



Indian Institute of
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RESEARCH NEWSLETTER

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IND-IB Research Workshop IIFT-Kolkata

Indian Institute of Foreign Trade (IIFT) in collaboration with Academy of International Business (AIB) conducted a workshop on research paper development in international business issues at Kolkata campus during 21-23 December 2017. The workshop was titled as IND-IB Research Workshop. The Programme was inaugurated by Dr K. Rangarajan, Professor & Center Head of IIFT-Kolkata, in the presence of Prof. S. Raghunath (IIM Bangalore – AIB-India Chapter Chair), Prof. Elizabeth Rose (University of Otago, New Zealand – AIB Fellow and former AIB Vice President) and Prof. Surender Munjal. This workshop was divided into two components of coursework in International Business Theory and Methods and a workshop to assist participants with publication. The target group for this programme was doctoral students and junior faculty of management. The purpose of the programme was to give an opportunity to gain in-depth understanding of key International Business (IB) theories and frameworks, create strong research linkages with IB scholars across India



Participants of the IND-IB Research Workshop.

and internationally, and develop IB research agendas with the ongoing mentorship of senior academics experienced in publishing in international journals. This workshop is expected to help the IB scholars and scholars from other fields who have interest towards undertaking IB research and help them gain more exposure in the field. The workshop attempted to develop deeper insights in the field of International Business through interactive sessions, discussions and presentations.

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Faculty Participation in Discussion Forums

- **Prof. K. Rangarajan, Professor and Head IIFT-Kolkata** was nominated as a Jury Member in the Evaluation Committee of 3rd and 4th FIEO Eastern Region, Export Excellence Award, 2014-15 & 2015-16.
- **Dr. Deepankar Sinha, Associate Professor**, Chaired session on track - “Supply Chain Management”, at National Conference on Global Strategy for Self Sufficiency, Bharatiya Vidya Bhavan Institute of Management Science, Kolkata in association with Association of Indian Management School (AIMS), 23-24 March 2018.
- **Dr. Basanta K. Sahu, Associate Professor**
 - Participated as Member, National Committee on Integrity and Transparency of Governance, at CII HQ, New Delhi, 26 March 2018.
 - Participated as Jury/Panel Member of ET Women’s Forum, organized by the Economics Times at IIFT, New Delhi, 22 February 2018.
 - Participated in the seminar on “The Union Budget 2018-19: Reforms and Development Perspectives”, jointly organized by CPR, ICRIER, IDF, NCAER, and NIPFP, New Delhi, 10 February 2018.
- **Dr. Debashis Chakraborty, Associate Professor** was invited to deliver lecture on “Indian Perspective on Economic Challenges Faced by China in Meeting Growth Targets”, at the Workshop on “Teaching about China in India”, organized by Christ University, Bengaluru, 6 January 2018.
- **Dr. Tamanna Chaturvedi, Assistant Professor**
 - Delivered a session in the seminar on “Symposium on Positioning of J&K Handicrafts in Domestic and Overseas Markets” conducted by Export Promotion Council of Handicrafts (EPCH) on 25 February 2018 during the IHGF Gift Fair at India Expo Center & Mart, Greater Noida.
 - Delivered a session on E-commerce potential for Indian MSMEs in an event organized by FIICI in collaboration with Amazon. She was moderator for the panel discussion on “Promoting Make in India through B2C E-commerce Exports” at Interactive Workshop on Going Global through E-commerce Marketplace for B2C Product Manufacturers, Exporters, Retailers and Online Sellers on 14 March 2018 at FICCI, Federation House, New Delhi.
 - Addressed on “Opportunities for Handloom Exports via E-Commerce” during seminar organized by Handloom Export Promotion Council (HEPC) on 22 March 2018 at Ahmedabad.



Dr. Tamanna Chaturvedi at the Workshop on Going Global through E-commerce Marketplace.

Presentation by IIFT Faculty

Dr. Saikat Banerjee, Professor

- Presented a paper titled “Exploring the relationship between entrepreneurial orientation and digital orientation” (Co-author: Bhavika Bali) at the AIB India Conference 2018 held at IIFT MSME Centre, HIPA, Shimla, 9-10 April 2018.

