof. S. Chandrasekhar was invited as a Keynote Speaker to speak on the topic - 'Computer Vision & Image Analysis' at the Seventh International Conference on Statistics for Twenty-first Century - 2021 [ICSTC-2021] Conference organized by the Department of Statistics, University of Kerala on the 14th of December 2021.
- Prof. S. Chandrasekhar conducted a Hands-on Workshop and Masterclass in association with NASSCOM on 'Company Valuation using Deep Learning' on the 17th of November 2021. Prof. Chandrasekhar was joined by data scientists from KNIME – an open source data analytics platform.
- Prof. S. Chandrasekhar conducted a Hands-on workshop in association with NASSCOM on 'Demand Forecasting' on the 29th of September 2021.
- Prof. S. Chandrasekhar was invited to speak at the Bombay Management Association's Data Analytics Conclave on the 24th of September 2021.
- Prof. S. Chandrasekhar conducted a Hands-On Workshop with NASSCOM on 'Computer Vision & Image Analysis' on the 14th of July 2021. The Workshop was conducted online and was attended by over 180 participants.
- Prof. Ellur Anand presented his research paper - 'Measuring Service Quality of Online Educational Platforms' at the AMDISA - 16th South Asian Management Forum Conference.
- Dr. Ellur Anand & Dr. Mafriza Sultana's paper titled 'Understanding Consumer response to Service Encounter Involving Service Failure and Recovery in Online Shopping during Covid 19 pandemic: Evidence from Emerging Economy' was presented at the 2021 International Conference of Business and Applied Sciences Academy of North America (BAASANA).
- Dr. Ganes Pandya and Dr. Aditi Dang won the 2021 'Microsimulation Development Lab' faculty competition organized by Global Business School Network (GBSN). Dr. Ganes Pandya's and Dr. Aditi Dang's microsimulation "MakhanChor Milk" stood first place and won a \$5,000 award.

- Prof. PS James conducted a roundtable discussion with HR Thought Leaders on 'Unleashing the power of AI to transform HR' on the 18th of September 2021
- Prof. Kamalika Chakraborty presented her research paper - 'Maintenance work of minority institutions – A practice based approach' at the 8th Pan IIM World Management Conference.
- Prof. Nina Jacob published a write-up about the Social Immersion Program in a Compendium brought out by the UNGCNI, UNESCO, NITI Aayog and Ministry of Education, GoI. The write-up was selected through the Manthan 2020 competition conducted by the UNGCNI.
- Prof. Pooja Gupta conducted a guest session on the 'Preparing for publication of case in journal and books - publication of teaching and research cases' for the AICTE-ATAL FDP on Case Writing organized by St. Joseph's College of Commerce, Bangalore on the 29th of October 2021.
- Prof. Pooja Gupta and Dr. Mafruz Sultana won the second prize in National Conference on Management Cases organized by Kirloskar Institute of Advanced Management for the Case titled 'Exit of Harley Davidson from India'.
- Prof. Pooja Gupta's case study titled 'PMC Bank unravels – Unholy nexus between a cooperative bank and a Corporate Entity in India' was presented at the 63rd Annual North American Case Research Association (NACRA) Conference.
- Prof. Pooja Gupta's case study titled 'XOXO Day – Challenges faced due to COVID-19' was presented at the 63rd Annual North American Case Research Association (NACRA) Conference.
- Prof. Pooja Gupta's case authored with students, "Hostel Backpack: An Entrepreneur's Dilemma" was presented at the 11th ICMC 2021 – International Conference on Management Cases.
- Prof. RK Sinha presented his research paper - 'MSMEs Financing Challenges in India' at the '1st International Conference on MSMEs Management' organized by IIM Amritsar on the 22nd of January.
- Prof. RK Sinha was invited as a panellist in Panel Discussion on 'MSME Lending Fuelling India's Economic Growth' which was organized by 'The SME India' organization.
- Prof. RK Sinha presented his research paper - 'Banking Perspectives on MSME financing' at the AMDISA 16th South Asian Management Forum Conference.
- Prof. RK Sinha presented his research paper - 'Analysis of the pattern of Gold Investment in India during Pre and Post COVID period' at the Doctoral Colloquium organized by Presidency University, Bengaluru..
- Prof. RK Sinha was invited to be part of a Panel Discussion on the 'MSME Sector in the time of the Pandemic: Challenges and Policies' on the 15th of December 2021. The panel discussion was conducted by 'The Institute for Social and Economic Change, Bengaluru'.
- Prof. Shaji Kurian was invited as a Keynote Speaker at the "International Conference on Interdisciplinary Research in Technology & Management (IRTM)" which was held virtually from the 24th to the 26th of February 2022.
- Prof. Soumya Choudhury presented his research paper – 'A Blockchain Platform for the Truck Freight Marketplace in India' at the 7th Biennial Supply Chain Management Conference organized by IIM Bangalore on the 17th of December 2021.


JAGSoM
JAGDISH SHETH SCHOOL OF MANAGEMENT


AACSB
ACCREDITED



Dr. Atish Chattopadhyay
 Director
 Jagdish Sheth School of Management

AWARDED THE FIRST

Prof. Y.K. Bhushan Memorial Award

By HEF
 (Higher Education Forum)

For His Outstanding Contribution
 To Management Education




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AIM - PARASURAMAN
CENTRE FOR SERVICE EXCELLENCE

#TALKSERIES ON SERVICE

THE FEELING ECONOMY FROM AI

PROF. MING-HUI HUANG
EDITOR-IN-CHIEF JOURNAL OF SERVICE RESEARCH
Distinguished Professor of AI and service at National Taiwan University

November 30, 2021
 9:00 am to 10:30 am IST




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#TALKSERIES ON SERVICE

P2P SHARING PLATFORM BUSINESS MODELS

PROF. JOCHEN WIRTZ
VICE DEAN - MBA PROGRAMMES & PROFESSOR OF MARKETING, NUS BUSINESS SCHOOL, National University of Singapore

December 16, 2021
 11:00am to 12:00pm IST




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#TALKSERIES ON SERVICE

SERVICE LESSONS FROM HEALTHCARE

DR. LEONARD L. BERRY
University Distinguished Professor of Marketing, Regents Professor, M.B. Zale Chair in Retailing and Marketing Leadership, Mays Business School, Texas A&M University

January 24, 2022
 08:30pm to 09:30pm IST




JAGSoM
JAGDISH SHETH SCHOOL OF MANAGEMENT


VITHALA E. RAO
CENTRE FOR BUSINESS ANALYTICS

#SEMINARSERIES ON BUSINESS ANALYTICS

FOCUSING ON PROGRAMMATIC HIGH IMPACT INFORMATION SYSTEMS RESEARCH, TO ADDRESS GRAND CHALLENGES

Dr. Sudha Ram
Anheuser-Busch Endowed Professor of MIS, Entrepreneurship & Innovation, Eller College of Management, University of Arizona

Thursday, February 17, 2022
 08:30pm to 9:30pm IST




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VITHALA E. RAO
CENTRE FOR BUSINESS ANALYTICS

#SEMINARSERIES ON BUSINESS ANALYTICS

LOOKALIKE TARGETING ON OTHERS' JOURNEYS: BRAND VERSUS PERFORMANCE MARKETING

Dr. K. Sudhir
James L. Frank '32 Professor of Marketing, Private Enterprise and Management and Founder, Director of the Yale China India Insights Program at the Yale School of Management, Yale University

Wednesday, April 20, 2022
 07:30pm to 08:45pm IST




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#TALKSERIES ON SERVICE

UNDERSTANDING CUSTOMER EXPERIENCE WITH SMART SERVICES

Prof. Lia Patricio
Associate Professor, Department of Management and Industrial Engineering, University of Porto, Portugal

April 26, 2022
 08:00pm to 09:00pm IST




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VITHALA E. RAO
CENTRE FOR BUSINESS ANALYTICS

#SEMINARSERIES ON BUSINESS ANALYTICS

DATA-DRIVEN RESEARCH IN OPERATIONS MANAGEMENT WITH EXAMPLES

Dr. Vishal Gaur
Emerson Professor of Manufacturing Management, and Professor of Operations, Technology and Information Management at the Samuel Curtis Johnson Graduate School of Management, Cornell University

Saturday, March 26, 2022
 06:30pm to 7:45pm IST




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#TALKSERIES ON SERVICE

SERVING HUMAN NEEDS: BROADENING THE PERSPECTIVE AND PURPOSE OF SERVICE RESEARCH

Prof. Raymond P. Fisk
Professor of Marketing at Texas State University

March 24, 2022
 09:00pm to 10:00pm IST




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#TALKSERIES ON SERVICE

HAPPY AND INDEBTED FRONT-LINE EMPLOYEES: THE FREE FOOD EFFECT

Dr. Stephanie Noble
Professor of Marketing and William B. Stokely Faculty Research Fellow in the Marketing Department at the University of Tennessee

February 23, 2022
 09:00pm to 10:00pm IST



WEBINARS CONDUCTED

Numerous Webinars are conducted by JAGSoM throughout the year.

The AIM-Parasuraman Centre for Service Excellence and the Vithala R. Rao Centre for Business Analytics have initiated the following webinar series in the past year – the Research Talk Series in Service Excellence and the Seminar Series in Business Analytics respectively.

The **AIM-Parasuraman Centre for Service Excellence** has conducted the following #TalkSeries on Service Research by esteemed Professors:

- Prof. Lia Patrício, Associate Professor, Department of Management and Industrial Engineering, University of Porto, Portugal - on the topic 'Understanding customer experience with smart services'.
- Prof. Raymond P. Fisk, Professor of Marketing at Texas State University - on the topic 'Serving Human Needs: Broadening the Perspective and Purpose of Service Research'.
- Prof. Stephanie Noble, Professor of Marketing and William B. Stokely Faculty Research Fellow in the Marketing Department at the University of Tennessee - on the topic - 'Happy and Indebted Front-Line Employees: The Free Food Effect'.
- Prof. Len Berry, University Distinguished Professor of Marketing, Regents Professor, M.B. Zale Chair in Retailing and Marketing Leadership, Mays Business School, Texas A&M University - on the topic 'Service Lessons from healthcare'.
- Prof. Jochen Wirtz, Vice Dean - MBA Programs, and Professor of Marketing, NUS Business School, National University of Singapore - on the topic 'P2P Sharing Platform Business Models'.
- Prof. Ming- Hui Huang, Distinguished Professor, National Taiwan University and Editor-in-Chief (Journal of Service Research) - on the topic 'The Feeling Economy from AI'.

