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RESEARCH NEWSLETTER

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Conference on India's Trade Deficit with Major Trading Partners: Lessons and Prospects



Dr. Surajit Mitra, Director, IIFT, addressing at the Conference.



Dr. Bibek Debroy, Member, NITI Aayog, addressing at the Conference.

IIFT organized a conference on “India’s Trade Deficit with Major Trading Partners: Lessons and Prospects” at IIFT Delhi campus on 23 September 2015 in cooperation with DFID India, Knowledge Partnership Programme (KPP) and IPE Global. Dr. Bibek Debroy, Member, NITI Aayog, Shri Rajani Ranjan Rashmi, Additional Secretary, Department of Commerce, Govt. of India graced the event along with Dr. Surajit Mitra, Director, IIFT, Dr. Sunil Mitra, Team Leader KPP and Mr. Cedrik Schurich, Head DFID India Trade Policy Unit (iTPU).

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Presentations by IIFT Faculty

- **Dr. K. Rangarajan, Professor & Head**, IIFT Kolkata Centre presented a paper on “Healthcare Improvement through Healthcare Financing and Innovation Strategy: The INSECT Framework” at 12th International Research Conference on Quality, Innovation and Technology Management during 14-17 February 2016 at New Delhi organized by Monash Business School, Monash University.
- **Dr. K. Rangarajan** presented a paper on “Use of Process Patent as a Strategy in Global Business” at 18th SMF Convention at IIFT Delhi during December 2015.
- **Dr. Saikat Banerjee, Associate Professor** presented a paper on “Understanding the Impact of Factors Responsible Behind Shaping Political Brand Preference: A Study on Indian Voters” at the Global Political Marketing and Management Conference organized by The School of Marketing & International Business, Victoria Business School, Victoria University of Wellington at Wellington, New Zealand, 5-7 June 2015.
- **Dr. Ruppall W Sharma, Associate Professor** presented a paper on “Exploring the Indian Senior Market: Understanding the Impact of Self Confidence and Social Involvement,” (co-authors: Iyer R. and Eastman, J.) at the Summer Marketing Educators’ Conference, AMA, Chicago, 14-16 August 2015.
- **Dr. Basanta K. Sahu, Assistant Professor** presented a paper on “Does Access to Housing Finance Improves Housing Conditions of the Poor: An Analysis of Microfinance for Housing in India”, at the IV European Microfinance Research Conference, University of Geneva, Switzerland, 1-3 June 2015.
- **Dr. Basanta K. Sahu** presented a paper on “Migration, Household Labour Use for Adopting Climatic Stress: A Study of Drought Affected Areas in Odisha”, at International Conference on Labour and Employment Issues in the Emerging Rural-Urban Continuum: Dimensions, Processes and Policies, National Institute of Rural Development and Panchayati Raj (NIRDPR), Hyderabad, 12-14 March 2015.
- **Dr. Basanta K Sahu** presented a paper on “Water-Food-Poverty and Gender in Drought Affected Regions in India”, at the International Workshop on Water as A Driver for Sustainable Development and Poverty Eradication’, World Water Week-2015, Stockholm International Water Institute (SIWI), Stockholm, Sweden, 23-28 August 2015.



Dr. Saikat Banerjee seen with participants of the Conference.



Dr. Basanta K. Sahu Presenting research paper in the World Water Week-2015.

Faculty Participation in Discussion Forums

- **Dr. M. Venkatesan, Associate Professor** attended the “1st National Symposium on Excellence in Training”, organized by Department of Personnel and Training, , New Delhi, 11-12 April 2015.
- **Dr. M. Venkatesan** attended “HR 2.0: Re-inventing HR Practices for the New Workforce” organized by AIMA’s 13th National HRM Summit, New Delhi, 10 December 2015.
- **Dr. M. Venkatesan** attended a Conference of Heads of State ATIs, CTIs and Cadre Controlling Authorities, organized by DOPT in collaboration with UNDP, New Delhi, 27 November 2015.
- **Dr. M. Venkatesan** attended a session on “Mergers & Acquisition: The Human Element of Successful Integration” organized by NHRDN Delhi Chapter at MDI, Gurgaon, 28 May 2015.
- **Dr. Basanta K. Sahu, Assistant Professor** was invited as a Resource Person for the Technical Session-III on “Rural Condition and Propel Mobility to Urban Areas” in the International Conference on ‘Labour and Employment Issues in the Emerging Rural-Urban Continuum: Dimensions, Processes and Policies, organized by the SR Sankaran Chair (Rural Labour), National Institute of Rural Development and Panchayati Raj (NIRDPR), Hyderabad, 12-14 March 2015.
- **Dr. Basanta K. Sahu** was invited to deliver a lecture on “Socio-Economic Aspects of Food Security in India: Policy & Prospects” at Institute of Food Security, Food Corporation of India, Gurgaon, 27 March 2015.
- **Dr. Basanta K. Sahu** was invited to deliver a lecture on “Some Policy Issues on Trade & Environment” at Gujarat Institute of Desert Ecology, Bhuj, Gujarat, 23 September 2015.
- **Dr. Basanta K. Sahu** was invited to deliver a lecture on “Changing Agriculture, Food Consumption and Poverty” as Chief Guest on International Food Security Day at Institute of Food Security, Food Corporation of India, Gurgaon, 16 October 2015.
- **Dr. Basanta K. Sahu** was invited to deliver a lecture on “Structural Change and Growth Performance of India: Trends and Transition” at School of Social Sciences, Fakir Mohan University, Balasore, Odisha, 13 November 2015.

