



## Presentations by IIFT Faculty

- **Dr. K. Rangarajan, Professor & Head, Kolkata Campus** gave presentation on “Emerging Opportunities for MSME” at India MSME Summit organized by Federation of Indian Micro and Small & Medium Enterprises (FISME) in association with Federation of Small & Medium Industries (FOSMI), West Bengal, 19 January 2012.
- **Dr. Pinaki Dasgupta, Associate Professor** presented a paper on “Market Mavenism and Consumer Need for Uniqueness: Marketing Implications of Brand Advocacy and Innovation Adoption in India” (Co-author: Jones Mathews) at the International Marketing Conference held at IIM-Lucknow, 14 January 2012.
- **Dr. Saikat Banerjee, Associate Professor** presented a paper on “The Relationship of Consumer Personality, Brand Personality, Corporate Personality and Brand Preference: An Empirical Analysis in the Emerging Economy Context” at International Conference on Marketing, organized by IIM-Lucknow and Academy of Indian Marketing, 12-14 January 2012. (*Photo below*)
- **Dr. R.K. Singh, Associate Professor** presented a paper on “Prioritization of Factors for Vendor Selection in Supply Chain”, at International Conference on Advances in Supply Chain and Manufacturing Management (ICASCMM 2011), p. 27 of Abstract Book, Indian Institute of Technology Kharagpur, 16-18 December 2011.
- **Dr. R.K. Singh**, presented a paper on “Development of Framework for Analyzing Flexibility in Supply Chain” (Co-author: P.B. Sharma) at Eleventh Global Conference on Flexible Systems Management (IIMK-Glogift, 2011), Indian Institute of Management, Kozikode, 9-12 December 2011.
- **Dr. Deepankar Sinha, Associate Professor** presented a paper titled “Impact of Cost of Logistics in Pricing of Goods for Global Markets Considering the Income and Substitution Effect: A System Dynamics Based Pricing Framework” (Co-author: Ashutosh Kar) at International Conference at IIM-Lucknow, Noida Campus, the paper was awarded 3rd best paper, 13-14 January 2012.
- **Dr. Deepankar Sinha** was invited as Speaker and presented a paper on “Customs and Cargo Handling at Ports” at a Seminar on Building Competence on International Contracting, organized by Indian Institute of Materials Management, Kolkata, 6 January 2012.
- **Dr. B.K. Sahu, Assistant Professor** presented a paper on “Pro-Poor Housing Finance: Role of Microfinance for Housing” at International Conference on Frontiers of Infrastructure Finance, organized by VG School of Management, Indian Institute of Technology, Kharagpur, 29-30 December 2011.



- **Dr. Debashis Chakraborty, Assistant Professor**, presented a paper on “Is there any Interdependence between Economic Growth and Human Development?: Evidence from Indian States” (Co-author: S. Mukherjee) at Annual Conference on Papers in Public Economics, NIPFP, New Delhi, 8-9 February 2012.
- **Mr. Vineet Gupta, Ph.D. Scholar** submitted research paper titled “Dimension of the Expatriate Adjustment in the Indian Framework” at the 1st International Conference on Business Applications and Management Issues (ICBAMI-2012), organized by Faculty of Management Studies, Dr. B.C. Roy Engineering College, Durgapur, 10-11 January 2012 .
- **Mr. Pravin Jadhav, Research Associate** presented a paper on “Determinants of Foreign Direct Investment in BRIC Economies: Analysis of Economic, Institutional and Political Factors” at International Conference on Emerging Economies - Prospects and Challenges, conducted by Symbiosis Institute of International Business, 12-13 January 2012.

## Faculty Participation in Discussion Forums

- **Dr. K. Rangarajan, Professor & Head, Kolkata Campus** was invited by Indian School of Business, Hyderabad on 27 January 2012 to be a panelist on a session on “Role of Business Linkages in the Changing SME SEZ Landscape” during SME SEZ Connect Symposium.
- **Prof. Ashok Kapoor** has been honoured with the 19<sup>th</sup> Dewang Mehta Business School Award for Best Teacher in Financial Management. The Award Ceremony was held at Taj Lands End, Mumbai, 26 November 2011.
- **Dr. Pinaki Dasupta, Associate Professor** was invited by the Keizai Koho Center, Tokyo as a part of the Visiting Scholar Programme at Tokyo, Japan to deliver a lecture on the topic “India and East Asia: Towards a Regional Economic Integration”, and to interact and liaison with the Ministry, Trade, Industry and the Government, 16-19 January 2012. (*Photo below*)
- **Dr. P.K. Das, Associate Professor** attended Training Programme on Credit Risk Modeling, SAS Institute, New York, 13-16 February 2012.
- **Dr. B.K. Sahu, Assistant Professor** chaired a session on Project Finance (Parallel session – VI) at International Conference on “Frontiers of Infrastructure Finance”, VG School of Management, Indian Institute of Technology, Kharagpur, 30 December 2011.
- **Mr. Pravin Jadhav, Research Associate** attended the India-Gate Project Review Meeting of the project titled “Increasing the Dialogue between India and Europe by Improving EU Awareness and Access to Indian Research and Innovation Technology Programmes” and a conference on “EU-India S&T Cooperation Days”, in Vienna (Austria), 28 November-4 December 2011.
- **Mr. Pravin Jadhav** attended a Public Lecture by H.E. Mr. Herman Van Rompuy, President of the European Council on “The European Union in a Changing World” at IIC organized by India International Centre and the Delegation of the European Union to India, 10 February 2012.