Dr. Gautam Kumar Dutta, Professor

- Presented a paper on “Characterization of Northeast India–Bangladesh Border Trade” at the First Research Conference on India-ASEAN Free Trade Agreement, Multicultural Educational Development Research in Association with Association for Environment, Guwahati, Assam, 15 December 2017.
- Presented a paper on “Emerging Global Marketing, New Marketing Techniques/Tools for the Export Market Promotion of SME Sector” at the National Seminar on Export Marketing, Development Commissioner, MSME, Gangtok, Sikkim, 22 November 2017.
- Presented a paper on “Strategy for Promoting Export Oriented Women Entrepreneurship in North East India” at the conferences on promoting SC/ST and Women Entrepreneurs of North East, organized by Indian Institute of Entrepreneurship, Guwahati, Assam, 31 January 2018.
- Presented a paper on “ International Trade and Special Focus on Aerospace and Space” at the Conference on Business Opportunities in Space in the International Domain, organized by Indian Space Research Organization, Bangalore, 25 January 2018.
- Presented a paper on “Handloom Export Strategy and Procedure” at Seminar on Enhancing Export from Handloom Centres/ Clusters organized by Handloom Export Promotion Council, Kalna, Burdwan, West Bengal, 7 March 2018.
- Presented a paper on “Self Sufficiency Through Building An Effective Entrepreneurship Eco-System” at the National Conference on Global Strategy for Self Sufficiency organized by

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata in association with AIMS (Association of Indian Management Schools), Kolkata, 23-24 March 2018.



Dr. Gautam Kumar Dutta presenting a paper on “Self Sufficiency Through Building An Effective Entrepreneurship Eco-System”.

R.P. Datta, Professor

- Presented a paper on “Has the efficiency of foreign exchange markets in India evolved over time?” (Co-author: Bhattacharyya, R.), at 3rd International Conference on Applied Economics and Finance (ICOAEF 2017), Kyrenia, North Cyprus, 6-7 December 2017.

Dr. Deepankar Sinha, Associate Professor

- Presented a paper on “Identification of the Recurrence of Breast Cancer by Discriminant Analysis” at International Conference on Emerging Technologies in Data Mining and Information, IEMS, School of Information Technology (Institute of Engineering & Management Group, India.), Kolkata, 23- 25 February 2018.
- Presented a paper on “A Study on Port of Kolkata for Determining an Effective Differential Port Pricing System” at National Conference on Global Strategy for Self Sufficiency, Bharatiya Vidya Bhavan Institute of Management Science, Kolkata in association with Association of Indian Management School (AIMS), 23-24 March 2018.
- Presented a paper on “Integrating International Business with Global Trade Dynamics – A

Causal Approach” at the Conference on Academy of International Business (AIB) - India Chapter, Indian Institute of Foreign Trade (IIFT), MSME Centre, Shimla, 9-11 April 2018. (received ‘Best Paper’ award)

Dr. Basanta K. Sahu, Associate Professor

- Delivered a lecture on “Coping with Drought & Food Insecurity” at M.S. Swaminathan Research Foundation (MSSRF), Lecture Series: 2, November 2017.



Dr. Basanta K. Sahu delivering a lecture on “Coping with Drought & Food Insecurity”.

- Delivered a lecture on “Economic Transformation: Growth & Development Experiences during Post-Reform Period” at Faculty of Social Sciences, Central University of Odisha, Koraput, 24 November 2017.

Dr. Debashis Chakraborty, Associate Professor

- Presented a paper on “Trade Policy Making Environment in India: A Review of Issues” at the Conference on Contemporary Issues in Economic Policy, Department of Economics, Maulana Azad National Urdu University, Hyderabad, 22-23 March 2018.
- Presented a paper on “Great Expectations and Modest Outcome: Reflections on the ASEAN-India FTA” (Co-author: J. Chaisse) at the Conference on Contemporary Issues in Economic Policy, Department of Economics, Maulana Azad National Urdu University, Hyderabad, 22-23 March 2018.
- Presented a paper on “Trade in Pharma Sector: Emerging Trends and India”, at the Asian Thought Leaders Policy Dialogue on Health, Trade and Innovation organized by Geneva Network, Beijing, 17 March 2018.

