



Indian Institute of
Foreign Trade

RESEARCH NEWSLETTER

NO. 22

MAY 2016

Presentations by IIFT Faculty

- **Dr. K. Rangarajan, Professor & Head, IIFT-Kolkata Centre**, presented a paper titled “Healthcare Improvement through Healthcare Financing and Innovation Strategy: The INSECT Framework” (Co-Author: Dr. Rohit Kumar) at the 12th International Research Conference on Quality, Innovation and Knowledge Management, IIM Indore, 22 April 2016.
- **Dr. K. Rangarajan** presented a paper titled “Use of Process Patent as a Strategy in Global Business” (Co-Author: Ms. Sutopa Lahiri) at the Academy of International Business (AIB) Indian Chapter Conference–2016, QIK Healthcare Symposium, New Delhi, 17 February 2016.
- **Dr. Saikat Banerjee, Associate Professor** presented a paper on “Brand Controversy and the Effects on Consumers’ Attitude Structure” at the Conference on Brand Management (CBM 2016) organized by Indian Institute of Technology (IIT)-Delhi, New Delhi, 16-17 April 2016.
- **Dr. Deepankar Sinha, Associate Professor** presented papers titled “Modeling of Quality of Multimodal Transportation” and “Managing Supply Chain of Passenger Cars during Economic Downturn & Recovery Period” at the International Conference on E-Business and Supply Chain Competitiveness, IIT Kharagpur, 12-14 February 2016.
- **Dr. Ruppall W. Sharma, Associate Professor** presented papers on “Brand Crisis - Sentiment Analysis of User Generated Comments about @ Maggi on Facebook” (Co-author: Dr. Mridula S. Mishra) and “Developing Multi Item Scales for Measuring E-Wom Effectiveness” (Co-author: Ms. Deepti Srivastava) at the Conference on Brand Management (CBM 2016) organized by Indian Institute of Technology (IIT)-Delhi, New Delhi, 16-17 April 2016.
- **Dr. Basanta K. Sahu, Assistant Professor** presented a paper on “Dynamics of Rural Non-farm Sector in Odisha: Issues and Dimensions”, an invited research paper presented in Technical Session-IV: Dynamics of Rural Non-farm Sector at the National Seminar on Dynamics of Rural Labour Relations in India, National Institute of Rural Development (NIRD), Hyderabad, 10-12 March 2016.

RESEARCH
NEWSLETTER

Faculty Development Programmes

Name of the Faculty	Conference/Training Programme	Date/Venue
Dr. Ram Singh Associate Professor	Training Programme on Certified Documentary Credit Specialist, Paris (Online Distance Mode)	29 January-8 April 2016 Delhi
Dr. M. Venkatesan Associate Professor	FDP on Structural Equation Modelling	19-23 March 2016 BITS, Noida
	Psychology for Achieving Human Excellence	6-8 May 2016 Bangalore

Faculty Participation in Discussion Forums

- **Dr. K. Rangarajan, Professor & Head, IIFT-Kolkata Centre**
 - Presented the suggestions for “Transparency in End-to-End Logistics” at National Shipping Board AGM, Goa, 7 April 2016.
 - Speaker for Sanjoy Sen Memorial Lecture held at the Indian Science Congress Association (in honour of Late Mr. Sanjoy Sen, an eminent industrialist, Ex Chairman, CII), at Central Leather Research Institute, 25 January 2016.
 - Delivered speech at Indian Leather Products Association, Kolkata, 11 February 2016.
- Jury member of FIEO Eastern Indian Export Excellence Awards, FIEO, ER, 6 January 2016.
- **Dr. Basanta K. Sahu, Assistant Professor** invited as a discussant on the paper titled “MGNREGS: Creation of Assets and Livelihood” by S. Mahendra Dev, IGIDR, at the National Seminar on Dynamics of Rural Labour Relations in India, organized by S.R. Sankaran Chair (Rural Labour), NIRD&PR, Hyderabad, 10-12 March 2016.
- **Dr. Basanta K. Sahu**, attended a panel discussion on “India-UK Collaborations and Investments in Food Supply Chain”, organized by British Council, New Delhi, 27 April 2016.



