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Workshop on “Technology Exports”

IIFT's the Centre for International Trade in Technology (CITT) organized half-day Workshop on “Technology Exports” at the Institute’s premises on 22 April. Dr. Samir K. Brahmachari, Secretary, Department of Scientific and Industrial Research (DSIR) and DG, Council of Scientific and Industrial Research (CSIR) released the Compendium on Technology Exports (Vol. IX) and delivered the Inaugural Address. Shri K.T. Chacko, Director, IIFT, delivered the Welcome Address. Senior officials from DSIR and BHEL also spoke on the occasion. Dr. Brahmachari appreciated the efforts made by IIFT in bringing out this informative volume on Technology Exports.



Dr. Samir K. Brahmachari releasing the Compendium on Technology Exports. Shri K.T. Chacko, Director, IIFT (to his right). Shri R.R. Abhyankar, Scientist-G and Head of TPDU & RDI and Shri Ashwani Gupta, Scientist-G of DSIR (to his left).

Presentations by IIFT Faculty



Dr. (Mrs.) Vijaya Katti, Professor & Chairperson (Research) presented a paper on *India’s Regional Trade Agreements: Impact on Indian Economy* on 5 April 2010 as a part of the study conducted for ASSOCHAM. The study was conducted by the team comprising Dr. Vijaya Katti, Dr. Sunitha Raju, Chairperson (ICCD) & Prof. R.S. Ratna, WTO Centre. The study imparts deep insight on aspects of India’s select Trade Agreements with Sri Lanka, Korea & ASEAN and their impacts on manufacturing sector in particular.

Dr. Satinder Bhatia, Professor & Chairperson (GSD) presented a paper on *IFRS and Financial Frauds* at the “Global Management Conference” held at Bali (Indonesia) during 27 April-1 May 2010.

Dr. Sunitha Raju, Professor & Chairperson (ICCD) gave presentation on the following:

1. *Measurement of Support to Agriculture in India: An Analysis Based on PSE* in the “Workshop for Research on Agricultural Policies in Asia” sponsored by The Kyushu University, Fukuoka and APO, Tokyo (19-21 January 2010).
2. *ASEAN-India FTA: Emerging Issues for Trade in Agriculture*, CDS-IIFT-UNCTAD FTA Presentation, Trivandrum, 5 February 2010.

Dr. Jaydeep Mukherjee, Assistant Professor gave presentations as below:

• **International**

- (i) Nag, B. and J. Mukherjee (2010), *Cointegration between Exports and Imports in the Presence of Multiple Structural Breaks: Evidences from Indian Economy*, accepted for presentation at “6th APEA Annual Conference”, Hong Kong during 8-9 July 2010.
- (ii) Chakraborty, D; J. Mukherjee and T. Sinha (2010), *Evidences of Multiple Endogenous Structural Breaks in the Current Account and Capital Account Balance: Implications for Indian Economy*, accepted for presentation at “2nd International Conference on Applied Economics and Time Series Econometrics”, IBS Hyderabad, held during 16-17 April 2010.

• **National**

- (i) Nag, B. and J. Mukherjee (2010), *Sustainability of Trade Deficit in the Presence of Endogenous Structural Breaks: Evidences from Indian Economy*, Golden Jubilee Conference of the Indian Econometric Society during 4-6 March 2010 at Jammu University, Jammu.

Shri Deepak Bhatnagar, Head, Centre for International Trade in Technology (CITT) was invited at the International Conference on Business Vision 2020, organized by the Acharya’s Bangalore B-School on 15-16 April 2010. For the Conference a paper, titled *Technology—A Driving Force for Global Trade*, was contributed by the Team Members of CITT comprising S/Shri Madanlal (Consultant), Ajay Chauhan (Research Fellow), Pravin Jadhav (Research

Fellow) and Deepak Bhatnagar. This paper was presented by Shri Deepak Bhatnagar at the Conference and published in *Perspectives on Business Vision 2020*, brought out by the Acharya’s Bangalore B-School on this occasion.

Shri Deepak Bhatnagar, gave a presentation on *Nurturing Innovation in SMEs: Idea to Product-Experiences from TIFAC and IIFT* in the Seminar on “Lean Manufacturing for SMEs” for participants from 7 BIMSTEC countries organized by Indian Council of Small Industries at Kolkata during 25-26 February 2010.

Dr. Niti Nandini Chatnani, Associate Professor presented a paper titled *Women’s Empowerment through Microfranchising* presented during Technical Session of INBUSH 2010 organized by Amity International Business School from 24 to 26 February 2010. This paper has been published in *Amity Global Business Review* Vol. 51, No. 3, February 2010.

