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Faculty Participation in Discussion Forums



- **Dr. K. Rangarajan, Professor & Head, IIFT-Kolkata Centre & MSME Centre** was invited to give an address on “Emerging Issues and Risks in Supply Chain” at a half day Seminar on “Importance of IT Compliance in Automobile Industry – Benefits of Strengthening Supply Chain” on 28 January 2014 organized by Federation of Indian Chambers of Commerce & Industry (FICCI) and Gujarat National Law University (GNLU) at Ahmedabad.
- **Dr. K. Rangarajan** attended seminar on “Emerging Risks in Automobile Industry in India – Role of IT Compliance in Strengthening Supply Chain” in Pune on 20 February 2014 organized by CII. The objective of the Seminar was to educate manufacturers in the auto industry on the broad implications of using pirated IT and to create awareness about the benefits for manufacturers to ensure that legal IT is used across the supply chain.
- A Seminar on “Emerging Opportunities for Indian Manufacturing Exports” was organized in December 2013 by ASSOCHAM. **Dr. E.M.S. Natchiappan**, then Minister of State for Commerce and Industry along with **Dr. K. Rangarajan**, **Dr. Gopal Naik**, Professor and Chairperson, Centre of Excellence for Urban



Development, IIM-Bangalore released ASSOCHAM-IIFT study titled “Emerging Opportunity for Indian Manufacturing Exports: Compliance Under US Unfair Competition Act”.

- **Dr. Ranajoy Bhattacharyya, Professor and Dr. Bibek Ray Chaudhuri, Assistant Professor** attended the ECOMOD Singapore Chapter on “Computable General Equilibrium Model in GAMS” during 6-11 January 2014. The modeling training workshop brought together CGE modelers from Asian countries including some from Africa and South America. The five-day intensive Workshop focused on implementing CGE models in GAMS software.



- **Dr. Gautam Dutta, Associate Professor** was invited as a Resource person at the workshop on “Know Your Products and Countries for Exports” at Ranchi and Jamshedpur on 21 and 22 February 2014 respectively. The workshop was organized by Federation of Indian Export Organizations (FIEO) Jharkhand Chapter. The workshop was

divided in two sessions--Theoretical Session: Introducing product market intelligence and Case Study Session. The participation included entrepreneurs from MSME sectors and handicraft industries, food products, petroleum and minerals and agro based industries, research scholars from Central University, Ranchi and bank employees also participated in the workshops.



Presentations by IIFT Faculty

- **Dr. Saikat Banerjee, Associate Professor** presented a paper on “Does Disease Awareness Advertising (DAA) Really Effective? View of Pharmaceutical Sales Representatives (PSRs)” (Co-Author: Sampada Kumar Dash) at “2014 Annual Conference of Emerging Markets” held during 9-11 January 2014 at IIM-Lucknow - Noida campus (Paper was presented by the Co-author).
- **Dr. Deepankar Sinha, Associate Professor** presented a paper on “Measuring Efficiency of Indian Ports – An Integrated Approach based on Rotated Factor Analysis and DEA” at the Golden Jubilee Conference of The Indian Econometric Society (TIES) held at Indira Gandhi Institute of Development Research (IGIDR), Mumbai during 22-24 December 2013.
- **Dr. Deepankar Sinha** presented a paper titled “System Dynamics Simulation of a Supply Chain Intelligence Model” (along with co-author) at the International Conference on “Supply Chain &

Logistics Management” (ICSCLM 2013) held at New Delhi during 6-7 December 2013 by BIMTECH and University of Hull, UK.

- **Dr. Jacqueline Symss, Assistant Professor and Ms. Mona Mishra, Research Associate**, presented a research paper *in absentia* entitled “Cross Country Experiences in Development of Corporate Bond Debt Markets with particular emphasis on ASEAN” at the International Conference on “Debt and Debt Derivatives

Market”, held during 23-24 January 2014 at Pondicherry University, Puducherry.

- **Dr. Basanta K. Sahu, Assistant Professor** presented a paper on “MGNREGA and Household Coping with Drought: A Study of Two Districts in Odisha” at the International Conference on “MGNREGA in India: Taking Stock and Looking Ahead”, held at Indira Gandhi Institute of Development Research (IGIDR), Mumbai during 26-28 March 2014.

