

TODAY A READER TOMORROW A LEADER

# JIM CONNECT

E-Newsletter



FORMING RESPONSIBLE LEADERS

**Volume 2 Issue 7**

ST. JOSEPH'S INSTITUTE OF MANAGEMENT (JIM)

St. Joseph's College (Autonomous)

Tiruchirappalli -620 002

Tamil Nadu, India.

[jimconnect@jim.ac.in](mailto:jimconnect@jim.ac.in)

[www.jim.ac.in](http://www.jim.ac.in)

# Instinctive Thoughts

## Intelligence Quotient

The exploration of human intelligence began in the late 19th century —when it was found that high levels of energy and sensitivity distinguished people who are intelligent from those who are not. This inspired further research, and intelligence was quantified by a quotient called Intelligent Quotient (IQ). Intelligence has always remained a significant indicator of important outcomes in life. Despite its importance, there is a lack of agreement among theorists on what intelligence comprises. The theories of intelligence are two-fold, and they are (i) single intelligence theories based upon the unilinear construct of —general intelligence and (ii) the construct of multiple intelligences. Intelligence is viewed as comprising operations, contents, and products. There are five kinds of operations (cognition, memory, divergent production, convergent production, evaluation), six kinds of products (units, classes, relations, systems, transformations, and implications), and five kinds of contents (visual, auditory, symbolic, semantic, behavioural). Since each of these dimensions is independent, there are theoretically different components of intelligence. A concrete model of multiple intelligences was proposed by E.L.Thorndike . He developed a test of intelligence that consisted of Completion, Arithmetic, Vocabulary, and Directions test, known as the CAVD (Biographical Profiles, Human Intelligence). This was closely followed by Thurstone, who proposed a model of intelligence that consisted verbal comprehension, word fluency, number facility, spatial visualization, associative memory, perceptual speed, and reasoning. Supporting the multiple intelligences notion, Horn and Cattell suggested that there are two different kinds of intelligences called fluid intelligence (reasoning, memory, and information processing capabilities) and crystallized intelligence (information, skills, and strategies that people have learned through experience and can be used in problem-solving situations). Walters and Gardner suggested that people have seven multiple intelligences, namely verbal, spatial-kinesthetics, mathematical-logical, linguistic, spatial, interpersonal, and intrapersonal intelligences. Sternberg, who developed a triarchic model of intelligence, states that intelligence is the management of the internal world of the individual, external world of the individual, and the experience with the world that mediates between the internal and external worlds. It is seen from the above discussion that the domain of intelligence broadened from single factor to multiple factors.

**Dr S Anjali Daisy**  
*Assistant Professor*



# IAJU

## Universities towards Global Citizenship with Local Roots for Reconciliation and Justice

In his address at the Assembly of the International Association of Jesuit Universities (IAJU) on August 4, 2022 in Boston, Very Rev. Fr. Arturo Sosa SJ deliberates on the three forces, which has the tendency to reformulate the very basis of politics and democracy - populism, polarization and post-truth . Through populism, the support of common man is sought for a leader or a political party by exciting their emotions, rather than by values and policies. Populism projects an autocrat as an authentic person who represents the wishes and reflects the will of a common man. Populism paves the path for an autocrat to be in power; who proposes to retain power by polarizing the society. The autocrat expresses clearly the ideas and executes the agenda which cannot be doubted. The citizens and organizations that do not belong to the “fandom” of the autocrat are considered enemies to be neutralized or even eliminated. Rapid development and expansion of “social networks” has turned to be one of the key sources of feeding polarized public opinion, displacing the mediating function of media like newspapers, magazines, radio and television that have a culture of balanced information, fact-checking, and verification of the authenticity of sources. This poses a great challenge, given the characteristics and identity of our university communities, in confronting the post-truth of disinformation and the uncontrollable diffusion of fake news and conspiracy theories that distort reality. As universities whose identity includes the commitment to the mission of reconciliation and justice, we have the enormous responsibility of helping to distinguish the truth from the falsehoods used to justify autocrats who present themselves as the only authentic defenders of the people. For our universities, the challenge of participating in public life and offering political formation to the members of the university community includes promoting governance based on truth, strong institutions, and the rule of law. As university institutions with local roots and universal vision, we should promote a global citizenship that works to overcome the great social gaps of today’s world.

