



Indian Institute of  
Foreign Trade

# RESEARCH NEWSLETTER

NO. 13

NOVEMBER 2011

## Industry Stakeholders' Consultation on India-Israel Free Trade Agreement Negotiations



New Delhi, 8 November 2011



Bangalore, 11 November 2011



Mumbai, 5 December 2011

The Indian Institute of Foreign Trade at the request of Ministry of Commerce and Industry, Government of India organized industry stakeholders consultation on the ongoing India-Israel Free Trade Agreement negotiations on 8 November 2011 at IIFT-Delhi; on 11 November 2011 at The Capitol Hotel, Bangalore; and on 5 December 2011 at World Trade Centre, Mumbai.

## Presentations by IIFT Faculty

- **Dr. R.K. Mitra, Registrar** submitted a paper on “Towards Validation of Key Success Factors of E-government Initiatives” (Co-author: Dr. M.P. Gupta, IIT Delhi) at 8<sup>th</sup> International Conference on E-Governance (ICEG-2011) at Institute of Management, Nirma University, Ahmedabad during 17-18 October 2011. The paper has been awarded as the Second Best Paper at the Conference.
- **Dr. Deepankar Sinha, Associate Professor’s** paper titled “The Impact of Cost of Logistics in Pricing of Goods for Global Markets Considering the Income and Substitution Effect: A System Dynamics-based Pricing Framework” has been accepted at the International Marketing Conference to be held at IIM Lucknow on 12-14 January 2012.
- **Dr. Bibek Ray Chaudhuri, Assistant Professor** presented a paper titled “Manufacturing Sector in West Bengal: Advantages and Potential”(Co-author: A. Roy Chowdhury) at the 2<sup>nd</sup> National Seminar on Annual Survey of Industries organized by Central Statistical Organisation, Government of India, Floatel, Kolkata on 17 October 2011.
- **Dr. Debashis Chakraborty, Assistant Professor** presented a paper on “EU-India Bilateral Trade and Investment Agreement: Opportunities and Challenges” (Co-author: A. Kumar) at IIIrd India-EU Forum on Effective Multilateralism 2011, Indian Council of World Affairs, New Delhi during 27-28 September 2011.
- **Ms. Sonu Verma, Consultant at the level of Assistant Professor** presented a paper titled “Empirical Analysis of RCA for Selected Commodities of India *vis a vis* World” at the National Seminar on Future of Financial Markets held at Centre of Management Studies, Jamia Millia Islamia University, New Delhi on 5 September 2011.
- **Shri Vineet Gupta, Ph.D. Scholar** presented a paper titled “A Critical Review of Contemporary Business School Education in the Indian Framework” at the International Conference on Quality in Higher Education: Challenges and Opportunity in India held at Patna during 20-21 October 2011.
- **Jinusha Panigrahi, Research Associate** presented a paper titled “Constraints in the Choice of Courses and Institutes: Impact on Access to Higher Education” at the Annual Conference-2011 of Comparative Education Society of India (Rethinking Education Policy) held at Hyderabad Central University, Hyderabad during 16-18 November 2011. ●

## Faculty Participation in Discussion Forums

- **Shri Deepak Bhatnagar, Head (CITT)**, gave a Lecture on “Technology Diplomacy”, at CUTS International in Jaipur on 14 November 2011.
- **Dr. Pinaki Dasgupta, Associate Professor** was invited by the Development Commissioner (Handlooms) to present on the topic “Market Prospects for Handlooms in International Trade” as a part of a Seminar organized by Development Commissioner (Handlooms) on “Strategies to Promote Handloom Exports” in Varanasi on 13 October 2011. Smt. Rita Menon, Textiles Secretary alongwith DC (Handicrafts) and DC (Handlooms) presided over the function.
- **Dr. Bibek Ray Chaudhuri, Assistant Professor** delivered lectures to Agriculture Department officials on Anti Dumping and Countervailing

Measures, Non-Agriculture Market Access (NAMA) and Export Potential and Performance of Agriculture and other Rural Products as a part of NIRD Off-Campus Training Programme on “WTO and Agriculture” in collaboration with SIPRD, Kalyani (14-18 November 2011) at SIPRD, Kalyani, West Bengal on 16 November 2011.

- **Shri Madan Lal, Consultant** delivered a talk on “Demands for Handicrafts” at a Seminar on Export Marketing: Challenges Ahead and How

to Overcome Them and Tapping Markets. The Seminar was jointly organized by the Export Promotion Council for Handicrafts, National Centre for Design and Product Development and India Trade Promotion Organisation on 15 November 2011 during the 31<sup>st</sup> IITF, New Delhi.