Publications by IIFT Faculty

Name	Title	Publication
Dr. K. Rangarajan Professor & Head, IIFT-Kolkata Centre	Reviewer of a book proposal titled <i>Innovation and Strategic Marketing for Indian MSMEs</i>	Springer Publication
Dr. Saikat Banerjee Associate Professor	“Factors Responsible Behind Political Brand Preference: An Empirical Study on Indian Voters” (Co-author: Bibek Ray Chaudhuri)	<i>Marketing Intelligence and Planning</i> (an ABDC “A” Ranked Journal: An Emerald publication); Vol. 34 No. 4, May 2016.
Dr. Jayanta Kumar Seal Associate Professor	Indian adaptation version of the Book, <i>International Financial Management</i> .	Published by Wiley, January 2016.
Dr. Deepankar Sinha Associate Professor	“Strategic Management of Technical University: Structural Equation Modelling Approach.” “Impact of Privatization of Ports on Relative Efficiency of Major Ports of India.” “The Multimodal Transportation: Research Trend and Literature Review.”	<i>Journal of Modelling in Management</i> (Emerald Publishing) Vol. 11 No. 1, 2016, pp. 75-90. <i>Foreign Trade Review</i> (FTR) 51(3), August 2016. <i>Udyog Pragati - Journal for Practicing Managers</i> , NITIE, Vol. 39, No. 4, October- December 2015.
	Chapters in Edited Books	
	“Managing Supply Chain of Passenger Cars during Economic Downturn & Recovery Period.”	Proceedings of International Conference on E-Business and Supply Chain Competitiveness, at IIT Kharagpur, Excel India Publishers, ISBN: 978-93-85777-16-5, pp. 128-142, February 2016.
	“System Dynamics Simulation of a Supply Chain Intelligence Model, Innovative Solutions for Implementing Global Supply Chains in Emerging Markets.”	IGIGI Global (Hull University, UK), SBN13: 9781466697959 ISBN10: 1466697954 EISBN13: 9781466697966 DOI: 10.4018/978-1-4666-9795-9, pp. 71-83, January 2016
	Review of “Efficiency of K-means Algorithm on Studies related to Cardio Vascular Diseases.”	e-Proceedings of International Conference on Advanced Data Analysis, Business Analytics and Intelligence, 11-12 April, 2015, Ahmedabad, ISBN NO: 978-81-909529-3-4
Dr. Debashis Chakraborty Assistant Professor	“Deepening of International Production Networks in ASEAN Countries: An Overview of the Integration Indicators.” “Does Fiscal Subsidy influence CO ₂ Emissions? Evidence from Cross-Country Empirical Estimates.” “Are Fiscal Subsidies Harmful for the Environment?” (Co-author: S. Mukherjee).	“India’s Look East to Act East Policy: Tracking the Opportunities and Challenges in The Indo-Pacific”, M. Kaul and A. Chakraborty (Eds.), pp. 42-67, Pentagon, New Delhi, 2016 <i>Handbook of Research on Climate Change Impact on Health and Environmental Sustainability</i> , S. Dinda (Ed.), pp. 568-592, IGI Global, Hershey, 2016. <i>Environment and Development– Essays in Honour of Dr. U. Sankar</i> , K.R. Shanmugam and K.S. Kavi Kumar (Eds), pp. 148-186, New Delhi: Sage, 2016.
Dr. Basanta K. Sahu Assistant Professor	“India’s New Foreign Trade Policy 2015-20 and Trade Performance: Ambitions, Ideas, and Actions.”	<i>The Bramhaputra</i> , Vol. X, No. 1, February 2016 (ISSN 2278-246X)