The **Vithala R. Rao Centre for Business Analytics** has conducted the following #SeminarSeries on Analytics by esteemed Professors:

- Prof. Sudha Ram, Anheuser-Busch Endowed Professor of MIS, Entrepreneurship & Innovation, Eller College of Management, University of Arizona - on the topic 'Focusing on Programmatic High Impact Information Systems Research, to Address Grand Challenges'
- Prof. K. Sudhir, James L. Frank '32 Professor of Marketing, Private Enterprise and Management and Founder-Director of the Yale China India Insights Program at the Yale School of Management, Yale University - on the topic 'Lookalike Targeting on Others' Journeys: Brand versus Performance Marketing'.
- Prof. Vishal Gaur, Professor of Manufacturing Management, and Professor of Operations, Technology and Information Management, Samuel Curtis Johnson Graduate School of Management, Cornell University - on the topic 'Data-Driven Research in Operations Management with Examples'.

INDUSTRY ENGAGEMENT

The industry is a full-cycle partner at JAGSoM from curriculum design to being the end-user of the talent stream. JAGSoM's partnerships with Industry extend beyond just Placements and Guest Lectures.

A snapshot of the various engagements with Industry over the past year are given below:

EXECUTIVE PROGRAMS

JAGSoM has a strong focus on Executive Development and has a number of programs for Executives that run throughout the year.

JAGSoM has 27 students who are pursuing their PGDM Executive program. In addition, in the past year, there have been 47 executives who are pursuing various certificate programs at JAGSoM.

EXECUTIVE DEVELOPMENT PROGRAM – GALLAGHER LLP

JAGSoM conducted a 2-day Executive Development Program on Service Excellence for the executives of Gallagher LLP, a global insurance brokerage, risk management, and consulting firm.

The Executive Development Program was conducted by Prof. A. Parasuraman, the Guru of Service Excellence and Dr. M. Sivagnanasundaram, Area Chairperson – Marketing, JAGSoM on the 5th and 6th of May 2022.



COLLABORATION WITH CAPGEMINI

JAGSoM further strengthened its engagement with leading corporates in India through collaborations with several top multinational companies.

The collaboration between JAGSoM and Capgemini will foster deeper industry integration through the Request For Problem (RFP) capstone projects in the Career Tracks at JAGSoM.

Capgemini will also set up a Centre of Excellence at JAGSoM – the ‘Capgemini Insights & Data Lab’ and will also provide various inputs in JAGSoM’s Curriculum.



COLLABORATION WITH BOSCH URBAN MOBILITY LAB

This year, JAGSoM is also collaborating with Bosch’s Urban Mobility Lab.

JAGSoM faculty and students will work closely with Bosch’s Urban Mobility Lab to solve issues plaguing Indian cities, including environmental issues and traffic congestion.



COLLABORATION WITH SIDBI

SIDBI (Small Industries Development Bank of India) has collaborated with JAGSoM for a unique ‘Incubation Program for Skilled Professionals’



JAGSoM and SIDBI will groom skilled professionals to become entrepreneurship-ready. The joint project would involve the selection and training of skilled professionals to empower them to set up their own small scale businesses.

COLLABORATION WITH T-HUB

JAGSoM is also collaborating with T-Hub, one of India’s premier startup incubators and Chiratae Ventures, one of India’s leading technology venture capital firms.

JAGSoM along with T-Hub and Chiratae Ventures are launching a series of workshops on ‘Investor Education for VC/Angel Investing’. The 2-day intensive workshops are aimed at providing exposure to the financial aspects of investing in both early-stage as well as established companies.



CONSULTING

In addition to the various Institutional engagements with Industry, JAGSoM faculty are also actively involved in various projects with Corporates and Industry.

Prof. Sundar Raj Vijayanagar is engaged in a consulting project at **MachineryMax.com**, a San Francisco based company, as Chief Digital Officer.

MachineryMax is an innovative web auction platform dedicated to expanding the options of available buyers and sellers of machinery by providing a cost effective, seller managed auction solution.



**Prof. Sundar Raj
Vijayanagar**

Dr. Vittal Rangan is consulting for **Redevelop Biotech**, a bio-tech startup based in Uttarakhand, providing his expertise through Head-HR as a Service (HRaaS).



Prof. Vittal Rangan

STUDENT MANAGED INVESTMENT FUND

The incoming batch of students will be also be managing a unique **Student Managed Investment Fund (SMIF)** at JAGSoM.

The Student Managed Investment Fund (SMIF) at JAGSoM consists of a corpus of 1.5 Million Rupees and will be completely managed by students from the Finance Area in real time, creating a portfolio of a set of equity and structured products.

Students will pick stocks based on fundamental filters, which would then be followed by a momentum filter. The fundamental filters used will include a score-based approach like the Piotroski F Score and Joel Greenblatt's Magic Formula (low price-earnings ratio combined with high ROA).

The Student Managed Investment Fund would enable students to improve their knowledge about equity markets through **Learning by Solving**.

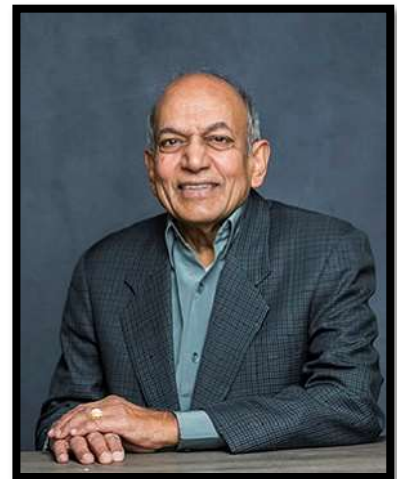
VITHALA R. RAO CENTRE FOR BUSINESS ANALYTICS

The **Vithala R Rao Centre for Business Analytics** was setup in the past year at JAGSoM to initiate, develop and facilitate the integration of Analytics with various disciplines of study under the able leadership of **Prof Vithala R. Rao**, D, Deane W. Malott Professor (Emeritus), SC Johnson Graduate School of Management, Cornell University.

Prof Vithala R Rao whose pioneering work is in the area conjoint analysis, multidimensional scaling, pricing, bundle design, brand equity, market structure, corporate acquisition, and linking branding strategies to financial performance, is the mentor and guide of this Centre.

The Centre's objectives will be to:

- Conduct and Disseminate Research in the application of Analytics in various domains
- Develop Industry Connections
- Build Faculty Capacity
- Improve Pedagogy and Curriculum



Prof. Vithala R. Rao

The Centres activities will be focused in the areas of R-Etail, Banking & Financial Services and the Automobile Industry.

INTERNATIONALIZATION

INTERNATIONAL PARTNERSHIPS

JAGSoM is today one of the few business schools in India with an International Profile: AACSB Accredited and ranked globally in the QS Business Masters Rankings. This has enabled JAGSoM to forge collaborations with renowned institutions across the globe.

The list of International Partners of JAGSoM is given below:

- **University of Wollongong, Australia**
- **North South University, Bangladesh**
- **ESCP Business School, Europe**
- **ESC Rennes School of Business, France**
- **PSB Paris School of Business, France**
- **University at Albany, State University of New York (SUNY), USA**
- **University of Texas at Arlington, USA**

In addition to the above list, in the past year, JAGSoM has forged partnerships with the following Institutions:

- **Mays Business School, Texas A&M University**
- **Goizueta Business School, Emory University**
- **European Business School (EBS) Paris**
- **Darden School of Business, University of Virginia**



INTERNATIONAL IMMERSION WITH DARDEN SCHOOL OF BUSINESS

The PGDM 2020-22 Batch had the opportunity of attending the International Immersion Program with Darden School of Business, University of Virginia.

The International Immersion program was focussed on the MarTech and FinTech Career Track programs. A total of 68 students from JAGSoM, 50 belonging to the MarTech Career Track and 18 belonging to the FinTech Career Track participated in this International Immersion Program.

A number of esteemed faculty from Darden School of Business taught during the International Immersion program, as showcased below.



Prof. Rajkumar Venkatesan



Prof. Chip Ransler



Prof. Michael Lenox



Prof. Elena Loutskina



Prof. Ting Xu

PGDM IN COLLABORATION WITH SUNY ALBANY

JAGSoM students have the option of undertaking PGDM program in collaboration with SUNY Albany.

Three students of the PGDM 2020-22 Batch – Vinit Parakh, Disha NS, and Rakesh Naik R are currently pursuing the PGDM in collaboration with State University of New York (SUNY), Albany.



Disha NS



Vinit Parakh



Rakesh Naik R

INTERNATIONAL FACULTY

International Faculty from renowned institutions across the globe visit the JAGSoM campus often to teach courses and to mentor both students and faculty.

This year, we had esteemed Professors – Dr. Sandeep Puri and Dr. Suraj Commuri teach JAGSoM Students. Dr. Sandeep Puri, Professor and Academic Program Director-MBA, Asian Institute of Management taught the Customer Relationship Management course at JAGSoM and Dr. Suraj Commuri, Professor & Dean, Strategic Initiatives Lead is teaching the Marketing Research course at JAGSoM. Prof. A. Parasuraman, Pro-Chancellor, Vijaybhoomi University, India and and James W. McLamore Emeritus Professor, School of Business, University of Miami taught students at JAGSoM in the Sales & Service Career Track.



Prof. A. Parasuraman



Prof. Suraj Commuri



Prof. Sandeep Puri

STUDENT ACHIEVEMENTS

JAGSoM students not only excel in the corporate world but also excel in their entrepreneurial ambitions and in various business school competitions.

One among the many student success stories is featured below:



Tanuj Panchasara

Tanuj Panchasara of the PGDM 2020-22 Batch has set up his entrepreneurial venture 'WHY Water and Iced Teas', receiving mentorship from JAGSoM faculty throughout his journey.

His venture has received a Seed funding of INR 1 million from angel investors.

STUDENT COMPETITIONS

The students at JAGSoM participate in various global competitions with the support of their faculty.

