



Indian Institute of
Foreign Trade

RESEARCH NEWSLETTER

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Presentations by IIFT Faculty

- **Ms. Ruppal W. Sharma, Associate Professor** presented a paper titled "A Study of Variance in Attitude towards Ad Across Tweenagers to Adults", at the 4th IIMA Conference on Marketing in Emerging Economies, Ahmedabad, 5-7 January 2011.
- **Dr. Saikat Banerjee, Associate Professor** presented a paper on "Effectiveness of E-Promotion in Emerging Economies: A Study on Factors Influencing Scope and Acceptability of E-Detailing as a Pharmaceutical Marketing Communication Tool in India" (Co-author: Sampada Dash) at 4th IIMA Conference on Marketing in Emerging Economies, 5-7 January 2011. *(Photo below)*
- **Dr. Jayanta Kumar Seal, Associate Professor** presented a paper on "Modelling Volatility of Major Stock Indices Pertaining to Developed and Emerging Markets" (Co-author: Dr. P.K. Das, Associate Professor) at the International Conference organized by Indian Institute of Management, Kolkata, 10-12 January 2011.
- **Dr. Deepankar Sinha, Associate Professor** is presenting a paper titled "The Impact of Cost of Logistics in Pricing of Goods for Global Markets: A Pricing Framework" at the 3rd Conference on Excellence in Research and Education-2011, IIM Indore, 13-16 May 2011.
- **Dr. Deepankar Sinha** presented a paper titled "Improving Quality & Availability of Coal: Import Options & Limits to Import" at Symposium on Improvement in Quality & Availability of Coal: Present & Future Options, CCAI, Kolkata, 2 February 2011.
- **Dr. Deepankar Sinha** was invited as a speaker at Plenary Session and presented a paper titled "Dimensions of Changing Directions of Trade - A System Dynamics Framework" at International Conference on India-Canada Trade and FDI Bilateral Flows: Performance, Prospects and Proactive Strategies, 10-11 January 2011.
- **Dr. Deepankar Sinha** presented a paper titled "Dynamics of Coal Import in India: A System Dynamics Study", at 4th Annual International Conference on Management & Social Welfare Issues: Contemporary Perspectives, Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata, 13-14 January 2011.



- **Dr. Deepankar Sinha**, presented a paper titled “Reducing Cycle Time in Supply Chain Management and Logistics for Value Addition in SME Sector of BIMSTEC Countries in Competitive Economy” at 5th International Seminar of BIMSTEC, Kolkata, 25-26 February 2011.
- **Dr. Basanta K. Sahu**, Assistant Professor presented a paper on “Household Risks and Microinsurance in India: Analysis of Field Data”, at the National Conference on Inclusive Growth & Microfinance Access, Faculty of Management Studies, Banaras Hindu University, Varanasi, 29-30 January 2011.
- **Dr. Bibek Ray Chaudhuri**, Assistant Professor presented a Concept Paper titled “Foreign Capital Flows and MFI Performance” at the Annual Conference of Global Development Network (GDN) at Universaid Los Andes, Bogota, Columbia, 15 January 2011.
- **Dr. Bibek Ray Chaudhuri** presented a paper titled “Demand and Supply Factors in the Regional Disparity of Micro Credit in India”, at India Development Foundation, Gurgaon, 25 March 2011.
- **Dr. Mridula S. Mishra**, Assistant Professor presented a research paper titled “I Believe More in Print Advertisement; I Believe Less in the TV Advertisement” A Study on Efficacy of HIV/AIDS Advertisement on Indian Youth (Co-author: Dr. Paromita Goswami) at the 4th IIMA Conference on Marketing in Emerging Economies, Ahmedabad, 5-7 January 2011.
- **Shri Pratap Mohanty**, Assistant Professor presented a paper on “Level of Dependence of Rural Poor on CPRs: The Role of Non-Market Institutions in India” at the National Seminar on “Economic Development and Rural Poverty in India”, Utkal University, Bhubaneswar, 28-29 March 2011.
- **Shri Pratap Mohanty** presented a paper on “Why are Non-Market Institutions Important for

CPRs in Rural India? A Cross States Analysis”, at the International Conference on “Relevance of Policy Reforms on Development: Challenges before Emerging Economics”, at DSW, JMI, New Delhi, 24-26 February 2011.

Seminars/Workshops/Symposium



- **Dr K. Rangarajan**, Professor & Head (IIFT Kolkata Centre) was invited as a speaker at the FICCI MSMEs Summit 2011, “Vision 2020: Policies for a Dynamic Framework of MSMEs”, 15 February 2011, New Delhi. *(Photo above)*
- **Prof. Rohit Mehtani** was invited as a panelist and a guest speaker by the Amity University, Gurgaon, at a Seminar on Business in BRICS on 18 February 2011. Prof. Mehtani presented a paper on “BRICS and the Global Economy in the Aftermath of Crisis”.
- **Prof. Rohit Mehtani** conducted a programme on ‘Cross Cultural Management’ on 22 March 2011, for the officers of Ministry of Finance from the Republic of Bangladesh. The programme was aimed at developing the cross-cultural sensitivity and the international negotiation skills of the senior civil service officers of Bangladesh.