Publications by IIFT Faculty

Name	Title	Publication
Dr. Satinder Bhatia Professor & Chairperson	Investment Climate of Financial Services in Africa (Country Attractiveness Indices).	IIFT Working Paper No. F1-15-29, May 2015
Dr. O.P. Wali Professor & Head (CITT)	Technology Management - A Driver of Competitiveness: A Case Study of RANE TRW Steering Systems, Chennai (Co-author: Ram Khilari)	<i>International Journal of Economics and Management Strategy (JEMS)</i> Volume 5, No. 1, pp. 16-39, ISSN 2278-3636. (November 2015)
	Role of Technology Management Practices in Enhancing Competitiveness - A Case Study of Lucas-TVS, Chennai (Co-author: Ram Khilari)	<i>Global Journal of Engineering Research and Technology</i> , Vol. 5, No. 1 (2015), pp. 60-89, ISSN 2249-3107

Name	Title	Publication
Prof. R.M. Srivastava Professor	A case titled “Should Reorganising Equity Create Value? Holcim Finds A Way” along with its Teaching Note	The Case Centre under their Reference No. 115-094-1 and 115-094-8 December 2015 (http://www.thecasecentre.org/educators/products/view?id=131602)
	A case titled “Decementing the Value of Cement: Takeover of L&T Cement by Grasim” along with its Teaching Note	The Case Centre under their Reference No. 115-059-1 and 115-059-8 November 2015 (http://www.thecasecentre.org/educators/products/view?id=129858)
Dr. Biswajit Nag Associate Professor	How are Shopping Experience Evaluated? A Methodological Proposal to understand Consumers as Shoppers (Co-authors: Naoki Nagashima and Yoshie Nagashima)	<i>Journal of Marketing Development and Competitiveness</i> , Vol. 9 (1), pp. 115-128, 2015
	Integrating India with Asian Production Networks: Prospects and Challenges	CESifo Working Paper (5616), November 2015
Dr. Gautam Dutta Associate Professor	North East India-Bangladesh Border Trade Practices: Characterization of Trade and Effectiveness of Border Trade Points	<i>Foreign Trade Review</i> , 50(1) pp. 1-17, 2015 Sage Publications.
Dr. Prabir Kumar Das Associate Professor	Distribution Network of Indian Lighting Industry - A Comparative Sectoral Analysis (Co-authors: Anil K. Bandyopadhyay and Anita Pal)	<i>International Journal in Management and Social Science</i> , Vol. 3 Issue-09, September 2015, ISSN: 2321-1784
Dr. Rajendra P. Sharma Associate Professor	Book Review “The Future” by Al Gore, Publisher: WH Allen	<i>FIIIB Business Review (FBR)</i> , Vol. 4, Issue 2, April-June 2015, ISBN: 9780753540503
	Challenges Faced by Educators in Management Education	<i>Parikalpana</i> , KIIT Journal of Management, Vol. 11 (1), 2015, ISSN: 0974-2808
	The Role of Sales Leaders in Sales Effectiveness: Perception of Sales Reps in India	Book of proceedings of Evidence Based Management (ICEBM 2015) by BITS, Pilani, March 2015, Excellent Publishing House, Vol. II, ISBN: 978-93-84935-18-4.
	Employee and Customer Perception about Women Entrepreneurs Leading Service Businesses in India	Volume II of the Eleventh Biennial Conference on Entrepreneurship, EDI, Ahmedabad; February 2015, Publisher: Bookwell, ISBN: 978-93-80574-76-9
	Selling Services in Emerging Markets - An Empirical Study of Sales Force Management in Indian Life Insurance Organizations	Proceedings of 6th IIMA Conference on Marketing in Emerging Economies, January 2015, ISBN: 978-81-920800-3-1
Dr. Sheeba Kapil Associate Professor	Inorganic Growth of Technology Sector Firms in Emerging Markets: Influence of Firm-Specific Factors in Indian Firms’ M&A Activities	<i>International Journal of Emerging Markets</i> , Vol. 10, Issue 1, pp. 52-72, 2015
	An Investigation into Recent Trends and Challenges of Accounting Climate Instruments	<i>Journal of Services Research</i> , Vol. 15, No. 1, 2015