Dr. Debashis Chakraborty, Assistant Professor presented a paper on *Entry, Competitiveness and Exports: Evidence from Firm Level Data of Indian Manufacturing* (Co-authored with A. Barua and C.G. Hariprasad) at Centre for International Trade and Development Conference on “Growth and Development: Future Directions for India”, during 23-24 April 2010, JNU, New Delhi.

Dr. Debashis Chakraborty presented a paper on *Is there any Relationship between Environment, Human Development, Political and Governance Regimes? Evidences from a Cross-Country Analysis* (Co-authored with S. Mukherjee), at “46th Annual Conference of the Indian Econometric Society”, during 1-3 March 2010, University of Jammu.

Dr. Bibek Roy Chaudhuri, Assistant Professor presented a paper titled *SHG-Bank Linkage - A District-level Analysis*, at the “Development Conference” organized by Jadavpur University, Kolkata on 5 February 2010.

Ms. Ruppal W. Sharma, Consultant presented a paper titled *Impact of Communication Cues on Brand Attitude and Association with Brand, Across Different Age Groups : An Experimental Analysis*, at the “9th International Marketing Trends Conference” organized by ESCP Europe during 21-23 January 2010. The paper was co-authored with Dr. Pinaki Dasgupta, Associate Professor.

Dr Ashim Raj Singla, Assistant Professor presented papers on:

- *Challenges in ERP Implementation* at the National Seminar on “Modern Trends and Techniques in Computing” organized by School of Computer & Systems Sciences, Jaipur National University on 30 March 2010.
- *Future Business Architecture Challenges* (Co-authored with Ashish Seth) at “2nd International Conference on Innovative Practices in Management and Information Technology for Excellence” at MAIMT, Jagadhri on 8 May 2010.

Shri Anil Kumar Kanungo, Editor, presented a research paper titled *India’s Overseas Investment in Africa—An Initiative for South-South Cooperation* in “International Conference on ARC-APFRN Trade and Industry History, Trends and Prospects Signature Event 2009” at Australian National University (ANU), Canberra, Australia during 18-19 November 2009.

Shri Pravin Jadhav, Research Fellow, presented a paper on *Determinants of Foreign Direct Investment in Food Processing Sector: Evidence from Indian Economy* at the National Conference on “Impact of Foreign Direct Investment on Indian Economy”, organized by Loyola College during 10-11 February 2010 at Chennai.

Faculty Participation in Discussion Forums

Dr. (Mrs.) Vijaya Katti, Professor & Chairperson (Research)

- Chaired a technical session and delivered a lecture on *Global Economic Challenges & India* in a seminar organized by Shyam Lal College in Delhi University on 5 February 2010.



- Delivered a lecture on *Asian Economic Groupings & Prospects for Indian Corporate* at New Delhi Institute of Management on 27 March 2010.
- Delivered a lecture on *Role of Women in Economic Development of the Country* in GAIL on 8 March 2010.
- Invited by German Development Institute, Bonn to be an Impetus Note Speaker for the *Energy Working Group* in Managing Global Governing Partner Conference in Bonn, Germany on 13-16 April 2010.

Shri Deepak Bhatnagar, Head CITT attended the Kick Off meeting for the EU sponsored *India Gate Project* at Bangalore on 2-5 February 2010. All the 7

partners from EU and India for this project participated and the action plan was finalized. The project coordinator from Italy for the “India Gate Project” along with other EU member country participants were invited to IIFT on 10 March 2010 for an interaction session with faculty. The EU team gave a presentation on research opportunities for IIFT faculty in the FP-7 programme. A bench-marking workshop on “India Gate Project” was organized on 11 March at Claridges Hotel. Senior officials from the European Union as well as officials from DST, DSIR, EIRC Bangalore participated. Discussions were held on opportunities for European researchers in India.

Shri Deepak Bhatnagar talked on *Technology Transfer Issues* in the workshop on “Improving Competitiveness for SMEs through Technology Transfer”, organized by ASSOCHAM on 3 March 2010.

Dr. Biswajit Nag, Associate Professor was invited to deliver special lectures as per details given below:

- *Regional Integration and International Production Network: A Case Study of Indian Automobile Industry*, presented at “ARTNet workshop” on 3 March 2010, New Delhi.
- Panelist for the Session: *Regional Concerns and Initiatives: Border Policy and Transport Management Issues*, at “Regional Consultations on Enhancing Intra-regional Connectivity” organized by Friedrich Ebert Stiftung/AMDISA, at New Delhi, 15 February 2010.
- *Understanding the Basic Issues of WTO and Trade Policy* to university faculty at Kathmandu, Nepal, 28-30 December 2009.



- *FTAs and its Impact on SMEs in India*; presented at Indian Institute of Management, Lucknow on 21 December 2009.
- *Efficient Mechanism of Trade Data Exchange among South Asian Members of APTA* presented

at the “35th Standing Committee Meeting of APTA” at Seoul, Korea Rep., 12 December 2009.