Faculty Participation in Discussion Forums

- **Shri Deepak Bhatnagar, Head (CITT)** attended the Interactive Session with Italian Infrastructure & Energy Delegation to India, organized by FICCI, New Delhi, 22 March 2011. **Shri Pravin Jadhav, Research Associate** also attended the interactive session.
- **Prof. Rohit Mehtani** delivered a lecture on “Political Economy of WTO Negotiations” for the officials from the countries in the process of accession to WTO. The programme was conducted by the Centre for WTO Studies in collaboration with the Indian Technical and Economic Cooperation Programme and the Department of Commerce, Government of India, 2 March 2011.
- **Prof. Rohit Mehtani** has written a strategy paper for the Sports Goods Export Promotion Council (SGEPC). The paper is intended to help the Council in formulating the strategy for international business development of the sports goods and toys sector.
- **Prof. Rohit Mehtani** has been appointed as Advisor (International Business Development) by the Sports Goods Export Promotion Council on an honorary basis.
- **Dr. Justin Paul, Associate Professor** delivered keynote address at the inaugural session of the International Conference on Global Financial Crisis—Opportunities & Challenges, Udaipur, 13 January 2011.
- **Dr. Justin Paul** delivered plenary address as part of International Conference on Canada-India Bilateral Business and Diplomacy, organized by Federation of Gujarat Industries, MS University of Baroda in association with Government of Canada, 10 January 2011.
- **Dr. Bibek Ray Chaudhuri, Assistant Professor** won the Second Prize in the Category “Japanese Award for Outstanding Research on Development”, at the Annual Conference on Global Development Network (GDN), at Universaid Los Andes, Bogota, Columbia, 15 January 2011. *(Photo below)*
- **Dr. Bibek Ray Chaudhuri** was invited to deliver a lecture on “Foreign Capital Flows and Financing for Development”, at a one-day State-level Conference on Issues in Global Capital Flows and Development organized by Economics Department, University of Kalyani, West Bengal, 4 February 2011.



Publications by IIFT Faculty

Dr. Pinaki Dasgupta, Associate Professor

- “India-Italy: Directions in FDI Inflows and its Impact on the Future of Trade between Two Countries” (Co-authors: Alberto Onnetti and Massimo Cortili), Ceres Centre, Insubria University, sponsored by PWC-Italy, January 2011.

Dr. Ranjit Goswami, Associate Professor

- India’s Aspirations and Hysterias in Light of Imperialists Anonymous and WikiLeaks
- Bizarre Indian Priorities, Policies and Media
- WikiLeaks Cables Put Indian Media Under Further Trial (this already features in New Media and Society Blog at Cornell)

(The above articles are published online under Blogger News Network, which follows Search Engine Optimization and comes under Google News.)

Dr. Justin Paul, Associate Professor

- Justin Paul, Eva De Groot (2010), “Strategic Planning at Brisbane Airport”, *Asian Case Research Journal*, National University of Singapore & World Scientific, Vol. 14, Issue 2, pp 1-29 (This is part of Social Science Citation Index)
- Justin Paul and P. Bawsar (2011), “Japanese Acquisitions in India’s Ranbaxy”, *Competitiveness Review*, Emerald Journal published by American Society for Competitiveness, Vol. 21, Issue 3, 2011 (Accepted with Best Case Study award) ISSN 1059-5422 www.emeraldinsight.com/cr.htm
- J. Paul and C. Ferroul, (2010), “Louis Vuitton in Japan”, published by Harvard Business Publishing in *Harvard Business Review* as well as on the Harvard website: <http://hbr.org/product/louis-vuitton-in-japan/an/910M67-PDF-ENG?Ntt=Justin+Paul>

DNA-Star Innovative B-school Awards

Innovation is a crucial element in every Business School Leadership and Development. B-Schools who continuously nurture and innovate new ideas tend to secure a significant position in the academic world. DNA (Daily News & Analysis) and Stars of the Industry Group presented Innovative B-school Awards on 12 February 2011 at Mumbai. IIFT has been conferred with award on *Innovation in Building Academic & Industry Interface*. The award is in recognition of leadership, development, marketing of an institute and industry interface of Business School. Star News National B-School Awards were conferred on select institutions at Mumbai. IIFT was honoured with one more award, i.e. *Industry Related Curriculum in International Business*. Dr. (Mrs.) Vijaya Katti (Professor & Chairperson-GSD), represented IIFT at the award function and received the awards.

http://cb.hbsp.harvard.edu/cb/web/search_results.seam?ConversationId=1014261&N=4294923048

Dr. Deepankar Sinha, Associate Professor

- “A Framework for Developing Simulation Model for Container Yard Capacity Planning: A System Dynamics Approach”, *Logistics Today* (by Asian Council of Logistics Management), April 2011.
- “Container Yard Capacity Planning: A Causal Approach”, *IIFT Working Paper Series*, April 2011.

Dr. Basanta K. Sahu, Assistant Professor

- Sahu, B.K. (2011), “Household Risks and Microinsurance in India: Analysis of Field Data”, in H.S. Mathur (ed.), *Inclusive Growth and Micro-finance Access*, (Macmillan Advance Research Series), Macmillan Publisher, New Delhi.