Dr. Jayanta Kumar Seal, Associate Professor

- Presented a paper on “Does Direct Sold Funds Provide a Sizeable Edge to Investors?” (Co-author: Paul A.) at the India Finance Conference, Indian Institute of Management, Bengaluru, 20-22 December 2017.

Dr. Tamanna Chaturvedi, Assistant Professor

- Presented a background paper on “Trade Policy and Export Promotion” in the presence of Prime Minister Shri Narendra Modi and Agriculture Minister Shri Radha Mohan Singh at a National Conference titled “Agriculture 2022 – New Initiatives” during 19-20 February 2018.



Dr. Tamanna Chaturvedi is seen seated (4th from left) with Prime Minister Shri Narendra Modi.

New Research Projects during 2018

Study on Trading Across Borders Indicator of World Bank’s Doing Business Assessment

In order to improve India’s ranking on the Doing Business assessment, it is imperative for the Department of Industrial Policy and Promotion (DIPP) to understand the reasons therein and take necessary corrective action for next year’s assessment. In this context , IIFT needs to set up a team to assist DIPP expedite the process of reforms and better comprehend the reason behind World Bank’s observations pertaining to reforms claimed as implemented. So Project aimed to address any issues related to perception of both World Bank and Indian customs about change in India’s “Trading across Borders” Indicators. The feedback of stakeholders from JNPT, MUDRA and ICD ports has been

incorporated to give recommendations on the enhancement of India's ranking on the Ease of Doing Business Index on the indicator of "Trading across borders".

Rationalization of Export Promotion Councils

The study is sanctioned by Department of Commerce to assess the role, objectives and services of 27 EPCs. The existence of numerous export promotion councils should be assessed and analyzed and their contribution to export performance should be linked.

Export Strategy Plan for Increasing Export of Spices and Value Added Products of Spices from India

The comprehensive study is being commissioned on behalf of Spices Board: (a) to understand the export trend of Indian spices so as to identify focus or potential export interest items; (b) to analyze the global market trends and identify the potential and emerging markets so that Indian export may be diversified in terms of destinations; (c) to analyze each spice/value added item and find out

why Indian exports are not performing better in some of the product lines; and (d) to study the value chain of spices and suggest how small domestic players may be protected against strong global multinational companies.

Developing FDDI Bannur into a Centre of Excellence

FDDI is playing a key role in imparting education, facilitating the Indian industry by bridging the skill gap in the areas of footwear, leather accessory & life style products and because of its continuous contribution towards nation building, FDDI has been granted the status of "Institution of National Importance" under the FDDI Act 2017. FDDI has 12 campuses across India. The Ministry of Commerce & Industry, Government of India has been considering to identify institutes/ organizations to be a Centre of Excellence (CoE). This is to involve them for working out long term and policy oriented research studies for the development and growth of footwear, leather and leather products industry of the country.

Faculty Development Programmes

Faculty/Conference Title	Organizing Institution	Venue/Date
Dr. Ravi Shanker, Chairperson (ICCD) Second International Scientific Conference, EMAN – 2018, Economics & Management- How to Cope with Disrupted Times	Association of Economists & Managers of Balkans, Belgrade, Serbia	Ljubljana, Slovenia 22 March 2018
Faculty/Training Programme Title	Organizing Institution	Venue/Date
Dr. Sweta Srivastava Malla, Associate Professor National Training on Advances in Research Methods & Data Analytical Tools	AIMA, New Delhi	New Delhi 26-28 March 2018
Dr. Areej Aftab Siddiqui, Assistant Professor National Training – Two-week Research Methodology Workshop on Econometric Techniques: Theory and Applications	Department of Economics, Jamia Millia Islamia, New Delhi	New Delhi 2-13 January 2018
Dr. Jacqueline Symss, Assistant Professor National Training on Advances in Research Methods & Data Analytical Tools	AIMA, New Delhi	New Delhi 26-28 March 2018