- **Jinusha Panigrahi** attended a Special Talk by Prof. Joseph Stiglitz on the topic “Global Financial Crisis and its Implications for an Orthodox Economics” organized by CESP, SSS, JNU, New Delhi on 1 November 2011. ●

## Seminars/Workshops/Symposium

- **Shri Deepak Bhatnagar, Head (CITT)** and **Shri Pravin Jadhav, Research Associate** attended the Seminar on Decade of Innovation: India @ Year 1: A Journey towards Innovation Driven Economy at New Delhi on 16 November 2011.
- **Shri Deepak Bhatnagar** and **Shri Pravin Jadhav** attended the Release Function of the Report of the National Innovation Council by Dr Manmohan Singh, Hon’ble Prime Minister of India at New Delhi on 15 November 2011.



- **Shri Deepak Bhatnagar** and **Shri Pravin Jadhav** attended Finland-India Innovation Symposium 2011 and official inauguration of FinNode India, Finnish Innovation Network in India at New Delhi on 27 September 2011.

- **Dr. Gautam Dutta, Associate Professor** organized Third Orientation Workshop on Effective School Management for Principals of CBSE Affiliated Schools at IIFT, Kolkata during 19-23 September 2011.

- **Dr. Deepankar Sinha, Associate Professor** was invited as a speaker at the Seminar on Trade Performance & Potential of North Eastern States and the Role of DGCIS, and presented a paper on “Logistics Issues Related to Border Trade” at Dispur, Guwahati (Assam) on 12 August 2011.

- **Dr. Bibek Ray Chaudhuri, Assistant Professor** attended a Two-Day Workshop on Structural Equation Modelling in Assessing Reliability of the Psychological Test, organized by Psychology Research Unit, Indian Statistical Institute, Kolkata during 17-18 November 2011.

- **Shri Madan Lal, Consultant** attended the National Seminar on Role of Standards in Promotion of Technical Textiles, jointly organized by the Ministry of Textiles, BIS and the FICCI in New Delhi on 30 November 2011. On this occasion a *Compendium on Standards in Technical Textiles Sector* was released by the Textile Secretary Mrs. Rita Menon. ●

## Publications by IIFT Faculty

### Dr. Gautam Dutta, Associate Professor

- European Case Clearing House (ECCH), “Indian SUV ‘Scorpio’ Takes on Global Players in US Market” – Case-Reference No. 511-086-1. The case focuses on the challenges faced by Indian multinational Mahindra and Mahindra International (M&M) in preparing its sports utility vehicle ‘Scorpio’ in United States of America.

### Dr. Saikat Banerjee, Associate Professor

- “Effectiveness of e-Detailing as an Innovative Pharmaceutical Marketing Tool in Emerging Economies: Views of Health Care Professionals of India” (Co-author: Sampada Dash), *Journal of Medical Marketing: Device, Diagnostic and Pharmaceutical Marketing*, Vol. 11 No. 3 pp. 204-214, 2011 (A Sage UK publication).

### Dr. Deepankar Sinha, Associate Professor

- “The Impact of Cost of Logistics in Pricing of Goods for Global Markets: A Pricing Framework”, *Indore Management Journal*, special issue, refereed proceedings of Excellence in Research and Education Conferences (EREC), 2011.
- “International Logistics Cost: Port Perspective – A Case on the Port of Kolkata”, published in Proceed in International Conference on Management Cases, 1-2 December 2011.

### Dr. Pinaki Dasgupta, Associate Professor

- “Implications of Revenue Model for Social Networking Sites and Beyond”, eighth working paper (No. MA-11-08), IIFT Working Paper Series. The working paper is made available internationally through the Ideas-Repec archive.

### Dr. Debashis Chakraborty, Assistant Professor

- “Effectiveness of e-Detailing as an Innovative Pharmaceutical Marketing Tool in Emerging Economies: Views of Health Care Professionals of India” (Co-author: Sampada Dash), *Journal of Medical Marketing: Device, Diagnostic and Pharmaceutical Marketing*, Vol. 11 No. 3 pp. 204-214, 2011 (A Sage UK publication).
- “South Asian Move towards Greater Connectivity Integration: Challenges and Opportunities” (Co-author: A. Bhattacharyya), in S. Soz, R.N. Srivastava and S. Gupta (Eds.), *SAARC: Trade and Investment Scenario*, Foundation for Peace and Sustainable Development, New Delhi, 2011, pp. 33-54.
- “The Three-pronged Strategy of India’s Preferential Trade Policy - A Contribution to the Study of Modern Economic Treaties” (Co-authors: J. Chaisse and B. Nag), *Connecticut Journal of International Law*, 26(2), 2011, pp. 415-455.
- “India’s Growing Presence in Health Services Trade: Challenges and Policy Options” (Co-author: A. Dilwaria), *Taiwanese Journal of WTO Studies*, 20, pp. 1-45, 2011.
- “The Trajectory of the Indo-ASEAN Trade: FTA and Beyond” (Co-authors: D. Sengupta and P. Banerji), *Taiwanese Journal of WTO Studies*, 20, pp. 131-180, 2011.
- “Economic Growth, Human Development and Protection of Common Property: Cross-State Analysis of Forest Sector in India” (Co-author: S. Mukherjee), in A.U. Khan (Ed.), *Common Property Resources Management: A Focus on Forestry*, pp. 61-73, Academic Foundation, 2011.