- *India’s Trade and Investment Environment* to participants from Milano Business School at IIM Lucknow, Noida campus on 9 November 2009.
- *General Agreement on Trade in Services and its Implication* to participants from The Institute of Chartered Accountants of India on 12 November 2009.
- *Trade and Poverty: Understanding the Linkage* to international participants at TERI on 26 November 2009.

Dr. Jaydeep Mukherjee, Assistant Professor conducted a session on *Balance of Payments* as part of 8-Day Training Programme on International Trade for Indian Revenue Service Probationers at NACEN Complex, Sector 29, Faridabad during 7-16 April 2010.

Seminars/Workshops/Symposium

Shri Deepak Bhatnagar, participated in the following seminars:

- Seminar on “Global Economic Crisis: Back to Keynes” organized by FICCI on 4 January 2010.
- “7th IP Summit” at Le Meridien Hotel, New Delhi on 15 February 2010.
- Global Summit on “Higher Education” organized by CII at India Habitat Centre on 16 February 2010.
- Conference on “Building Infrastructure: Challenges and Opportunities” at Vigyan Bhawan, New Delhi on 23 March 2010.
- “Higher Education Summit 2010” at Claridges Hotel, New Delhi on 9 April 2010.
- “Roundtable on Education” organized by CII-National Committee on Education with Mr. James B. Steinberg, Deputy Secretary of State, USA on 21 April 2010.
- “National Conference on Climate Change Ensuring Energy Security and Meeting the Challenge of Climate Change” on 28 April 2010 at Sheraton Hotel, New Delhi.

Dr. Prabir K. Das, Associate Professor attended National Conference on “Inclusive & Responsible: The Next Face of India Inc.”, on 24 March 2010, India Habitat Centre, New Delhi.

Dr. Justin Paul, Associate Professor conducted a case study development workshop for university teachers at ISM University, Lithuania on 2 March 2010.

Dr. Jayanta Kumar Seal, Associate Professor attended a Workshop on “Quantitative Finance” organized by IGIDR, IIT Kanpur and Lally School of Management and Technology, USA in Mumbai during 17-20 December 2009.

Dr. Bibek Roy Chaudhuri, Assistant Professor participated in the “Research Methodology Workshop, DRS-I (UGC-SAP)” organized by Kalyani University, as a reviewer of papers submitted for discussion (25 March 2010).

Dr. Sweta Srivastava Malla, Assistant Professor

- Attended Case Analysis Workshop conducted by ECCH at Institute of Productivity & Management, Ghaziabad during 15-17 December 2009.
- Attended workshop on “Rorschach Inkblot Technique” organized at Lalit Kala Academy, New Delhi during 2-5 December 2009.

- (iii) Attended Elective Course for Management Teachers' Programme on "International Business Strategy" at IIFT, New Delhi during 17-22 May 2010.

Ms. Sonu Verma, Consultant

- (i) Attended a National Conference on "Free Trade Agreements: Impact on Indian Economy" organized by ASSOCHAM on 5 April 2010, New Delhi. Hon'ble Union Minister of Commerce and Industry, Shri Anand Sharma in his address emphasized the need for India's continual economic engagement with global trade, reasons of preferential trade agreements and the vision to explore new markets and look beyond traditional export destinations.
- (ii) Attended seminar on "Transaction Costs: How to Make Doing Business in India Easier" organized by Federation of Indian Chambers of Commerce and Industry on 27 April 2010 in New Delhi. Hon'ble Minister of State for Commerce and Industry, Shri Jyotiraditya Scindia who inaugurated the seminar is also chairing the task force set up for strategizing and building an effective mechanism to reduce transaction costs faced by the Indian business community. The objective of seminar was to reach out to and sensitize the stake holders, trade and industry with a view to obtaining feedback and suggestions.

Dr. Niti Nandini Chatnani, Associate Professor attended a seminar on "De Risking Indian Economy: Commodity Futures and Options" organized by FICCI and MCX in New Delhi on 12 March 2010.

Dr. Rajendra Prasad Sharma, Associate Professor participated in the Conference on "Marketing Engineering Workshop for Marketing Instructors" at the Indian School of Business (ISB), Hyderabad on 5 March 2010. The workshop was offered by Professor Gary Lilien, Research Director, Institute for the Study of Business Markets at Pennsylvania State University, USA. (*see photo*)

Shri Madan Lal, Consultant at CITT participated in the National Seminar on "New Trends in Packaging of Fresh and Processed Foods for Domestic & Export Markets", organized by All India Food Processors' Association on 9 April 2010 at New Delhi. It was stated in the Seminar that for the last 15 years, quite a number of new technologies, both in processing and packaging, have emerged to address some consumer trends that concern regarding freshness, shelf life and overall health of the consumer.