Two such competitions where JAGSoM students shone were the business challenge by ITC Foods and the Investor's Gambit competition organized by Amity University.

PGDM 20-22 batch students Karan Sagar, Shubham Kunal and Varun Belgamwar won the Third Prize in the business challenge by ITC FOODS at Sociocharge Impact Lab. The winning team 'Digifoxx' was mentored by Marketing Faculty and Area Chair Dr. M. Sivagnanasundaram. The second team 'Marketo' consisting of Ananth James, Anamitra Mandal and Akshay Praneeth stood as finalists in the same competition.

PGDM 2020-22 Batch students Amit Kumar and Akarsh G secured the Third Prize in the 'Investor's Gambit' competition organized by Amity School of Economics, Amity University.

JAGSoM students have also participated in various other competitions including 'Basket of Shares', Blackcoffer Insights 40, HUL LIME (Lessons in Marketing Excellence), Reliance Quiz-a-thon, Reliance TUP 7.0, BIMTECH Virtual Case Competition, 'The Finance Mogul', KPMG Ideation Challenge(KIC), The Mayfair Mayhem, Dataverse 1.0, Pridecorp, FinQuest 3.0, Wells Fargo Finvent, Stratetive, The Social Variable, Quiz on AI and Entrepreneurship for Everyone by IIM Bangalore and Goldman Sachs, Ingenium, Stock Pitch, Flipkart Wired, E-Guerra, Magnovite, TATA Imagination Challenge, TVS Epic Finance Challenge, Clockspeed 2.0: Case Competition, to name a few.

E-CONVOCATION 2021

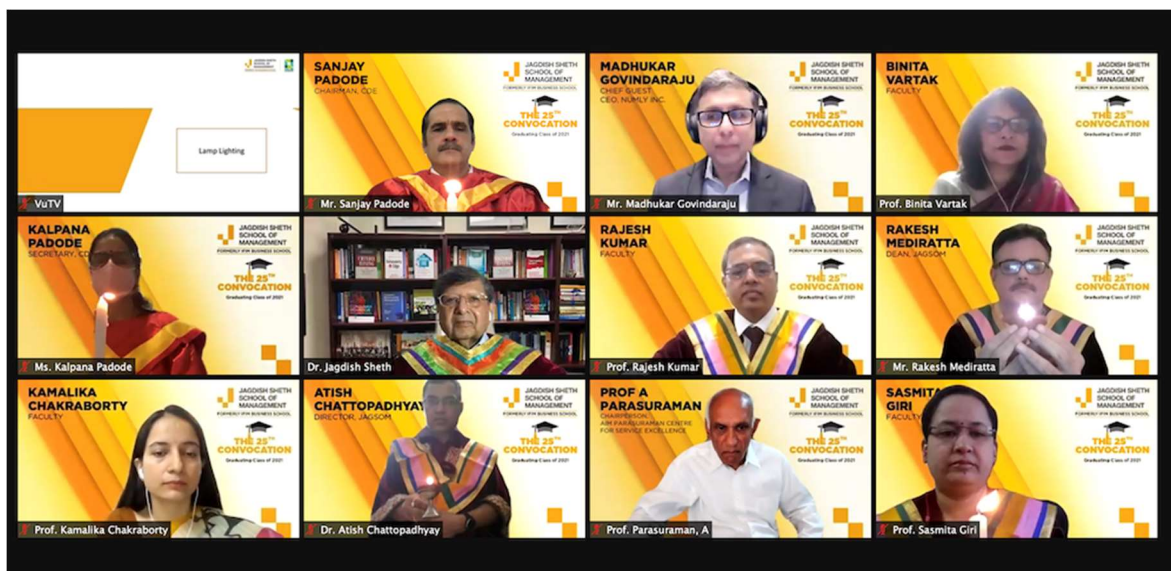
JAGSoM conducted its 25th Convocation on the 28th of May, 2021 for its Graduating Class of 2021.

The Chief guest for the event was Mr. Madhukar Govindaraju, CEO of Numly Inc, a NextGen Employee Coaching Network and Upskilling Platform based out of Cupertino, California.

Despite the COVID-19 situation prevailing in the country at that time, JAGSoM successfully completed the Convocation for the PGDM 2019-21 Batch online on a virtual platform.

Speaking at the Convocation, Dr. Atish Chattopadhyay, Director, said “JAGSoM is one of the fastest institutions in India. We have not only successfully placed the graduating class of 2021 but have also completed all the academic requirements to hold the 25th Convocation”.

Mr. Madhukar Govindaraju motivated the graduating students, advising them to “Continue to develop values, it will be your life-long foundation and it will lead you to become leaders in the world”.



WELCOMING THE PGDM BATCH OF 2021-23

JAGSoM held the commencement ceremony for its 27th batch of the 2-year Post Graduate Diploma in Management (PGDM) Program as an online event on July 1, 2021. The program started with *diksha-aarambh* ceremony in presence of the JAGSoM faculty members with the students and the alumni joining online.

Addressing the students during the e-inauguration, Dr Atish Chattopadhyay, Director, JAGSoM said, “JAGSoM focuses on nurturing eager learners as professionals for new age roles in new age industries. The Institution believes in admitting rough diamonds and converting them into polished diamonds.”

JAGSoM Founder Mr Sanjay Padode, added, “Inauguration Day signifies the initiation of a learning journey for each learner along with the faculty members. At JAGSoM, the whole teaching and learning experience is a two-way process where both the learners and the faculty learn from each other.”



The PGDM batch of 2021-23 is a diverse group with 45% of the batch comprising women. The Batch has a good mix of students who have corporate experience as well as freshers. Around 42% of the batch has corporate experience and they have worked in various sectors ranging from manufacturing to IT, and tourism to ITES. Around 22% of the batch has more than 2 years of work experience.

Another uniqueness of the PGDM 2021-23 batch is the presence of some highly talented individuals, who have made a mark at the national as well as the international levels in their respective areas of passion and interests. The batch comprises four students who have represented their districts in Cricket, three students who have expertise in Taekwondo and other forms of Martial Arts, out of which one of them has won an international level Taekwondo competition as well. Another student has played tennis at national level, two more students have represented their districts in rifle shooting, and two students are district level Basketball and Volleyball players.

Apart from sportspersons, two students have had their research papers published in renowned journals and four students have won prestigious awards and medals in several International Olympiads.

FOUNDER'S DAY CELEBRATIONS

The 27th Founder's Day was celebrated on the 19th of February 2022.

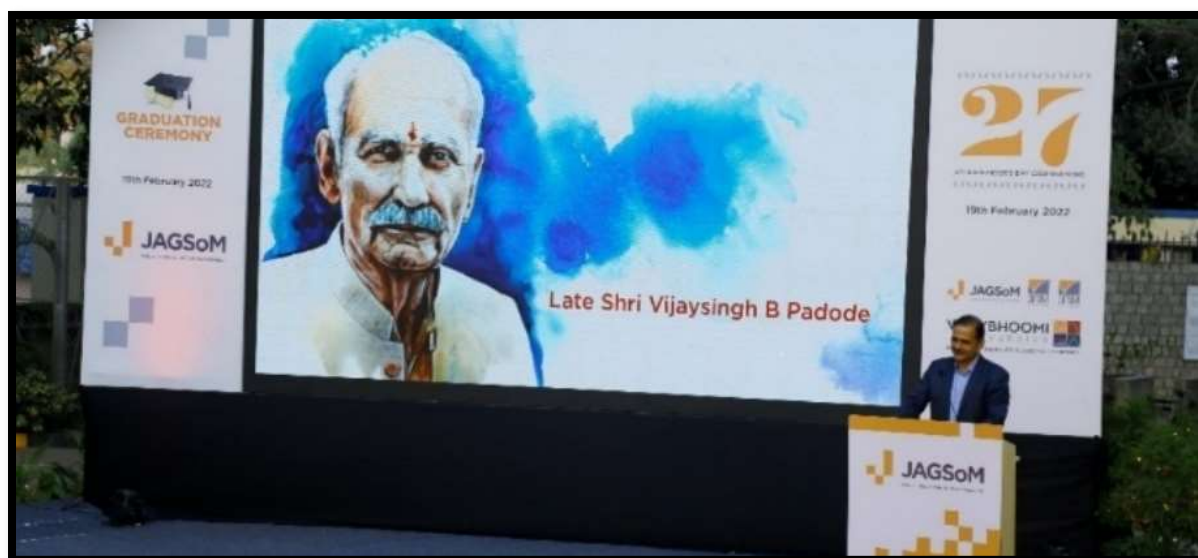
The Founder's Day activities were kicked off with the Design Thinking & Innovation Exhibition (DTIE). 33 student groups presented their innovative ideas in front of an experienced jury as part of the course – Design Thinking & Innovation.

Shortlisted student groups presented their solutions for the 'Request For Problems' as an outcome of their Career Tracks and also presented their Business ideas for the 'Innovation Incubation' course. The top student teams from the above mentioned practice courses won awards post selection by experienced Jury members who hailed from top corporates across sectors.

The Chief Guest of the Founder's Day was Mr. Dilip Thakore, Editor, Education World and the Guest of Honour was Padma Shri Venkatesh K, a celebrated Indian Para-athlete.

The surplus funds generated by the student led KANYATHON were donated to the NGO C.R.Y towards the development of Kanyathon Shiksha Kendra.

The Founder's Day was capped off by the distribution of the Above & Beyond the Call of Duty (ABCD) Awards to the outstanding faculty and staff of JAGSoM.





ADMISSION PROCESS

This year, there has been a shift in the Admission Process at JAGSoM with the focus shifting to identify the **‘Value Fit’** of Aspirants, in alignment with the Mission of the School which is to nurture holistic, socially responsible and continuously employable professionals. JAGSoM looks at the **Innovation Potential, Solution Orientation and Value Fit** of the aspirants, besides consistent academic performance and work experience for admission into its PGDM programs.

The intellectual capability of aspirants is now being tested through JAGSoM’s own Aptitude Test – **JAGMAT**, for the first time. **JAGMAT** consists of 3 sections which tests the English Language Proficiency, Quantitative Aptitude, and Logical Reasoning skills of Aspirants.

