



Presentation by IIFT Faculty

- **Dr. (Mrs.) Vijaya Katti, Chairperson (Research)** was invited by Institute of Management and Research, Jalgaon to deliver lecture on “Recognizing Opportunities during Recession” at the National Business Conference on “The Innovation Edge: Upside of Recession” on 24 January 2009.



- **Dr. Rajendra Prasad Sharma, Associate Professor**, presented a paper in 8th International Marketing Trends Congress at Paris “Life Insurance Marketing in India: Leveraging the Strengths of Multi-Channel Distribution”. The same is slated for publication in the *Journal of Marketing Trends* (ISSN 1961-7798) (15-17 January 2009).
- **Dr. Basanta Kumar Sahu, Assistant Professor** presented a paper (with Shiv Kumar) on “Small Farmer’s Access to Markets for High-Value Agriculture Commodities in India” in International Workshop on “Policy Analysis for the Global, National and Local Food Systems”, sponsored and organized by Cornell University, USA and BAU at BRAC, Dhaka, 8-12 February 2009.
- **Shri Ranjit Goswami, Associate Professor** was invited to deliver a lecture on “E-Procurement” at the Seminar on “Re-engineering of the Procurement Processes for Enhanced Productivity” organized by IS Department of Indian Oil Corporation Ltd., Haldia on 14 February 2009.

- **Dr. (Mrs.) Vijaya Katti** was invited by The Institute of Chartered Accountants of India, New Delhi to deliver lecture on “Professional Opportunities in WTO Regime” at the Diamond Jubilee National Symposium on Professional Excellence & Enrichment organized at Bhilai on 15 February 2009.
- **Ms. Ruppal Walia Sharma, Associate Professor** presented a Case Study titled “Country of Origin Branding Approach: The Story of the Indian Tiger Prawn” (jointly written with Dr. Pinaki Dasgupta, Associate Professor and Ms. Jitarani Udgata, Research Fellow) at the Eleventh International Business Horizon Conference- INBUSH 2009 at the Amity International Business School, Noida. The conference was held from 25 -27 February 2009.
- **Dr. Basanta Kumar Sahu** presented a paper on “Agrarian Social Structure, Non-farm Activities and New Rural Class’ in National Seminar on Rural Transformation and Changing Agrarian Relations in India (ICSSR), MPISSR, Ujjain, 17-18 March 2009.
- **Dr. (Mrs.) Vijaya Katti** was invited by Institute of Information Technology & Management, New Delhi to give presentation on “Technovation in E-Learning” in the National Seminar on “Technovation in Education - 2009” on 25 April 2009, organized at Rajiv Gandhi Institute for Contemporary Studies, New Delhi.



- **Dr. Chandrima Sikdar, Assistant Professor** presented a paper on “A General Equilibrium Determination of India-Sri Lanka Bilateral Trade” in a two-day International Conference on “Globalization, Agglomeration and Inclusive Growth” organized by

the Department of Economics, Jadavpur University, Kolkata in collaboration with UNCTAD-India, New Delhi under the UNCTAD-DFID-GOI Project on Strategies and Preparedness for Trade and Globalization in India on 21-22 May 2009.

Seminars/Workshops/Symposium

- **Dr. Basanta Kumar Sahu, Assistant Professor** participated in International Conference on “Food Security in SAARC” organized by Konard Adenauer Stiftung, Germany and ICRIER, New Delhi, 23 March 2009.
- **Professor R.P. Datta** attended the “GMS E-commerce Workshop” which was held at Kunming, P.R. China on 3-6 June 2009, as an invited speaker and delivered a lecture on “Chance of E-Commerce Development under the Current Financial Crisis”. The objective of the workshop was to promote the development of e-commerce among related countries, discuss the various methods on how to tackle the current financial crisis and increase the pace of regional economic development. The workshop was organized by the All-China Federation of Industry and Commerce, in cooperation with Yunnan Provincial Chamber of Commerce of China in collaboration with the GMS Business Forum (GMS-BF), United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), China Electronic

Commerce Association and the Mekong Institute of Thailand (MI) with approval from the Ministry of Foreign Affairs of the People’s Republic of China. About 70 representatives participated including government officials, leaders of chambers of commerce, entrepreneurs of e-commerce companies from Cambodia, Laos, Myanmar, Thailand, Vietnam and China.