*Excerpts from IAJU*

**Dr Albin Lawrence & Dr S Manoharan**

The characteristic identity of Jesuit university institutions leads to finding meaning also in public life. It demands thinking seriously, in the dynamic of the Ignatian magis, about how to better contribute to the deepening and expansion of democracy, which is threatened today even in those countries in which democracy has a long tradition.



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

# Voice of JIM

## Tenacious

Sports and games are essential to develop the students physically as well as mentally. In addition to that, sports and games are known to develop the students holistically. They enhance the personality of individuals by imparting various traits in them. Sports boosts alertness, discipline, team spirit, mental ability, confidence and concentration of a student. It doesn't matter what kind of sports the students are playing and whether they are winning or not. Every sport always inculcates some amazing traits. I have been fond of sports from my school days, I am a volley ball player and enjoy the sport so much that I get into playing even in the middle of the day when I am not even on a holiday.

When I joined JIM, I was sure that I could continue playing volley ball, as there is a well maintained Volley Ball court in the premises, actually that was the first thing I noticed while I entered the campus. Sports in JIM is revered as it plays a key role in moulding the future responsible leaders. These give mental relaxation to the students from their hectic schedule that runs from morning 8 a.m. to 5.30 p.m. Every day students are given a chance to play various kinds of games in the evening. There is separate play area for every game with well-equipped sports utilities. Furthermore, JIM believes that sports develop students into well-balanced individuals that inculcates team spirit, imparts self-esteem and attitude, develops leadership qualities, and boosts their stamina.

Clearly, it is visible that in addition to acquiring fitness, students acquire different personality traits that help them succeed in their workplace as well as in their personal life. This regular practise of sports and games builds a "not easily letting go or giving up," attitude, which is required the most of any management graduate. I believe I have developed this mind set in JIM. The determination to achieve the goal that I have set for myself would be possible only with kind of attitude. I feel energized and fresh even at the end of the hectic day after a good volley ball match with my fellow mates.

**Akash Sundar S**

21PBA146



# JIM Asks

## Will the increase in the price of commercial vehicles, affect its sales?

This month, JIM conducted a survey to find whether the increase in the price of commercial vehicles, affects its sales. Almost 75% of the people agreed that sales of the vehicles may decline.



Recession is slackening the economic activity in India. India's largest commercial vehicle manufacturer announced that the prices of commercial vehicles will increase up to 2% from Jan 2023, the motor industry says that the price hike is mainly due to an increase in input cost that occurred due to cost pressure inflation that is, shortage of electronic components, which had a major impact on the production of vehicles. Vehicle prices in India have increased since the Covid-19 pandemic, the primary reason for the price hike being the supply chain bottleneck caused by the shortage of semiconductor chips which hiked the commodity prices.

The Russia- Ukraine war has made the situation worse by disrupting the automotive value chain and this discontinues production trade across the globe resulting in rise in input cost of production for manufacturing commercial vehicles. Inflation had its impact on shares that tumbled nearly 22% and hit more than a two-year low, this made the firm industry increase the car prices to record high.

“Among all the machines, motorcar is my favorite machine.”

Shine Smithu Sagaya Marry V  
22PBA216

# Social Cause

## Unemployment in India

Numerous economic problems rein India, and one of the main factors contributing to its struggling economy is unemployment. When a person has good education and is willing to work at a set wage but is unable to find a job, they are considered to be unemployed. The rate of unemployment is rising among all age categories on a daily basis. The 15-29 age group has a 3.8% higher unemployment rate than other age groups. According to projections from the International Labor Organization, the persistent issue of unemployment is getting worse. Due to social turmoil, some of India's human resources indulge in criminal acts or are found inactive.



### Reasons behind the unemployment

Government employment options are less plentiful than candidates. We frequently observe that there are far more candidates than needed for a single position. We can conclude that population growth is the primary factor causing unemployment. The job-seeker class is becoming more competitive every day, and it is obvious that if population growth is not curbed, the next generation will undoubtedly confront more challenging circumstances.

