

# iift NEWSLETTER

JULY-SEPTEMBER 2019

## 53<sup>rd</sup> Annual Convocation of the Institute

The 53<sup>rd</sup> Convocation of Indian Institute of Foreign Trade (IIFT) was held on 8 August 2019 at the Institute's New Delhi campus. In an impressive ceremony, the Chief Guest, Shri Hardeep Singh Puri, Hon'ble Minister of State (Independent Charge) of Ministry of Housing & Urban Affairs and Civil Aviation and Minister of State for Commerce & Industry, awarded Degrees to graduating students of the class of 2018. Degrees were conferred for Ph.Ds, Full-time MBA, Weekend MBA programmes, EPGDIB and CPEIM courses. Distinguished members from Board of Management of IIFT, Faculty Members of IIFT and other dignitaries were present during the function.

In his Convocation Address, Shri Puri focussed on the commendable growth that Indian economy has witnessed and achieved a level playing field with major economies of US and China. He further emphasized on the growing importance of the specialized institutes like IIFT and appreciated the strong contribution of IIFT's research based consultancy and corporate trainings. Congratulating graduating students and wishing them the very best for their future, the Minister exhorted them to be lifelong learners. He advised them to keep abreast of the latest developments in Foreign Trade.

Adding to the appreciation from the Hon'ble Minister, Commerce Secretary and Chairman, IIFT, Dr. Anup Wadhawan complemented IIFT's placements and role of globally placed Alumni to take the Institute to global heights which has only been possible due to its rigorous teaching pedagogy and unique courses including foreign languages. He further acknowledged strong role of IIFT towards the support extended in policy-making through its newly established centre of



Centre for Trade Facilitation and Logistics (CTFL) as well as Centre for WTO Studies, Centre for Research in Trade (CRT), Centre for Trade and Investment Law (CTIL), and Centre for NE Studies (Ce-NEST) at IIFT Kolkata. He also promised continued Government support to the institute for its upcoming campus at Maidan Garhi.

Prof. Pant, while presenting the Annual Report, recounted the journey of IIFT through expansion, extension and benchmarking in foreign trade. He said, “IIFT has been a landmark institution that is not only a leading B-school in India but also a major

think tank of the country, a widely recognized Centre for Human Resource Development and also as a hub for research in International Trade and Finance. In the last few years, IIFT has produced over 10,000 professionals and trained more than 40,000 people in various aspects of international business and trade.”

Prof. Pant thereafter in his address proudly announced that IIFT is all set to join an elite league of B-schools globally consisting of around 845 B-schools with a coveted AACSB accreditation with only 10 such in the country. ●

## Convocation of Executive Post Graduate Diploma in International Business, Hybrid Programme (2018-19)

Executive Post Graduate Diploma in International Business, Hybrid Programme came to an end in May 2019 with a batch of 62 students. The convocation ceremony was held on Friday, 26 July 2019.

The Chief Guest for the Convocation was Prof. Manoj Pant, Director, IIFT. Also, in attendance with other dignitaries, Mr. Aashish Jain, IIFT alumnus (Gold medallist) was invited.



## New Research Project

### Study for Evaluation of CSR Projects for the year 2018-19

[Sponsored by: Security Printing & Minting Corporation of India Ltd. (SPMCIL)]

Cost of the Study : ₹4.72 lakh.

The objectives of the study are to evaluate the CSR initiatives taken by SPMCIL in the year 2018-19 in their existing status and verify that the objectives of are in line with the policy framed by DPE and to assess the effectiveness of the project in terms of its outcomes and impact on various stakeholders.

●

## Inaugurations

### Ph.D. (Economics) 2019

Ph.D. Programme (Economics) 2019-24 was inaugurated on 22 July 2019. Total 10 students (7 in Delhi and 3 in Kolkata) have taken admission in Ph.D. (Economics). Course work teaching is under progress.



## M.A. (Economics) 2019-21

M.A. (Economics) 2019-21 was also inaugurated on 22 July 2019. Total 45 students (25 in Delhi and 20 in Kolkata Centre) have taken admission in M.A. (Economics) 2019-21. During the inaugural, IIFT Economics Society (IES) has launched their first edition of magazine named “ECOLibrium”. The magazine is released through IIFT’s website. This magazine is the output of the hard work of students from the Department of Economics at IIFT. The magazine contains articles and reports meditating on the two major growing economies of the World Today – India and China.