The **Admission Selection Process** at JAGSoM includes a unique **Group Exercise**. The 30-minute Group Exercise is conducted in groups of six to eight candidates each for assessing the solution orientation of the candidates. Candidates need to discuss and arrive at a consensus before giving a solution or performing the assigned task. The objective of Group Exercises is to assess each aspirant’s behaviour while performing the group activity, which has specific time and resource constraints. The Group Exercises evaluate the Teamwork, Communication and Collaboration skills of the Aspirants.

The Group Exercises are followed by an Interview with the Shoulder batch, as well as Interviews with Faculty, Industry executives and Alumni. The Interviews are aimed at understanding the aspirations and interests, including abilities such as design, music, sensitivity to nature, and other characteristics that they may possess.

ADMISSION OUTCOME – INCOMING PGDM BATCH OF 2022-24

The incoming batch of PGDM 2022-24 is composed of 36% women, with more than 40% of the batch having work experience in corporates. More than 20% of the Incoming PGDM Batch of 2022-24 has work experience above 1 year.

The incoming batch also has a good diversity in terms of their educational backgrounds, with more than 68% of the batch being non-engineers. 30% of the incoming batch hails from a commerce background and more than 20% of the batch has a bachelors’ degree in business administration.

The incoming batch at JAGSoM is a diverse group, hailing from 24 States across the country, with over 30% of the batch hailing from the eastern states and 29% of the batch hailing from the southern states.

SCHOLARSHIP FOR ECONOMICALLY WEAKER SECTIONS

JAGSoM has extended **full-ride scholarships** to Meritorious students in need and to students from Economically Weaker Sections (EWS).

The full-ride scholarships at JAGSoM include the waiver of Boarding and Lodging fees, in addition to the waiver of tuition fees.

LEARNER POTENTIAL MULTIPLIER AT JAGSoM



PROF. JAGDISH SHETH

Chairman, JAGSoM
Charles H. Kellstadt Chaired
Professor of Marketing,
Emory University

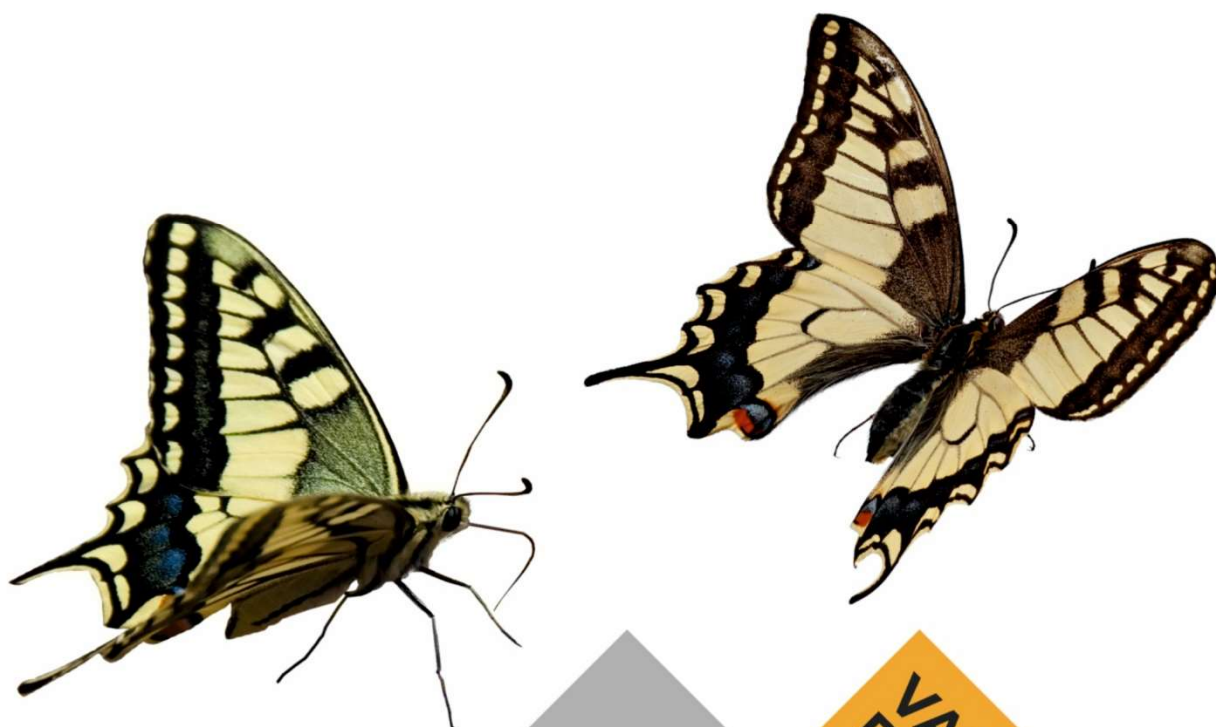
"If you take a rough diamond and polish it, a good diamond cutter creates ten to fifteen times its value. However, if you take a human being, mentor and nurture him or her, the value add is infinite. There is no resource as powerful as human resource."



LEARNER

LEARNER POTENTIAL MULTIPLIERS

Supervised Learning
Personality Enhancement Program
Outbound Leadership Lab
Purposing & Corporate Mentoring
Effective Execution
Social Immersion Program
Research Incubation
Design Thinking & Innovation Incubation
Industry Internship Program
Career Track
Request For Problem



**LEARNER
SUCCESS**

Career aligned
to aspiration

**USER
VALUE
IMPACT**

**VALUE
REALIZATION
FOR INDUSTRY**

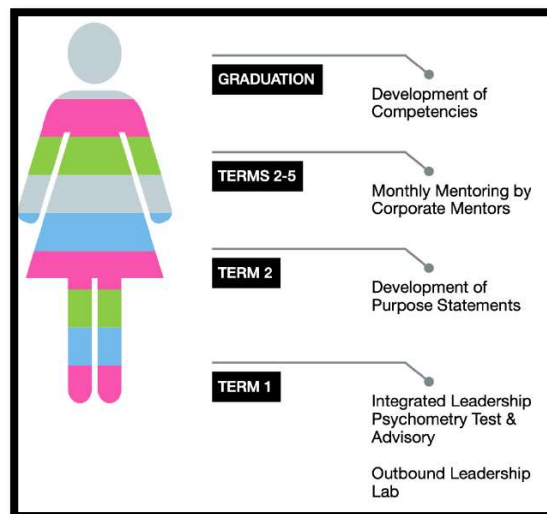
Skills aligned
to roles

HOLISTIC DEVELOPMENT

The mission of JAGSoM is to nurture holistic, socially responsible and continuously employable professionals.

The holistic development activities at JAGSoM consists of Outbound Leadership Lab (OLL), Integrated Leadership Psychometric Test, Development of Purpose Statements, and Monthly Mentoring by Corporate Mentors, leading to the development of required competencies.

The Outbound Leadership Lab (OLL) aims at helping students to discover their 'self'. The holistic discovery of the 'self' is based on psychometric diagnosis tests, where an 'Individual Development Plan' is created by experts for each student. This drives their self-development during their time at JAGSoM and beyond. The OLL consists of several interesting outbound team building and leadership activities, sports and fitness challenge activities. Students also got an opportunity to trek along with their batch mates as well as to bond with their new friends at a campfire night.



PERSONALITY ENHANCEMENT PROGRAM (PEP)

The Personality Enhancement Program is a life-skill and lifestyle-oriented course that addresses issues of wellness and essential skills, like communication, negotiation, and cross-cultural orientation, to groom a holistic individual.

The course looks at the projection of the personality through effective communication, physical wellness, cultivating a well-groomed exterior, developing managerial skills of negotiation, planning, execution, teamwork as well as critical skills like geopolitical awareness.

LIFESKILLS

In the Lifeskills module, training is given in various soft skills through the activities such as Email writing, Report writing, Presentation skills, Simulated Business Meeting, Sales Pitch, Extempore Speaking and Aptitude skills. Simulated placement practice with corporate recruiters at the end of each term improved student confidence in Personal Interviews and Group Discussions. Field Sales and the experience of working in the Kanyathon Company for the execution of the Kanyathon event enhanced the persuasion and negotiation abilities of students along with their planning, organization and execution skills.

LIFESTYLE

The Wellness program is a graded credited program running across 4 terms with multiple rounds of assessments against a plethora of Wellness parameters. The program encourages students to take part in sports competitions, and to build their team spirit. Participation in co-curricular activities like house competitions and inter collegiate competitions will also be counted in grades. Lectures on nutrition and mental wellness are also provided by experts on a regular basis.

S. No.	Skills	Before Intervention	After Intervention
1	Oral Communication	16.5% in Exemplary	39.7% in Exemplary (IIP)
2	Written Communication	11.0 % in Exemplary	36.2 % in Exemplary
3	Aptitude Skills	64.4% in Unsatisfactory	14.6% in Unsatisfactory
4	Wellness	11% in Exemplary 15% in Unsatisfactory	20% in Exemplary 6% in Unsatisfactory

EFFECTIVE EXECUTION

This course aims at enhancing the ability of students to address the challenges of collaboration, conflict resolution, timely and cost-effective execution of critical activities to achieve specific milestones in institution building activities.

There are 17 student committees at JAGSoM that take charge of various institution building activities and student activities at JAGSoM.

STUDENT COMMITTEE ACTIVITIES

JAGSoM has a number of student clubs and student committees involved in various institution building activities. Students at JAGSoM are involved in a number of activities including organising and participating in festivals, clubs and sports activities.

Glimpses of the student activities are showcased below.