- 1) Unemployment is also caused by lack of technical skills and demanding educational requirements and financial considerations. Private educational institutions offer advanced talents that are far distant from those of the average person.
- 2) Our economy's growth is undoubtedly being hampered by a lack of fresh employment prospects.
- 3) The use of physical labour is replaced by increasingly sophisticated technology in many industries.

### Burning issues caused due to unemployment

Social instability may result from family and financial pressure to become independent. Young people are killing themselves because of mental disorders brought on by unemployment. Unemployed and destitute people are frustrated and indulge in criminal actions merely to provide for their food and shelter.

# Stocks Radar

## Nifty 50 2022 - Rewind

It's been a fairly good year for Indian stock market especially, when you juxtapose it against, what happened to global markets this year. The nifty 50 is up by 5% and when compared to other global indexes like S&P 500 is down by 18%, FTSE is up by 2.3% and Taiwan weight is by 3.5% (YTD), India is one of the best performances this year among the developing countries. When nifty gained only 5% up move, it's not a great performance but in the context of tremendous headwinds we saw this year the aggressive pace of rate tightening the Russia-Ukrainian war, so one could not imagine that the market would end up positive, so the reason why the Indian market has done so well compared to other global markets because there's a belief now that India will continue to grow at a faster clip compared to several other emerging economy, on the other hand developing market which is at very high risk of slipping into recession. So, sustainability of growth even in the face of an adverse global economic climate made the market perform well comparing the sector wise YTD Performance.

SECTOR	YTD
Nifty Auto	14.50%
Nifty Energy	13.30%
Nifty FMCG	18.60%
Nifty IT	-26.20%
Nifty PSU	67%
Nifty Media	-10.30%
Nifty Finserv	9.70%
Nifty Realty	12.20%
Nifty Metal	20.10%
Nifty Pharma	10.70%
Nifty Private Bank	20.70%

So, the nifty outlook for 2023 is to have a sustainable growth in spite of global factors, it is expected to reach 21000+ points end of the year and the retail investors will have good control of the market.

**Gopinath S**  
21PBA260



# Business Trends

## Data Driven Business World

In today's commercial environment, client data is crucial in gaining a competitive advantage. Customer data enables businesses to have a better understanding of their target market. Businesses analyze data on customer demographics, buying habits, and preferences, businesses then tailor their products and alter their marketing efforts to better meet the needs of their target audience. This brings customer satisfaction and loyalty and ultimately drives sales.

Customer data also enhances their operation and supply chain management by studying their customers' demand and supply patterns, allowing them to efficiently manage their inventory and manufacturing operations, lowering costs via increased efficiency. Using Customer data businesses find new chances for innovation and development by evaluating data on client demands and preferences. This leads to the evolution of new products and services that better meet market demands, giving these companies a competitive advantage.

Apart from this companies through the use of data analytics and machine learning lead their market. Businesses identify patterns and trends in large sets of client data, which leads to the creation of predictive models for forecasting customer behavior and identifying prospective growth possibilities. These prospective growth possibilities use the analytical tools which enhances the business by analyzing their customer data, some of them are:

- Google Analytics
- Tableau
- Power BI
- Mixpanel
- Looker

In conclusion, customer data is becoming increasingly significant in today's corporate environment since it gives useful insights into consumer behavior, preferences, and demands. Understanding this data allows businesses to make educated decisions that will help them better target their products and services to the correct audience, enhance customer happiness, and ultimately boost sales and income. As a result, companies that properly manipulate consumer data will have a considerable competitive edge over those that do not.

**Tony Richard W**  
21PBA226

# Know Your Domain

## Management Science and Decision Making

Mathematics has a pervasive influence on our everyday lives, and contributes to the wealth of the country. Operations Research belongs to the field of Applied Mathematics.



### Models of Operations Research

Linear Programming Model, Transportation Model, Assignment Model, Network Model, Game Theory, Queuing Theory, Simulation Model, Dynamic Programming Model, Replacement Model, Sequencing Model, Integer Programming Model, Non-Linear Programming Model, and Inventory Control Model.

### Scope of Operations Research

Agriculture, Industry, Military operations, Planning, Transportation, Hospitals, Marketing, Finance and etc.