Dr. Pinaki Dasgupta, Associate Professor attended "CWCD (Case Writing and Course Development) Workshop" at Harvard Business School during 7-13 February 2010.



Publications by IIFT Faculty

Dr. Biswajit Nag, Associate Professor

1. “Bilateral Trade and Investment between India and China: Measuring Relative Competitiveness in Each Other’s Market” (2009) co-authored, published in *Foreign Trade Review*, Vol. XLIV, No. 2, July-Sept.
2. “Dispute Settlement Mechanism and Its Implication”, published in *Focus WTO*, Vol. 5, No. 5, Jan.-Feb. 2010.

Dr. Sheeba Kapil, Associate Professor

1. Kapil Sheeba, “Commodity Trading Advisors for Indian Commodity Markets”, *International Journal of Emerging Markets*, Vol. V, No. II, 2010, pp. 124-137.
2. Kapil Sheeba, “Study on the Effect of Futures Trading on Spot Prices”, *SCOUR*, Vol. III, No. I, 2009.
3. Kapil Sheeba, Case titled, “Satyam: the Story of Truth”, *European Case Clearing House* (ECCH-July 2009), Ref 109-015-1, TN Ref 109-015-8, 2009.
4. Kapil Sheeba, Case titled, “Brand Mahatma: From Gandhi to Gandigiri”, *European Case Clearing House* (ECCH-July 2009), Ref. 509-035-1, TN Ref 509-035-8, 2009.
5. Kapil Sheeba and Kapil K.N, “Asset Valuation of Banks in Mergers Using Real Option Method”, *Taiwan Business Management Review*, Vol. 5, No. 1, 2009.
6. Kapil Sheeba, “Need For CTAs and CPOs in the Commodity Market post Financial Crisis” accepted for presentation & publication at the International Conference on Business Economics, Management and Marketing held in Paris, France during 24-26 June 2009, World Academy of Science Engg. and Technology, WASET.
7. Kapil Sheeba and Kapil K.N., “From Nano Enterprise to A Mega Brand: A Journey of Lizzat Papad”, *SEDME*, Vol. 39, No. I, 2009.
8. Kapil Sheeba, “The Role of Structured Investment Vehicle (SIVs) in the Financial Crisis”, *Masterstroke*, Vol. 5, No. IV, 2008.

Dr. Justin Paul, Associate Professor

1. Released 3rd edition, *Business Environment–Text & Cases* by Justin Paul, McGraw-Hill, April 2010.

Dr. Debashis Chakraborty, Assistant Professor

1. “Trade Potential for SAFTA Countries” (Co-authored with D. De and R. Chatterjee), in S. Soz and R.N. Srivastava (Eds.), *SAARC: Emerging Challenges*, Foundation for Peace and Sustainable Development, New Delhi, 2010, pp. 135-154.
2. “Is there Any Relationship between Environment, Human Development, Political and Governance Regimes? Evidences from a Cross-Country Analysis” (Co-authored with S. Mukherji), *MPRA Paper No. 19968*, Munich, 2010.
3. “Is there Any Relationship between Economic Growth and Human Development? Evidence from Indian States” (Co-authored with S. Mukherji), *The Indian Economic Review*, 7(1), pp. 80-89, 2010.

Dr. R.K. Singh, Associate Professor

1. Singh R.K., Garg S.K. and Deshmukh S.G. (2010), “Competitiveness of SMEs in Globalized Economy: Observations from China and India”, *Management Research Review*, Vol. 33, No. 1, pp. 54-65.
2. Singh R.K., Kumar P. and Gupta V. (2010) “Fuzzy Statistical Approach for Vendor Selection in Supply Chain”, *International Journal of Logistic Systems and Management*, Vol. 6 No. 6, - Forthcoming.

Dr. Ashim Raj Singla, Assistant Professor

1. “Challenges in Enterprise Information Systems Implementation: An Empirical Study”, *Enterprise Information Systems and Implementing IT Infrastructures*, Business Science Reference (IGI Global), Hershey, USA, pp. 195-208.

Shri Anil Kumar Kanungo, Editor

1. “Experiences of Recently Acceded Member Countries to WTO”, *Focus WTO*, Vol. 11 No. 3, Sept.-Oct. 2009, IIFT, New Delhi.
2. Reviewed Prof Jagdish Bhagwati’s book *Termites in the Trading System – How Preferential Agreements Undermine Free Trade*, Oxford University Press, New Delhi; in the Journal, *International Studies*, School of International Studies, JNU, published by Sage, Vol. 46 Nos. 1 & 2, January & April 2009.