MASTERCLASSES, WEBINARS & GUEST LECTURES

- The Analytics Committee conducted a webinar with Mr. Abhishek Mukherjee, AVP-Analytics at Deloitte on the topic – ‘How Analytics is driving the world of business’ on the 12th of January 2022.
- The Analytics Committee organized 4 guest lectures:
 - a) One of the guest lectures was with Mr. Rahul Kumar, Manager, Growth & Strategy, Accenture BPS, on the topic ‘Business Requirement Analysis’ on the 19th of March 2022.
 - b) The next guest lecture was organized with Mr. Raghavendra, Analytics & Intelligent Automation Leader, EY Global Delivery Services.
 - c) Another Guest Lecture on the topic – ‘Leveraging Technology Effectively for Today’s Business’ was organized with Mr. Sanjay Kumar, Regional Director, IIBA India on the 29th of March 2022.
 - d) A guest lecture on ‘Digital Transformation in Finance’ was conducted on the 2nd of May 2022 on the topic – ‘Digital Transformation in Finance’ by Ms. Sumana Ray, a Digital Transformation Consultant.
- The HR Committee organized the monthly corporate mentoring sessions at JAGSoM.
- The FinTech Committee at JAGSoM – FINSPIRE - organized an Alumni Interaction featuring Mr. Manimaran Ramakrishnan, a financial consultant in Sonata software.
- FINSPIRE Committee organized an ‘Industry Integration Series’ with Mr. Vijesh Iyer, a senior advisor to Startup CEOs on the 30th of November 2021 on the topic – ‘Career Opportunities in FinTech’.
- FINSPIRE Committee organized a webinar on Crypto and Blockchain with Mr. Sidharth Khatua, Senior Specialist at Gartner on the 18th of February 2022.
- PR & Media Committee organized a webinar on Digital Marketing to spread awareness on the basics of Digital Marketing and on the job roles available in Digital Marketing area.
- The Banking Committee organized a talk on dissecting the UNION BUDGET 2022 on Wednesday 23rd February 2022 with Dr. M Sharma, Chief Economist, Infomerics Ratings.
- The Banking Committee organized a talk on the topic - "Indian Rupee in Current International Scenario" with Mr. TCA Ranganathan, former CMD EXIM Bank of India on the 30th of March 2022.

FINSPIRE PRESENT



JAGSOM ALUMNI INTERACTION

MY EXPERIENCE AT JAGSOM WITH RFP

HOSTED BY CHANDAN PRASAD
FINTECH COMMITTEE

OCTOBER 16
SATURDAY 2-3 PM / ZOOM

FINSPIRE PRESENT



Mr. VIJESH IYER
(Senior Advisor to startup CEOs and interim lending officer: neobank, ex-Head of Risk - Paypal, ex-COO - LendUp, ex-CEO - Mission Lane)

CAREER OPPORTUNITIES IN FINTECH



HOSTED BY RONIT ROY
Student of PGDM BATCH (2020-2022)

OCTOBER 16
SATURDAY 2-3 PM / ZOOM

FinSpire JAGSOM Presents



FinTech

2 February, Wednesday
6:00-6:15 pm

FINSPIRE PRESENT



JAGSOM ALUMNI INTERACTION

MY EXPERIENCE AT JAGSOM WITH RFP

HOSTED BY CHANDAN PRASAD
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CAREER OPPORTUNITIES IN FINTECH



HOSTED BY RONIT ROY
Student of PGDM BATCH (2020-2022)

OCTOBER 16
SATURDAY 2-3 PM / ZOOM

FinSpire JAGSOM Presents



FinTech

2 February, Wednesday
6:00-6:15 pm

IC & KC COMMITTEE PRESENTS QUIZ COMPETITION

DATE: 22 MARCH 2022
TIMING: 10-10:10 PM
CERTIFICATES FOR TOP 3 WINNERS

"LIFE IS A MAZE DON'T JUST GAZE CHANGE YOUR PACE TO WIN THE RACE"



DATA ANALYTICS

"How Analytics is driving the world of business"

12 January, 2022 Wednesday
05:30 - 06:30 PM

Moderator :
Rakshit Srujan & Karimakshi Gupta

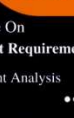


Mr. Abhishek Mukherjee
AVP Analytics, Deloitte

ESIC - BANKING PRESENTS'

INDIAN RUPEE IN CURRENT INTERNATIONAL SCENARIO

Date: 30th March 2022, Time: 04:00-05:15 PM




Mr. TCA RANGANATHAN
Formerly CMD, EXIM Bank of India,
MD, SBI

DR. RAJENDRA KUMAR SINHA
Professor & Chairperson,
Centre of Excellence in Banking, JAGSOM
Founder of iMBAAdvisor.com

Meeting Link: <https://jfm-edu-in.zoom.us/j/93266759769?pwd=RlJNblksQWp1WFJ2d2kxZWZkdzVtUQ10>

Meeting ID: 932 6675 9769
Password: 427029

JAGSoM Guest Lecture

"Leveraging Technology Effectively for Today's businesses"

Date: 29 March 2022, Tuesday
Time: 11:00 AM – 12:15 PM
Venue: Madan Lal Dhirga




Mr. Sanjay Kumar
(Regional Director, IIBA India)
SPEAKER

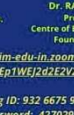
Dr. Sundar Raj Vijayanagar
(Professor, Digital Business)
MODERATOR

JAGSOM School of Management

19 March, 2022 Saturday
11:00 AM - 12:15 PM

Guest Lecture On
Decoding New Age Client Requirements

Business Requirement Analysis

MODERATOR
Dr. Sundar Raj Vijayanagar

SPEAKER
Mr. Rahul Kumar,
Manager, Growth & Strategy
(Accenture BPS)

JAGSOM School of Management

Guest Lecture On
DIGITAL TRANSFORMATION AND LEADERSHIP MINDSET

Speaker: Mr. Raghavendra Analytics & Intelligent Automation Leader EY Global Delivery Services

Moderator: Dr. Sundar Raj Vijayanagar Professor, Digital Business

25th March 2022, Friday | 12:30 - 1:45PM

Venue- JAGSoM (Veer Bhai Kotwal)



OTHER ACTIVITIES

- The Admission Student Committee conducted a total of 24 successful Admission Selection Process sessions, with some sessions consisting of more than 80+ students.
- The Admission Committee has also organized several interactive, gaming and cultural events for the incoming Batch of 2020-24.
- The Alumni Committee planted several saplings in the hostel grounds to celebrate International Forest Day 2022.
- The Intellectual Capital & Knowledge Capital (ICKC) Committee conducted several competitions including Crossword and Quiz competitions, along with releasing a weekly newsletter.
- The Banking Committee launched a special monthly magazine on the Banking Sector. Several issues and special issues have already been published and have garnered upwards of 10,000 views for each issue.
- The CSR Committee conducted several Shiksha Aadhaar classes for underprivileged students in the past year.
- The CSR Committee undertook a drive to setup cigarette butt accumulation stations to eliminate their improper disposal and to protect the environment.
- The CSR Committee launched a Female Menstrual hygiene awareness campaign to tackle this important issue. Apart from launching the campaign on social media, a drive was also undertaken to distribute female hygiene products to underprivileged sections of society.
- The CSR Committee also undertook a food distribution initiative for underprivileged children in Electronic city.
- The Cultural Committee organized the Onam festival in the campus, making 'pookkalams' and adorning the campus.
- The Cultural Committee celebrated Teacher's day on the 6th of September 2021, felicitating the JAGSoM faculty.
- The Cultural Committee hosted a Ganapati Pooja from the 10th to the 12th of September. On the 10th, 'Murti Sthapana' was held, along with other activities such as rangoli making, decoration, aarti, singing, and other associated events. 'Murti Visarjan' was performed on the 12th. The students enthusiastically participated in the celebration and had a good time. Aside from that, a bonfire was also set up at the hostel for the guests.
- The Cultural Committee organized a retro dinner night to welcome the PGDM and MBA students to a new phase in their lives with joy, laughter, music, dance, and good cuisine.

- The Cultural Committee organized an Ethnic Day event to promote diverse Indian cultures. Along with the ethnic day celebration, a treasure hunt event was created to provide a gaming element to the occasion.
- The Cultural Committee organized a Dandiya Night on the 13th of October in the college hostel to commemorate the event. The party began around 6:30 pm with a DJ and Garba. This was a special celebration for hostel residents, and special cuisine was prepared for the students in the cafeteria.
- The Cultural Committee also organized special events for Diwali, Christmas, Lohri and Basant Panchami.
- The HR Committee launched an 'Angel of the Day' prize to award the hardworking men and women of the hospitality and security staff at JAGSoM.
- The HR Committee organized an Article Writing Competition on 'Metaverse – The future of the Internet'.
- FINSPIRE – The FinTech Committee also launched a monthly newsletter called FinSpective: Perspectives from the FinTech world.
- The FINSPIRE Committee organized several competitions including Quiz Competitions and a Article Writing Competition on the Union Budget.
- The PR & Digital Media Committee launched a special Jagsomworld.com website to showcase all events and to showcase life at JAGSoM.
- The Banking Committee organized the BANK ON IT: ARTICLE WRITING COMPETITION. These prize-winning articles were published in BANK BLAST-Volume III, which received 10000+ views and a lot of appreciation from eminent corporate personalities and the leading academicians.







SPORTS ACTIVITIES



Students of JAGSoM begin their day with wellness and sports activities which keeps them healthy and fit.

A number of sports activities were organized and conducted in the past year.

A few select e-sports and sporting events held at JAGSoM are showcased below.

- Tug of War Competitions
- Table Tennis & Carrom Competitions
- Badminton Tournament
- Volleyball Tournament
- BGMI – Battlegrounds E-Sports Competition was held to identify online E-game talent and to showcase gaming skills.
- Cyclothon for Kanyathon 2022
 - A cycling race was introduced for the very first time during the Kanyathon 2022. The PEP and Sports committee brought in this innovative Family event that attracted many young cyclists.
 -



KANYATHON

Kanyathon is a student-driven Annual Charity Marathon and Sports Event that raises funds to uplift the lives of the girl child and for women empowerment. Kanyathon impacts the UN Sustainable Development Goals (SDG 1 'No Poverty' and SDG 5 'Gender Equality').