Operations Research Models are used in

#### Operations

Minimize the Wastage, Maximize the Production, Minimize the Cost of Production and Maximize the Profit and etc.,

#### Inventory

Optimize the cost of holding the Inventory, Minimizing the Cost of Production and etc.,

#### Marketing

Maximize the Demand, Maximize the Sales, Optimizing the advertisement channels and etc.,

#### Finance

Optimum utilization of the money, Investment of Idle Cash and etc.,

#### Personnel

Optimizing the number of Human Resource within the organization, and etc., Even though this Operations Research Model is designed for Industry and now it is quite effectively utilized in all walks of life.

It is the quite effective tool in the hands of decision makers.

**Dr P Mariappan**  
Assistant Professor



# @ JIM



A new year prayer service to thank the Almighty for His guidance, and also to place all the forthcoming activities that are in store for the new year was organised on 4th January 2023.

From 17th to 21st January, two courses viz, Business Ethics and Business Analysis and Valuation were conducted for the II MBA students. These courses were handled by two experts Fr. Nelson D'Silva and Fr. Raja. Both with their Ph. D's from XLRI, in the respective areas and the vast experience of the eminent persons made the delivery rich and resourceful.



An MDP program on "Enhancing Skills" for the Health care workers of Neuro One Hospital was held on 21st & 25th January 2023. 40 health care employees participated and benefitted from the sessions that included communication skills, work culture and interpersonal skills.

An MDP program on "Enhancing Skills" for the health care workers of Sivasakthi Nursing home was held on 25th January 2023. 20 health care employees were trained by JIM faculty through the sessions that included communication skills, stress management, work life balance and understanding themselves.







JIM conducted an MDP program on "Strategic Leadership skills for Mid-Level Managers of Southern Railways " Trichy Division on 23rd and 24th January 2023. The input sessions included, work life balance, emotions, change management, dynamics of leadership, working performance, technological transformation, strategy and innovation, time management, group dynamics and conflict management.



JIM family came together on the evening of 25th January 2023. This family get together was meant to join and celebrate each other's presence as one JIM family. Faculty and staff of JIM graced the occasion with their family members. A grand dinner was organised for all the family members.

An orientation for the I MBA students on 'Approach in Internship from an Industry Perceptive' was conducted on 28th January 2023. Industry experts from various domains were invited to give the students an overview about what can be expected of them during their internship.







The International Conference on Dynamic Business Environment on 9th January 2023 had very good reach with overall more than 400 abstracts received from all around the globe. Key note speakers and delegates include eminent professors from John A. Walker College of Business, Appalachian State University Boone, USA.



Pongal festival celebrations began in JIM on 13th January, with Pongal making competition. Students dressed traditionally and participated in various fun games to mark the essence of the harvest festival. An authentic traditional lunch was served to all at the culmination of the celebrations.

Class II MBA B won the overall championship in the intra departmental sports competitions held between 10th and 12th January. Various sports events like Chess, Table Tennis, Carrom, Badminton, Dodge and Ring ball (girls), Throw ball(girls), Volley ball(boys), and Tug of War for both boys and girls were conducted.





# MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 621

இடுக்கண் வருங்கால் நகுக அதனை  
அடுத்தார்வது அஃதொப்ப தில்.

நாம் அறியாமலே நமக்கு ஒரு துன்பம் வந்தால்  
அப்போது மனம் தளராமல் மனத்துள் மகிழ்க; அந்தத்  
துன்பத்தைத் தோற்கடிக்க அம்மகிழ்ச்சியைப் போல்  
ஆற்றல் மிக்கது வேறொன்றும் இல்லை.

TRANSLATION

SMILE, WITH PATIENT, HOPEFUL HEART, IN TROUBLOUS  
HOUR; MEET AND SO VANQUISH GRIEF; NOTHING HATH  
EQUAL POWER.

EXPLANATION

IF TROUBLES COME, LAUGH; THERE IS NOTHING LIKE  
THAT, TO PRESS UPON AND DRIVE AWAY SORROW.

## EDITORIAL TEAM



M K S Mirithun Jayan | 22PBA211

M Kokilavarshini | 22PBA206

A Faizal | 22PBA140

J M Mahima Therese | 22PBA129

Rev Fr I Antony Inico SJ

*Administrator, JIM*

Ms Sahaya Restina James

*Assistant Professor*