- **Ms Tamanna Chaturvedi** had participated in the workshop on Multicountry Observational Study Mission on Export Promotion of Agro Food Products (2-7 March 2009, Tokyo, Japan).



大湄公河次区域电子商务研讨会 2009年6月4日-6月6日 中国昆明 GMS E-Commerce Workshop June 4-6, 2009· kunming of china



Dr. Biswajit Nag, Associate Professor, was invited to give lectures at the ARTNet GMS Capacity Building Workshop on Competitiveness Analysis which was held in Hanoi, Vietnam on 3-5 June 2009 in partnership with the Asian Development Bank and Centre for Analysis and Forecasting, Vietnamese Academy of Social Sciences.

Centre for SME Studies in the spirit of co-operation with Swiss Agency for Development and Co-operation (SDC) offered its specialized expertise in research methodology at par with Ph.D students to meet the needs of research faculty at Vietnam University of Foreign Trade (VFTU).

The program was conducted at IIFT's New Delhi and Kolkata campuses between 20 April to 20 May 09. Dr. K.Rangarajan was the Program Director and Ms. Tamanna Chaturvedi was the Program Co-ordinator for this program. The objective of the Business Research



Methods training was to develop in participants the approach, skill and the attitude required to specify, evaluate and utilize business information for taking sound business decisions. The course intended to build enough of familiarity with the Business Research procedures to enable one to seek, understand, evaluate, and use research based information.



Publication by Faculty

Dr. Sheeba Kapil, Associate Professor

- Contributed Chapter titled, “Garnering Supply Chain Advantage through Mergers and Acquisitions: A Case of Telecomm Sector”, *Supply Chain Management for Competitiveness*, Macmillan Advance Research Series, 2008. ISBN 10:0230-63657-8, ISBN 13:978-0230-63657-6.
- Contributed Chapter titled, “Aviation Sector in India: Sustaining Competitive Advantage through Mergers and Acquisitions”, *Reshaping Business, Analysis & Solution*, Macmillan Advance Research Series, 2009. ISBN 10:0230-63826-0 ISBN 13: 978-0230-63826-6.
- Kapil, Sheeba and Kapil, K.N., “Role of SIVs in a Financial Crisis: The Citigroup Debacle”,

International Journal of Applied Management Science (IJAMS), ISSN (Online): 1755-8921 - ISSN (Print): 1755-8913, Volume 1 - Issue 3, pp. 247-276-2009.

- Case titled, The Citigroup: Role of Financial Innovation, registered with European Case Clearing House (ECCH-December 2008), Ref 108-056-1, TN Ref 108-056-2, 2008.
- Kapil, Sheeba and Kapil, K.N., “Shopping Atmospherics and Mediating Variables’ Role in Shaping Shopper’s Loyalty towards An Apparel Store in Modern Trade”, *Academy of Taiwan Business Management Review*, Volume 4, Number 3, December 2008, ISSN 1813-0534.
- Kapil, Sheeba and Kapil, K.N., “Consumer Behaviour in Stock Markets – A Behavioural Finance Perspective” *Pratibimba*, Vol IX No. 1, Jan-June 2009.