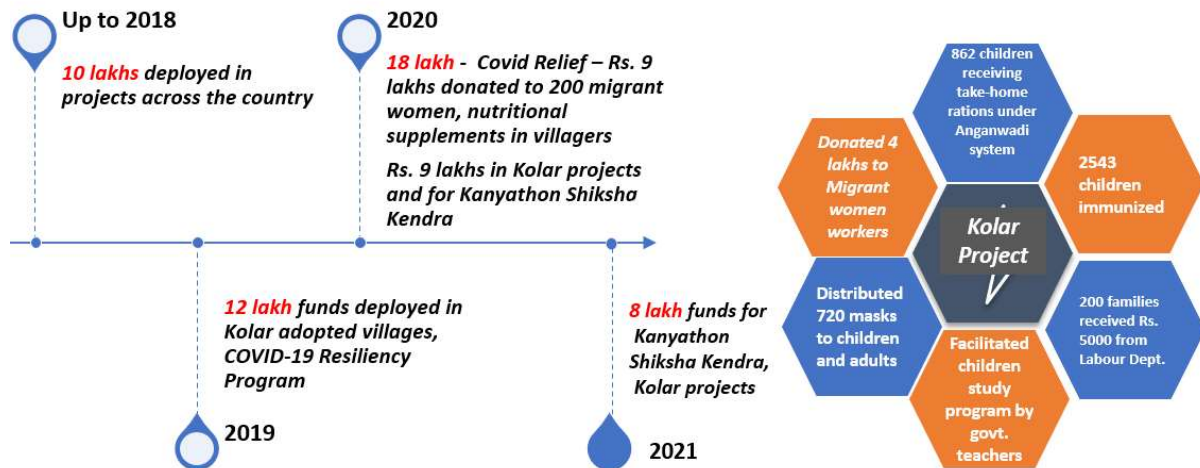
Kanyathon is also an innovative experiential program of integrated student driven activities, simulating a 'real time experiential business experience.' **The Kanyathon Company** has students working in department teams with CXOs, Associates and Volunteers to create the Kanyathon events.

Kanyathon has completed 11 editions and has seen remarkable growth from 600 to 10000 registrations. The pandemic in 2021 brought in multiple innovations, resulting in the birth of the **Kanyathon Virtual Run** and **E-Gaming** competition.



Kanyathon 2022, besides the physical marathon and virtual events, also introduced a Cyclothon.

	Registrations	Footfall (approx.)	Revenue	Expenses	Surplus Funds
2019	4000	3000	INR 36,00,000	INR 20,00,000	INR 16,00,000
2020	10076	6500	INR 46,00,000	INR 23,00,000	INR 23,00,000
2021	4500	1500	INR 40,00,000	INR 5,58,000	INR 34,42,000
2022	5663	2787	INR 41,59,400	INR 12,56,481	INR 29,02,919



IMPACT OF KANYATHON OVER THE YEARS

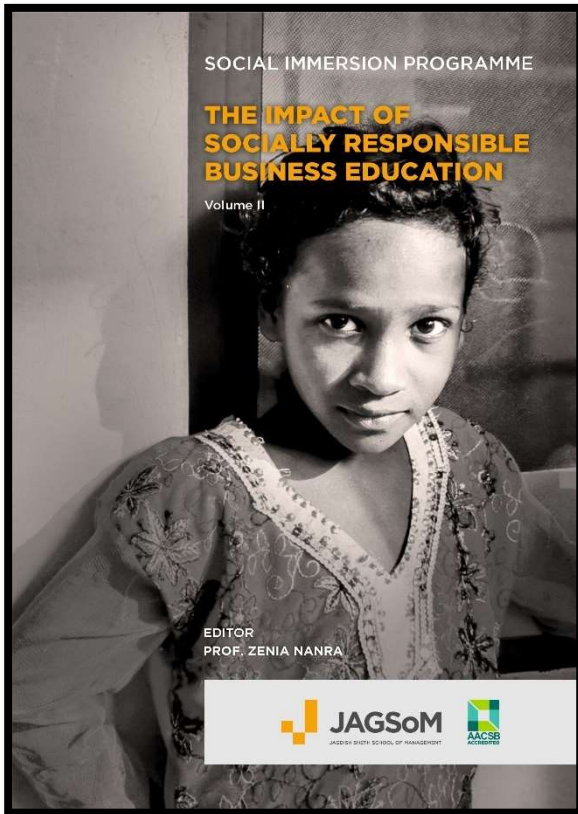
Kanyathon has donated INR **48 lakh** ever since its inception. The funds from the sales proceeds have improved the living conditions of the girl child of the villages in India and in the institution's adopted villages in Kolar under the Indian government's Unnat Bharat Abigyan scheme.

The Kanyathon Kolar Project

The Kanyathon Kolar project managed by our partner NGO - Child Rights and You (CRY), aided by our students, monitor, protect and promote child rights in the areas of health, safety and nutrition. The Covid Relief program in our Kolar projects brought about relief to the children. The Kolar team also monitored the vaccination of over 1939 adults in Kolar and KGF. The team also contributed to the renovation of Anganwadis, helped pregnant and lactating mothers and Anganwadi children receive home rations, helped child labourers, and identified severely malnourished children and got them medical help and treatment.

Funds are also deployed to setting up **Kanyathon Shiksha Kendras**; skill building digital centres in Rural India to empower young girls in essential skills to transform their lives. The first Kanyathon Shiksha Kendra (KSK) set up in Kolar, is working in collaboration with government schools and provides the children of classes 1 to 10 with subject practice sessions, computer practical sessions, digital literacy, and English conversational skills.





ISBN: 978-93-5627-617-8



SOCIAL IMMERSION PROGRAM (SIP)

Students undertake immersions with NGOs in rural areas and learn to design solutions for social problems through a Techno Economic Viability study, thereby enabling sustainable, socially positive, and measurable impact on UN Sustainable Development Goals. The objective of the Social Immersion Program (SIP) is to nurture social responsibility amongst students.



This year, a total of 14 SIP projects were carried out in association with the NGOs – Tamaala, Care-Bangalore, C.R.Y, Belaku Foundation, Bal Utsav and Eight Goals One foundation. Due to the COVID-19 Pandemic, Interactions were arranged online, for SIP groups to get first-hand insights about social issues and to develop empathy for the people affected by these issues. 2 student groups also visited the village Hunsur for their immersion.

The top 5 student-faculty white papers arising from the SIP were selected through blind review process. These were then compiled and edited by Prof. Zenia Nanra. The SIP White Paper Series: 'The Impact of Socially Responsible Business Education Volume II' was published and is set to be unveiled during the Convocation ceremony.



INNOVATION INCUBATION

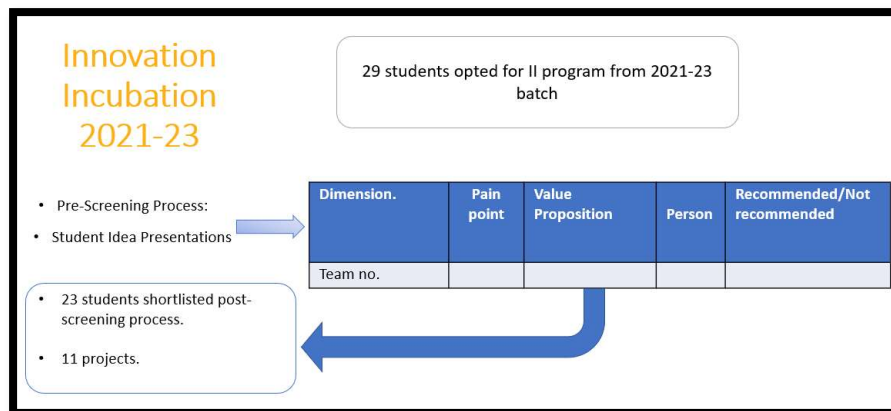
This program empowers participants to develop an entrepreneurial mindset and enables them to tackle business problems & challenges through creativity and innovation.

A total of 11 Innovation Incubation student projects from the 2020-22 Batch were presented in front of a jury comprising of entrepreneurs and practitioners.

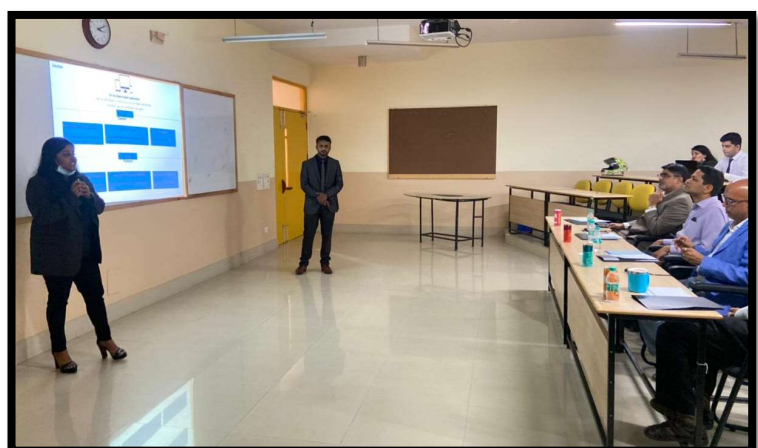
2 student projects were found to be feasible candidates for further mentoring by the jury. The 2 students – Tanuj Panchasara and Sabarish A have chosen to work on their respective ventures named 'WHY Water' and 'SVM Recycling' instead of opting for Internships & Placements.

The Edited Volume of 5 Cases derived from student startup project ideas titled 'Innovation Incubation: Anthology of Cases Volume 2' was compiled and edited by Prof. Kamalika Chakraborty.

The Edited volume was published and unveiled during the Founder's Day celebrations.



ISBN: 978-93-5607-569-6



LEARNER SUCCESS

THE RI-RFP-IIP INTEGRATED PATHWAY

Integrated Pathway for 'Learning by Solving'



There are 3 key Interventions that every student at JAGSoM's PGDM program goes through, as an integrated pathway:

1. RESEARCH/INNOVATION INCUBATION (RI/II):

Students work in small groups either on Research Projects or Start-Up Ideas, under the guidance of faculty mentors.

In the **Research Incubation** practice course, the focus is on research topics that impact practice where students get an in-depth understanding of various domains through sector and company analysis. The **Innovation Incubation** practice course is aimed at developing the entrepreneurial mindset of students and at providing them a structured path to creating and launching their own startups.

2. CAREER TRACK PROGRAM &

REQUEST FOR PROBLEM (RFP) PROJECT:

The same student groups from the Research Incubation and Innovation Incubation practice courses then move on to work on a live industry project in the Career Track program.

Students select a Career Track aligned to their professional goals and do a deep dive immersion to acquire the required competencies and critical skills to become industry ready.