Publications by IIFT Faculty

AUTHOR	PUBLICATION
Dr. Satinder Bhatia, Professor & Chairperson	Creating a Culture of Honesty and Integrity in Supply Chains, <i>Asian Journal of Management Sciences and Education (AJMSE)</i> , Online ISSN:2186-845X, Print ISSN:2186-8441, January 2018
Dr. Saikat Banerjee, Professor	Banerjee, S. (2018), Impact of Food Brand Controversy on Consumers' Attitude Toward Brand and Company, <i>Journal of Food Products Marketing, Vol. 24 No. 4, pp. 413-440</i> (A Routledge-Taylor & Francis Group publication: Published online: 21 Feb 2017) (http://dx.doi.org/10.1080/10454446.2017.1285741) {Featured in ABDC Journal Quality List} Banerjee, S. and Ray Chaudhuri, B. (2018), Influence of Voter Demographics and Newspaper in Shaping Political Party Choice in India: An Empirical Investigation, <i>Journal of Political Marketing, Vol. 17 No. 1, pp. 90-117.</i> (Accepted author version posted online: 6 Feb 2016. Published online: 15 April 2016)
Dr. Gautam Dutta, Professor	Indian Growth Story of Automobile Sector and Atmospheric Emission Projection” (Co-author: Abhishek Dutta), <i>Pollution Research</i> , ISSN 0257-8050, March 2018. { http://www.scimagojr.com/journalsearch.php?q=2578050&tip=iss&exact=no }
Dr. Deepankar Sinha, Associate Professor	DEA Based Pricing for Major Ports in India, Recent Applications of Data Envelopment Analysis: Proceedings of the 15 th International Conference of DEA, Emrouznejad, A., J. Jablonský, Rajib Banker and M. Toloo (eds.), University of Economics, Prague, Czech Republic, June 2017, ISBN: 978 1 85449 433 7. A DEA Based Framework for Proposed Merger of Public Sector Banks in India, Recent Applications of Data Envelopment Analysis: Proceedings of the 15 th International Conference of DEA, Emrouznejad, A., J. Jablonský, Rajib Banker and M. Toloo (eds.), University of Economics, Prague, Czech Republic, June 2017, ISBN: 978 1 85449 433 7.
Dr. R.P. Sharma, Associate Professor	Growth of Patanjali Brand from Local to Global Market, <i>The IUP Journal of Brand Management</i> , ISSN: 09729097, December 2017.
Dr. Jayanta K. Seal, Associate Professor	India's Foreign Exchange Reserves: Problem of Plenty, <i>The Management Accountant</i> , 52(12), 84-89 ISSN: 0972-3528, December 2017. Bitcoin - Is it the World's Future Currency? <i>The Management Accountant</i> , 53(1), 88-93 ISSN: 0972-3528, January 2018. Cost and Management Accounting Frame Works for Major Indian Ports (Co-author: Dr. Deepankar Sinha), <i>The Management Accountant</i> , 53(1), 88-93, ISSN: 0972-3528, March 2018. Efficiency Accounting in Ports: Identifying the Key-Performance Indicators (Co-author: Dr. Deepankar Sinha), <i>Business Spectrum</i> , ISSN: 22494804 December 2017.
Dr. M. Venkatesan, Associate Professor	Critical Consciousness and Psychological Well being among Youth in India, <i>Indian Journal of Positive Psychology</i> , Vol. 9 (1), pp. 60-68, March 2018. Personality Dispositions, Resilience and Decision Making and their Impact of Psychological Well being of Management Graduates in <i>Prabandhan: Indian Journal of Management</i> , 11 (1), pp. 22-38, January 2018.
Dr. Basanta K. Sahu, Associate Professor	Food Security in Drought Prone Areas in India: A Study of Odisha and Gujarat, <i>International Journal of Development Studies</i> , Vol XI, Issue 2, ISSN 09755799, December 2017.
Dr. Debashis Chakraborty, Associate Professor	Picking the Right Alternative: Should India Participate in TPP instead of RCEP? in J. Chaisse, H. Gao and C. Lo (eds.), <i>The Transpacific Partnership: A Paradigm Shift in International Trade Regulation</i> , Singapore: Springer, 2018.