Publications by IIFT Faculty

Sl. No.	Author	Title	Publication/Publisher
1.	Dr. Saikat Banerjee	International Publication on “Effectiveness of Disease Awareness Advertising in Emerging Economy: Views of Health Care Professionals of India” (Co-Author: Sampada Kumar Dash)	Journal of Medical Marketing: Device, Diagnostic and Pharmaceutical Marketing 1745790413516479, first published on December 17, 2013 as doi:10.1177/1745790413516479
		International case on “Energy: Developing a Social Entrepreneurship Start-up Brand”(Co-Author: Amit Aneja)	Ivey Publishing, Richard Ivey School of Business Foundation, Richard Ivey Business School, University of Western Ontario, Canada; Product No. 9B13A045, 14 January 2014. Link: https://www.iveycases.com/ProductView.aspx?id=60746
		“An Empirical Analysis on Attitude of Indian Consumers towards Packaging & Labelling across Different Product Categories”	Journal of Marketing & Communication, Vol. 8 No. 4, pp. 20-30.
2.	Dr. Deepankar Sinha	“Relevance of Data Envelopment Analysis to the Estimation of Productive Efficiency in the Indian Port Industry ”	Published in the Proceedings of DEA 2013 ; https://www.dropbox.com/s/txzqtw3v7eosbh/DEA2013-Proceedings.pdf
3.	Dr. Basanta K. Sahu	“Drought, Household Risk Coping and Gender in Rain-fed Areas in India”	International Journal of Agricultural Science Research, Vol. 2(8), pp. 238-248 (ISSN 2327-3321)
		“Growth & Poverty Nexus in India: Experiences of Some Backward States during Post-Liberalization Period”	Varta, Vol. XXXIII, No. 1, (ISSN 0970-9177)

Sl. No.	Author	Title	Publication/Publisher
4.	Dr. Bibek Ray Chaudhuri	“Influence of COO on Product Evaluation of Mobile Phone Buying Behavior in India” (Co-authored)	Journal of Asia Business Studies (Emerald), 2014.
5.	Dr. Debashis Chakraborty	“The Causal linkage between FDI and Current Account Balance in India: An Econometric Study in the Presence of Endogenous Structural Breaks”, (Co-authors: J. Mukherjee and T. Sinha)	A.N. Ghosh and A.K. Karmakar (Ed.), “Analytical Issues in Trade, Development and Finance: Essays in Honour of Biswajit Chatterjee”, Springer, New Delhi, India, 479-498, 2014.
		“The Evolving and Multilayered EU-India Investment Relations: Policy Conjectures and Regulatory Issues” (Co-author: J. Chaisse)	European Law Journal, 20(3), pp. 385-422, 2014.
		“Influence of Subsidies on Exports: Empirical Estimates, Policy Evidences and Regulatory Prospects” (Co-authors: S. Mukherjee and J. Chaisse)	IIFT Working Paper No. 22, 2014.
		“The Economic Aspects of India’s Foreign Policy”	Amitabh Mattoo and Happymon Jacob (Eds.), “India and the Contemporary International System: Theory, Policy and Structure”, Australia India Institute Foreign Policy Series III, Australia India Institute, Regional Centre for Strategic Studies and Manohar Publishers, pp. 157-193, New Delhi, 2014.
		“Fisheries Subsidies and Export Access in Developed Countries: An Empirical analysis for Select Developing Countries” (Co-authors: J. Chaisse and A. Kumar)	B. Mercurio and K. Ni (Eds.), “Science and Technology in International Economic Law: Balancing Competing Interests”, Routledge, pp. 241-259, 2014.
		“Is Environmental Performance Influenced by Socio-economic and Socio-Political Factors? Cross-Country Empirical Evidences” (Co-author: S. Mukherjee)	Sustainable Development, 21(6) pp. 353-371, 2013.
		“Does Trade and Investment Flows Lead to Higher CO2 Emissions? Some Panel Estimation Results” (Co-author: S. Mukherjee)	IIFT Working Paper No. 21, 2013.
6.	Shri Rajeev Talwar	“Foreign Trade & Agriculture Threat, Scope, Policy & Strength”	NIRC News (A Newsletter of Northern India Regional Council of The Institute of Cost Accountants of India) Vol. 19 No. 06, June 2014, pp. 17-20.