- Kapil, Sheeba and Kapil, K.N., “The Power of Cult Brands”, *Management Insights*, ISSN 0973-936X, Vol 4, No. II, December 2008.
- Kapil, Sheeba and Kapil, K.N., “Incredible India – Building a Country as a Tourism Brand”, *Management Edge*, Vol 2, No. 1, Jan-June 2009.
- Kapil, Sheeba and Kapil, K.N., “Sportspersons as Brands – Impact of Their Field Performance on Sports Spectator’s Conative Loyalty”, *Journal of Institute of Productivity & Management*, JIPM, Volume 9, Number 1, Jan.-June 2008.
- Kapil, Sheeba and Kapil, K.N., “Strategies of Corporate Rebranding”, *Samadhan*, Volume 11, July- December 2008.
- Kapil, Sheeba and Kapil, K.N., “Measuring and Encapsulating Brand and Endorser’s Personality”, *Journal of IMS*, Vol 5 No. 2, July-Dec. 2008, ISSN 0973-824X.

Mr. Debashis Chakraborty, Assistant Professor

- “Environment, Human Development and Economic Growth: A Contemporary Analysis of Indian States”, (Co-authored with S. Mukherji), *International Journal of Global Environmental Issues*, 9 (1&2), pp. 20-49, 2009.

Dr. Rajendra Prasad Sharma, Associate Professor

- “Human Resource: A Source of Competitive Advantage for India Inc.: The Alternative”, *Journal of Management Studies and Research*, Vol. VII, Nos. 1&2, October ’07-September ’08 ISSN 0973-0451.

Dr. Basanta K. Sahu, Assistant Professor

- “Agriculture & Poverty in Orissa: Some Observations during Post-liberalization Period”, *Vision*, Vol. XXVIII. No.4, Oct-Dec 2008 (with K.K. Tripathy).
- “Socio-Economic Disparity in Backward States: With Special Reference to Orissa”, in Y.S. Sisodia (ed.), *India’s Social, Economic and Political Development*, Rawat Publication, Jaipur.

Shri Rajiv Mohan Srivastava, Professor

- “Foreign Exchange Markets, Fiscal Policy and Monetary Policy”, *Yojana*, March 2009.

Dr. Biswajit Nag, Associate Professor

- “Gender Dimension in Regional Cooperation: Asian Experience”; published in the Gender and Trade Newsletter of Commonwealth Secretariat, Issue VI (Sept.-Dec. 2008). The article is available through http://www.genderandtrade.org/gtinformation/164143/179758/187287/187288/special_article/
- Integration of Small and Medium Sized Enterprises in International Trade and Production Networks: The Automotive Industry in Asia (co-authored), published in “Emerging Trade Issues for Policy Maker in Developing Countries in Asia and the Pacific”, ESCAP, 2009. http://ideas.repec.org/h/unt/ecchap/tipub2526_chap4.html

Faculty Participation in Discussion Forums

- **Dr. Basanta Kumar Sahu**, chaired a session on “Food Policy and Social Movements: Reflections on the Right to Food Campaign in India”, in international workshop on “Policy Analysis for the Global, National and Local Food Systems”, organized by Cornell University, USA and BAU in BRAC, Dhaka, 8-12 February 2009.
- **Dr. (Mrs.) Vijaya Katti** was invited by Indian Institute of Finance, New Delhi as discussant at a Seminar on “Monitoring European Flexicurity Policy with Composite Indicators” on 20 February 2009.
- **Shri Anil Kumar Kanungo** visited China and Hong Kong during 1-20 April 2009 where he held discussions on “China in the WTO: Implications for Textiles and Telecommunications” with various experts at Peking University, Tsinghua University, China, City University of Hong Kong, Hong Kong University of Science & Technology.
- **Dr. (Mrs.) Vijaya Katti** was invited by Apeejay Institute of Information Technology, Greater Noida to be a member on the Selection Committee. (5 March 2009).
- **Dr. (Mrs.) Vijaya Katti** was invited by Gyan Bharati School, New Delhi to act as a Judge in the Inter-School Commerce Festival “COM.CONCLAVE” on 18 April 2009.
- **Ms. Tamanna Chaturvedi** was invited by NABARD for discussion on “ Food Safety and Traceability” on 8 April 2009.