Career Tracks are offered to students in **MarTech, Sales & Service, FinTech, Capital Markets, Banking, Business Analytics and HR-Digital Transformation.**

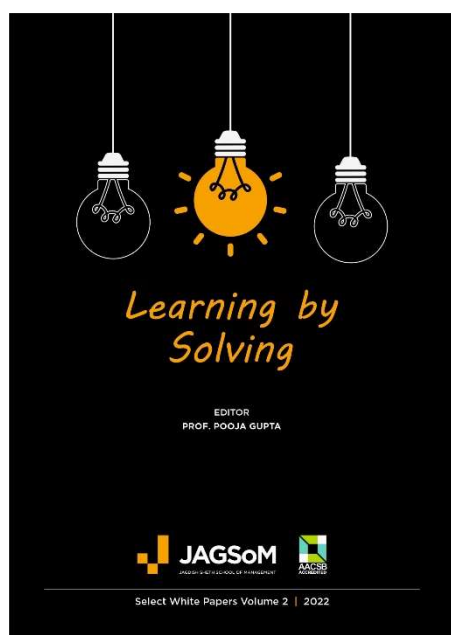
For more details, visit
the Career Track
Microsite:



The 'Request for Problem' (RFP) project is an integral component of the 'Career Track' Program.

Each year, JAGSoM invites industry partners to refer business problems that they are currently facing, which student consulting teams help to solve, each team being led by a fulltime faculty member (or an interdisciplinary team of faculty members).

Six shortlisted White Papers arising out of a total thirty three RFP projects were compiled into an Edited Volume titled '**Learning by Solving: Select White Papers Vol. 2**', which was edited by Prof. Pooja Gupta .



ISBN: 978-93-5627-299-66

The various Partner institutions for the Career Tracks & RFP projects are showcased below:

CAREER TRACK	PARTNER INSTITUTIONS	
MarTech	UNIVERSITY OF VIRGINIA	DARDEN SCHOOL of BUSINESS
FinTech	UNIVERSITY OF VIRGINIA	DARDEN SCHOOL of BUSINESS
Analytics	Capgemini	
CAREER TRACK	PARTNER INSTITUTIONS	
Sales & Service	AIM - PARASURAMAN CENTRE FOR SERVICE EXCELLENCE	
Capital Markets	QUANT INSTI GO ALGO	
Banking	IIBF	
Digital HR	LOGARITHM HR	

The final step in the pathway is a 4 and a half month long Industry Internship where the students intern with new-age companies to get hands-on experience.

The IIP is an intensive immersion, enabling the students to apply the domain knowledge acquired in Research/Innovation Incubation, Career Track and RFP projects, while also understanding real-world industry applications.

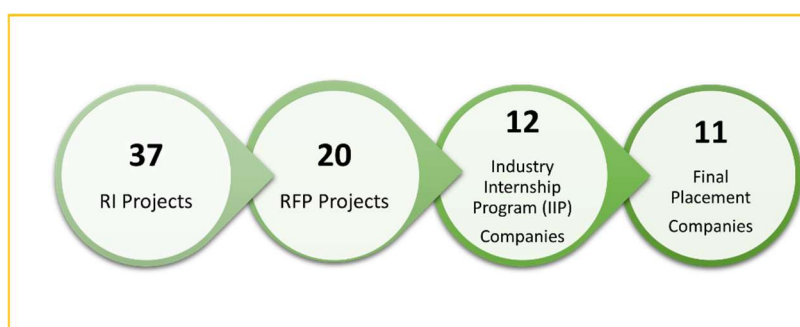
The students of JAGSoM secured 100% Internships in the last year.

The average stipend of JAGSoM students has risen by 42% with more than 60% of the students receiving Pre-Placement Offers (PPO) with their Internships. The highest stipend offered to students was INR 185476 per month and the average stipend offered was INR 39773 per month. 70+ companies participated in the recruitment process with 34% of the students being offered Internships by Information Technology and Services companies.

RI-RFP-IIP INTEGRATED PATHWAY – OUTCOME

In a testament to the effectiveness of the **RI-RFP-IIP Integrated Pathway**, the Research Incubation (RI) and the Request For Problem (RFP) projects of the PGDM 2020-22 Batch students led to Final Placements and Industry Internships in 11 Companies and 12 Companies respectively, where the Companies belonged to the same Industry sectors as the students' projects.

This is a clear demonstration of the Learner Potential Multiplier effect of the RI-RFP-IIP Integrated pathway, wherein students chose Industry Sectors and Roles that matched their Career Track Aspirations.



PATHWAY FROM RESEARCH INCUBATION (RI) to FINAL PLACEMENTS - SIMILAR SECTORS

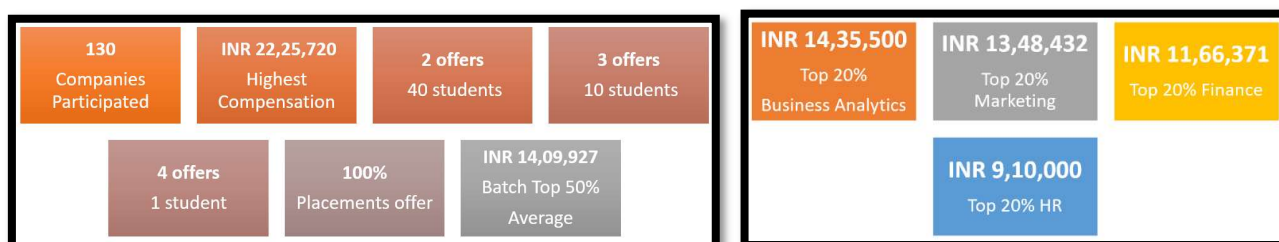
PLACEMENTS AT JAGSoM

The unique pedagogy of 'Learning by Solving' and the RI-RFP-IIP Pathway has resulted in a shift to an engagement driven approach to placement.

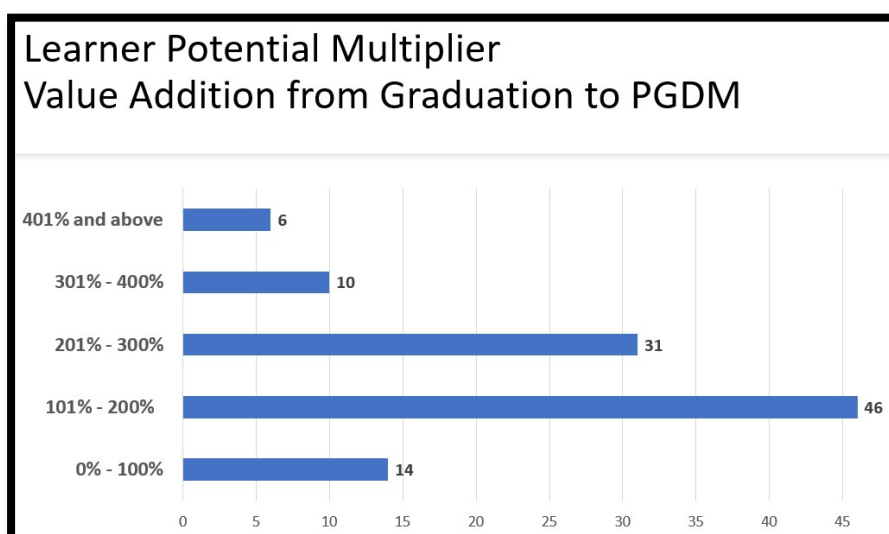
JAGSoM successfully completed the placement of the batch with a highest salary package of INR 22.25 Lakhs Per Annum CTC. The Average Compensation of the students stood at INR 10.58 Lakhs Per Annum.

The school saw the participation of more than 90+ recruiters with 40% of offers provided by the IT and ITeS sectors, followed by the Financial Services and Management Consulting sectors. JAGSoM students have clinched more than 240 jobs from leading organizations including ZS Associates, SAP Labs, IBM, Merkle Sokrati, Informatica, Decimal Point Analytics, Arcesium, BNY Mellon, Dell, Virtusa, Hexaware Technologies, Sonata Software, Wipro Digital, Aditya Birla Retail, Schneider Electric, and Brickwork Ratings, among others. JAGSoM students received multiple offers from companies with 30 students receiving 2 offers, 10 students receiving 3 offers and 1 student receiving 4 offers.

The top Job Roles offered to students were Consultant - Business Intelligence, Business Analyst, Analyst – Data Management, Business Strategy, Associate Analytics Consultant, Customer Success, Analyst - Hedgemark Risk, Strategic Capital Operations, Retail Lending - Operations, Analyst – Delivery Services, Project Management, Process Automation, Catalogue Lead, Digital Marketing.

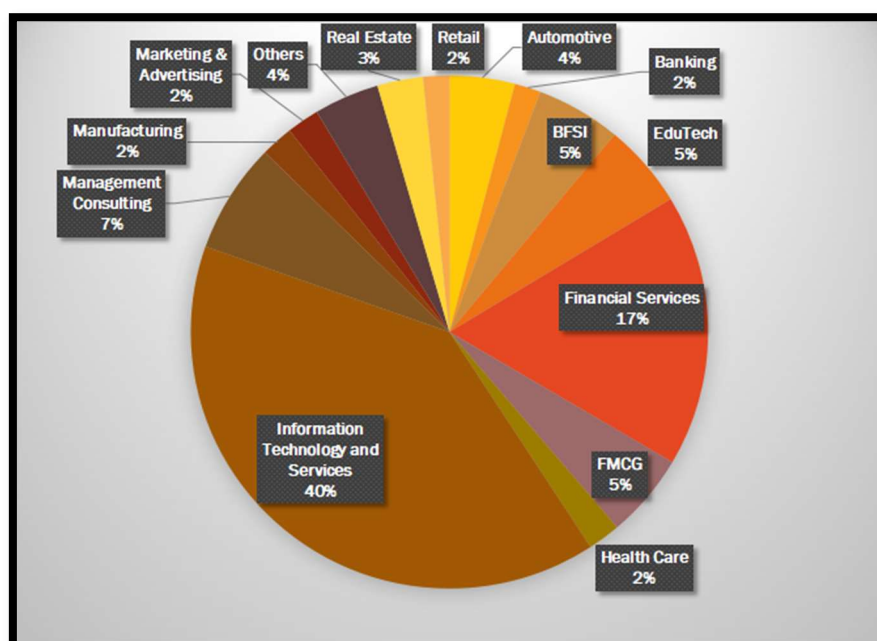


FINAL PLACEMENT HIGHLIGHTS – PGDM 2020-22 BATCH



TOP HIRING PARTNERS



SECTORAL BREAKUP OF PLACEMENTS

EVENTS

09th AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM

The biggest ever Doctoral Consortium in India with a global footprint was organized at Jagdish Sheth School of Management (JAGSoM) from the 25th to the 30th of June 2021

The Consortium attracted 80+ leading Marketing faculty of global repute across 20 countries including the Editors of 17 prestigious Marketing Journals.