## Seminars/Workshops/Symposium

- **Dr. R.K. Mitra, Registrar** was invited to attend a “Roundtable on SEZs” organized by Confederation of Indian Industry (CII) at the CII Office, New Delhi, 9 February 2012.
- **Dr. Gautam Dutta, Associate Professor** was invited by Indian Institute of Entrepreneurship (A National Institute on Entrepreneurship under the Ministry of MSME, Government of India) Guwahati as a Lead Speaker on “Informal Sector: Across States, Industry, Service Sector, etc., in India *vis-à-vis* North East” in the two days Workshop on Development Approaches for Informal Sector during 5-6 January 2012. The Ministry of Housing and Urban Poverty Alleviation, Government of India sponsored the workshop.
- **Ms. Ruppal W. Sharma, Associate Professor** participated in the “Marketing Analytics Workshop” at Indian School of Business, Hyderabad, 2 December 2011.
- **Ms. Ruppal W. Sharma** participated in the “Storewars Marketing Simulation Workshop” at Gurgaon, 8-10 February 2012.
- **Dr. Jayanta Kumar Seal, Associate Professor** attended a training programme on “A Complete Course on Risk Management” organized by the Professional Risk Managers Association (PRMIA) and University College London at the University College London campus, 6-10 February 2012. (*Photo at bottom*).
- **Dr. Rajendra Prasad Sharma and Dr. Niti Nandini, Associate Professors** attended a Case Writing and Course Development workshop organized by Harvard Business Publishing at Boston, 5-8 February 2012. (*Photo below*)



- **Dr. B.K. Sahu, Assistant Professor** attended “Policy Options and Investment Priorities for Accelerating Agricultural Productivity and Development in India”, an International Workshop organized by Indira Gandhi Institute of Development Research (IGIDR) and Institute of Human Development (IHD), New Delhi, 10- 11 November 2011.
- **Ms. Jinusha Panigrahi, Research Fellow** attended the 7th Annual Conference on Economic Growth and Development, organized by the Ministry of Finance, Delhi Economics Conclave

and ISI, held at the Indian Statistical Institute, New Delhi, 15-17 December 2011.

- **Shri Madanlal, Consultant**, IPD attended the Seminar on “Facilitating Trade and Global Competitiveness – Express Delivery Services in India” on 8 February 2012 in New Delhi. On this occasion, a book on “Facilitating Trade and Global Competitiveness: Express Delivery Services in India” was released. This book is authored by Aprita Mukherjee Professor, ICRIER; Parthapratim Pal, Associate Professor, IIMC and *et al.* and published by the Oxford University Press. ●

## Publications by IIFT Faculty

### Dr. Gautam Dutta, Associate Professor

- “Internationalization of Small Businesses of Border Region: A Study of the Determinants”, *Journal of Borderlands Studies* Vol. 25, Issues 3-4 (2011) and available at Taylor & Francis online (<http://www.tandfonline.com/doi/abs/10.1080/08865655.2010.9695771>)

### Dr. Saikat Banerjee, Associate Professor

- Consumer’s Demographic, Self-Concept and Level of Involvement in Selection of Caller Ring Back Tones–CRBT-(2011), *Journal of Marketing & Communication*, Vol. 7 No. 2, pp. 13-20.

### Dr. R.K. Singh, Associate Professor

- Kumar, R.; Haleem, A.; Garg, S.K. and Singh, R.K., “Performance Optimization of an Imbalanced Flexible Manufacturing System Using Taguchi Approach”, *Global Journal of*

*Flexible Systems Management*, Vol. 12, Nos.1&2, pp. 81-89.

### Dr. B.K. Sahu, Assistant Professor

- Sahu, B.K. (2011), “Impact of MGNREGS on Household in Drought Prone Areas: A Study of Two Villages in Odisha”, in K.K. Bagchi (Ed.), *Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) as Right to Employment: Assessment of Impacts & Effectiveness*, Abhijeet Publications, New Delhi.
- Sahu, B.K. (2011), “Micro-insurance in India: Outreach and Efficacy”, CMR Report Series No. 5, Bankers Institute of Rural Development (NABARD).
- Sahu, B.K. (2011), “Microfinance for Housing in India”, CMR Report Series No. 6, Bankers Institute of Rural Development (NABARD).

## CORRIGENDUM

This Publication was inadvertently published in the previous issue of *Research Newsletter* (November 2011), in the name of Dr. Debashis Chakraborty, Assistant Professor. However, this publication is written by Dr. Saikat Banerjee, Associate Professor (Co-author: Sampada Dash). The publication reads as under:

– Editor

### 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).