Name	Title	Publication
	M&M Goes Cherry-Picking: A Case of Ssanyong Acquisition, Case Study	The Case Centre, European Case Clearing House, Reference No. 115-034-1, 2015
	M&M Goes Cherry-Picking: A Case of Ssanyong Acquisition, Teaching Note	The Case Centre European Case Clearing House, TN-Reference No. 115-034-8, 2015
Dr. Saikat Banerjee Associate Professor	Influence of Voter Demographics and Newspaper in Shaping Political Party Choice in India: An Empirical Investigation (Co-author: Bibek Ray Chaudhuri)	<i>Journal of Political Marketing</i> (An Routledge-Taylor & Francis Group Publication) (DOI: 10.1080/15377857.2016.1147513)
	Influence of Consumer Personality, Brand Personality, and Corporate Personality on Brand Preference: An Empirical Investigation of Interaction Effect	<i>Asia Pacific Journal of Marketing and Logistics</i> (An Emerald Publication), Vol. 28 Issue 2, ISSN: 1355-5855; 1537-7857 (Print), 1537-7865 (Online)
Dr. V. Raveendra Saradhi Associate Professor	Capital Flow Components and the Real Exchange Rate: Implications for India	<i>International Journal of Business and Economics</i> , Vol. 14, No. 2, pp. 179-194, 2015
Dr. Nitin Seth	Demand Chain Management Implementation Enablers: An Interpretive Structural Modelling Approach (Co-authors: N. Varkhedkar and P. Verma)	<i>International Journal of Modelling in Operations Management</i> , Vol. 5, No. 1, pp 13-28, 2015, Inderscience Publication
Dr. M. Venkatesan Associate Professor	HRD Climate and Job Satisfaction of Public and Private Sector Banks (Co-author: Ateep Sohal)	<i>Prabhandan: Indian Journal of Management</i> , Vol. 9 Issue 3, March 2016, ISSN 0975-2854
Dr. Ruppal Walia Sharma Associate Professor	Communicating Across Age-Groups: Variance in Consumer Attitudes from Tweenagers to Adults	<i>Young Consumers</i> , Vol. 16 Issue 3 pp. 348-362, 2015
Dr. Basanta K. Sahu Assistant Professor	Access to Housing Finance by the Poor and Study of Microfinance for Housing (MFH) in India	<i>International Journal of Business and Economics Research</i> , Vol. 4, Issue 6, pp. 256-277, December 2015
Dr. Debashis Chakraborty Assistant Professor	Mastering a Two-edged Sword: Lessons from the Practice and WTO Litigation on Safeguards (Co-authors: J. Chaisse and A. Kumar)	<i>Richmond Journal of Global Law and Business</i> 13(4), pp. 563-592, 2015
	What SAARC Can Learn from ASEAN: Past Experiences and Future Strategies (Co-author: A. Bhattacharyya)	<i>Indonesian Quarterly</i> , 43(1), pp. 55-76, 2015
	The EU-India Bilateral Trade and Investment Agreement in the Making: High Hopes for India? (Co-author: A. Kumar)	<i>Journal of Economic Policy and Research</i> , 10(1), pp. 53-76, 2015

Faculty Development Programmes

Name of the Faculty	Conference/Training Programme	Date/Venue
Prof. Areej Aftab Siddiqui Assistant Professor	International Training on Certificate Programme in Strategic Sourcing	1 April- 26 May 2015 Online Programme, Delhi
Dr. Deepankar Sinha Associate Professor	4 th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence	11-12 April 2015 IIM Ahmedabad
Dr. R.P. Sharma Associate Professor	International Conference on Globalizing Brand India: Opportunities and Challenges	18-19 April 2015 India Habitat Centre, Delhi
Dr. Basanta Kumar Sahu Assistant Professor	Fourth European Research Conference on Microfinance (ERCM)	1-3 June 2015 University of Geneva, Geneva
Dr. Saikat Banerjee Associate Professor	Global Political Marketing and Management Conference	5-7 June 2015 The School of Marketing & International Business at Victoria Business School, Victoria University of Wellington, New Zealand
Dr. Mridula S. Mishra Assistant Professor	Academy of International Business (AIB) Annual Conference, 2015	27-30 June 2015 Bengaluru
Dr. Ruppal Walia Sharma Associate Professor	2015 Summer Marketing Educators Conference-AMA	14-16 August 2015 American Marketing Association (AMA), USA
Dr. Deepankar Sinha Associate Professor	13 th International Conference on Data Development Analysis – “DEA 2015 Conference in Braunschweig”	24-27 August 2015 Technische Universität (TU) Braunschweig, Germany
Dr. Satinder Bhatia Professor & Chairperson	Conference on Asian Studies in Africa: Challenges and Prospects of a New Axis of Intellectual Interactions	24-26 September 2015 ACCRA, Ghana
Dr. Bibek Ray Chaudhuri Assistant Professor	Finance & Economics 2015	21-22 December 2015 IMI Kolkata