The Consortium was attended by 156 Doctoral Scholars and Young Faculty from 14 countries across the globe. The participants of the Consortium represented premier institutions in North America including USA and Canada; South America including Argentina; the Middle East and Africa including Ghana, Nigeria, Egypt, Turkey, Israel, South Africa, the UAE; South East Asia including India, China, Taiwan, Singapore, Philippines, Japan; Europe including the UK, Italy, France, Portugal, Norway, the Netherlands; Eastern Europe including Kazakhstan as well as Australia and New Zealand.

The Doctoral Consortium was co-chaired by Prof. A ("Parsu") Parasuraman, Pro-Chancellor, Vijaybhoomi University, India & Emeritus Professor, James W. McLamore Chair Emeritus, University of Miami, USA and Dr. Atish Chattopadhyay, Professor of Marketing and Director, Jagdish Sheth School of Management.



CONFLUENCE 2022

JAGSoM's 8th edition of Confluence 2022 saw participation of more than 80 attendees from industry and academia. The event was attended by a galaxy of leaders from the academic and corporate world, including Chief Guest Dr. Bhimaraya Metri, Director IIM Nagpur, Prof. Vithala R. Rao, Emeritus Professor, Cornell University, and Dr. A. Parasuraman, Emeritus Professor, University of Miami and Pro-Chancellor, Vijaybhoomi University, among others.

Launching the Vithala R. Rao Center for Centre for Business, Prof. Vithala Rao spoke about the application of statistics and computer science in diverse business areas and the use of technology to solve social problems, increase food production, and achieve progress on the UN SDGs. He also highlighted the upcoming activities of the Vithala R. Rao Centre for Business Analytics and its focus areas.

Dr Bhimaraya Metri officially announced the ISDSI (International Society for Data Science and Innovation) - Global Conference 2022 which will be hosted by JAGSoM in December 2022. He also unveiled the Conference website and the tentative schedule.

This was then followed by a panel discussion amongst Mr. Avnish Sabharwal, Managing Director, Accenture Ventures & Open Innovation, Mr. Harish Sharma, Chief Information Officer & Chief Human Resource Officer, Toyota Financial Services, Mr. Prashanth A, Head of Marketing and Project House, Digital Mobility, Bosch, Mr. Vishwanadh Raju. Head- India Talent, Dun & Bradstreet Technology and Corporate Services and Mr. Tirupathi Rao Dockara, Chief Architect, Data, AI & ML, Capgemini on the topic – 'Data driven Innovation – Impact on Society'.



MILAN 2021

The Annual Alumni Meet – MILAN 2021 was organized at the Capitol Hotel, Bengaluru on the 4th of December 2021.

A few snapshots from the event are given below:



UPCOMING EVENTS

10th AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM

The 10th AIM-AMA-Sheth Foundation Doctoral Consortium hosted by JAGSoM is being co-chaired by Prof. A ("Parsu") Parasuraman, Pro-Chancellor, Vijaybhoomi University, India & Emeritus Professor, James W. McLamore Chair Emeritus, University of Miami, USA and Dr. Atish Chattopadhyay, Professor of Marketing and Director, JAGSoM, India & Vice-Chancellor, Vijaybhoomi University, India.

This year's Doctoral Consortium will feature more than 70 Leading Marketing Faculty from across the globe and will take place online on the Zoom platform from the 18th to the 23rd of June 2022.

The Agenda of the Consortium includes 6 Masterclasses, 6 other Plenary sessions, and 5 Parallel track sessions. The Consortium also features 3 'Meet the Editors' sessions where participants can meet journal editors from prestigious journals. We will also be having 3 Global Cafe sessions which provide a platform for Doctoral Students to present their research and to seek feedback, and 3 Global Lounge sessions which facilitate networking for participants across countries.

For more details, visit the
Doctoral Consortium 2022
Microsite:







10th AIM-AMA Sheth Foundation Doctoral Consortium
Global Marketing Consortium
June 18 - June 23
Venue: Online
FEATURING LEADING MARKETING FACULTY FROM ACROSS THE GLOBE
jagsom.com/dc2022

CO-CHAIRS



Prof. A Parasuraman
Pro-Chancellor,
Vijaybhoomi University, India
Mentor, AIM-Parasuraman
Center for Service Excellence,
Jagdish Sheth School
of Management, India



Prof. Atish Chattopadhyay
Professor of Marketing and Director,
Jagdish Sheth School
of Management, India
Vice-Chancellor,
Vijaybhoomi University, India

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Director of the Marketing (CMO)
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Co-Convenor, Doctoral Consortium



Prof. M. Sivagnanasundaram
Associate Professor and
Chairperson (Marketing)
Jagdish Sheth School
of Management, India
Co-Convenor, Doctoral Consortium

ISDSI – GLOBAL CONFERENCE 2022

Jagdish Sheth School of Management (JAGSoM) is hosting the **ISDSI (International Society for Data Science and Innovation) - Global Conference 2022** from the 27th to the 29th of December 2022.

The theme of the conference is **“Building sustainable businesses in the *phygital* world”**

The baton for carrying forward this prestigious three-day conference was handed over to Dr. Atish Chattopadhyay, Director, **JAGSoM** by Dr. Bhimaraya Metri, Director **Indian Institute of Management, Nagpur**, host institute for the ISDSI-G 2021 edition.

The legacy of this prestigious conference has been passed on by some of the renowned management institutes of India, namely, **SPJIMR, IIM Sambalpur and IIM Raipur** for the editions 2018, 2019 and 2020 respectively.



The ISDSI International Conference will witness discussions on **11 key tracks**:

- 1. Business Responsibility and Sustainability**
- 2. Artificial Intelligence**
- 3. Data Science Applications**
- 4. FinTech**
- 5. Industry 4.0**
- 6. Digital Economy**
- 7. Cyber Security for Business**
- 8. Innovation and Entrepreneurship**
- 9. Design Thinking**
- 10. Future of Management Education**
- 11. Future of Work.**

In the context of building successful *phygital* businesses enabled by data science and innovative practices and to ensure the sustainability of such businesses in the long run, the Conference will conduct theme-based workshops for faculty and doctoral students, parallel technical tracks, networking with senior scholars, Directors' Panel, Editors' Panel, Best Paper awards and many more.

For more details, visit the
ISDSI-G Conference
Microsite:



GRADUATING CLASS OF 2022

The 26th Convocation ceremony of JAGSoM will take place on the 28th of May 2022.

Seventy Four students of the PGDM 2020-22 batch, one student of the PGDM 2019-21 batch, and 2 students of the PGDM 2018-20 batch, along with 2 students of the PGDM Working Professionals (WPP) Program will graduate on the 28th of May 2022.

CONVOCATION CEREMONY AWARDS

The following awards are conferred on the top students:

PGDM PROGRAMME TOPPER



Neha Tewari

“My journey at JAGSoM was a roller coaster worth riding!

I was excited about the practice courses, activities and events right from the day of my interview.

While the courses taught me basics of my field, contributing to the HR committee, HR newsletter, Kanyathon and other teams helped me develop patience and perseverance which are the key skills required in corporate world. I am grateful for these past two years of my life.” –
Neha Tewari, PGDM 2020-22, JAGSoM.

DIRECTOR'S 2-YEAR PGDM HONOUR LIST



K. Deepakh



Aparajita Mukherjee



Situ Rani



Shagun Chandok



Karan C. Sagar



Deepshikha Das Gupta



Uma S



Aswath S



M Saiteja

ABOUT JAGSoM

Jagdish Sheth School of Management (JAGSoM) is amongst the first 6 business schools in India to be awarded the AACSB accreditation. JAGSoM PGDM (Marketing Major) and PGDM (Finance Major) were ranked in the 51+ band and the 101+ band respectively in the QS Business Masters Rankings 2021.

Programs at JAGSoM include:

1. PGDM: 2 Year residential Post Graduate Diploma in Management with the option to major in Marketing, Finance, HRM, Analytics & Digital Business.
 - a) PGDM (Marketing Major) - For those who wish to pursue a career in Marketing (with option of career tracks in MarTech or Sales & Service).
 - b) PGDM (Finance Major) - For those who wish to pursue a career in Finance (with option of career tracks in FinTech, Capital Markets or Banking).
 - c) PGDM (Analytics & Digital Business Major) - For those who wish to pursue a career in Business Analytics.
 - d) PGDM (HRM Major) - For those who wish to pursue a career in Human Resources Management (with option of career track in HRTech).
 - e) PGDM (with option of International Immersion) - For those who wish to pursue studies abroad at our international partner institutions.
2. PGDM Executive: For professionals with work experience with option to attend on-campus sessions during weekends or learn from home (LFH) online.
3. MBA: 'The Right Brain MBA' for new age professional roles that require creativity, innovation, design thinking and imagination at our picturesque campus at Karjat, near Mumbai.
4. BBA: A unique residential program with a curriculum that facilitates the process of self-discovery in the initial years and then preparing for a career in business with the benefit of co-learning with MBA participants and mentoring by faculty and industry practitioners.

Actively engaged in research and consulting, JAGSoM hosts several Centers of Excellence such as AIM-Parasuraman Centre of Service Excellence and Vithala Rao Centre for Business Analytics. JAGSoM is led by eminent board with globally acclaimed scholar Padma Bhushan Prof. Jagdish Sheth as the Chairman.

JAGSOM has four distinct anchors that support its overall educational philosophy:

- Grooming T-shaped professionals with a unique curriculum aligned to the needs of industry 4.0
- The program is delivered by domain specialist faculty, with professional experience in the industry.
- Global connects through partnerships with globally acclaimed business schools preparing for career tracks in new-age areas.
- Industry-connect programs to groom “Beyond Tomorrow” professionals.

For more information, visit the JAGSoM Website:



ANNUAL REPORT 2022



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Bengaluru 560 100, India. www.jagsom.com

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