## Ph.D. (Management) 2019

The Ph.D. Programme (Management) 2019 commenced on 2 August 2019. Thirty nine (39) students (28 Part-time and 11 Full-time) have joined the programme. Teaching of Semester-I courses is going on.



## Executive Post Graduate Diploma in International Business (On-campus and Hybrid) Programme 2019-20

The Executive Management Development Division (EMPD) at IIFT conducts EPGDIB (On-Campus and Hybrid) programmes for working professionals.

The Executive Post Graduate Diploma in International Business (On-Campus) programme commenced with the new batch of 98 students on 7 August 2019.

Also, Executive Post Graduate Diploma in International Business (Hybrid) programme with a batch of 36 students was started on 7 August 2019. An interactive online learning platform is provided using internet to desktop technology accessible anywhere in India and abroad.

The Chief Guest for the Inaugural Ceremony was Prof. Majoj Pant, Director, IIFT. Also, in attendance with other dignitaries, Mr. Abhishek Kumbhat, IIFT alumnus (Gold medallist) and two students from the current batch of EPGDIB (2018-19) named Mr. Abhishek Kumar Pandey and Mr. Gaurav Popli was invited to share their thoughts from a graduating student’s perspective to young fellows.



**Winner!** Emerald Literati Awards 2019 Highly Commended Paper

Dear Dr Sheeba Kapil

Congratulations! Your article “Board characteristics and firm value for Indian companies” published in Journal of Indian Business Research has been selected by the editorial team as Highly Commended in the 2019 Emerald Literati Awards.

**Dr. Sheeba Kapil, Professor, IIFT** received Emerald Literati Awards, 2019 for her Highly Commended paper, titled “Board Characteristics and Firm Value for Indian Companies” published in *Journal of Indian Business Research*.

## Conference Participations by IIFT Faculty

**Dr. Saikat Banerjee, Professor** was invited as ‘Resource Person’ for 4th CII Tripura Pineapple Festival 2019 for the Technical Session “The Significance of GI Tagging of the Queen Pineapple to Increase the Brand Value”, Pragna Bhawan, Agartala, Tripura, 28 June 2019.

**Dr. M. Venkatesan, Professor** participated in “International Conference on Psychology: Creating the Future Together” held in Moscow, Russia organized by European Federation of Psychologists Associations Russian Psychological Society and European Congress of Psychology, 2-5 July 2019.

**Dr. Saswati Tripathi, Associate Professor** participated in 9th International Conference on Restructuring of the Global Economy (ROGE) held in London organized by Academy of Business and Retail Management (ABRM), 8-9 July 2019.

**Dr. Himani Gupta, Associate Professor** participated in Management Education 4.0: Strategies for Global Competitiveness held in

Pitampura, Delhi organized by Vivekananda Institute of Professional Studies, 29-31 August 2019.

**Dr. Arunima Rana, Assistant Professor** participated in 2019 American Marketing Association (AMA) Summer Academic Conference held in USA, organized by American Marketing Association, 9-11 August 2019.

**Dr. Prateek Maheshwari, Assistant Professor** and **Dr. Ashish Gupta, Assistant Professor** attended the Aston Certificate Programme in Faculty Development held in UK, organized by Aston Business School, Aston University, UK, 26-30 August 2019.

**Dr. Papiya Ghosh, Assistant Professor** presented a paper titled “A model of network formation and information acquisition” at a Conference on Economic Theory and Policy, organized by Ambedkar University, Delhi, 29-31 March 2019. ●

## Publications by IIFT Faculty

### Dr. Sheeba Kapil, Professor

- Kapil, S., and Mishra, R. (2019), “Corporate Governance and Firm Performance in Emerging Markets: Evidence from India”, *Theoretical Economics Letters*, 9(6), pp. 2033-2069.
- Kapil, S., and Gupta, J. (2019), “Performance Characteristics of Hedge Fund Indices”, *Theoretical Economics Letters*, 9(06), p. 2176.

### Dr. Jayanta Kumar Seal, Associate Professor

- Seal, J.K., and Paul, A. (2019), Does direct-sold funds provide a sizeable edge to investors? Evidences from Selected Mutual Funds in India, *Cogent Economics & Finance*, 7(1), 1612573.

### Dr. Debashis Chakraborty, Associate Professor

- “India’s Trade Analytics: Patterns and Opportunities” (Co-Edited with B. Nag), Sage Publications India Pvt. Ltd., New Delhi, 2019.
- “Is It Finally Time for India’s Free Trade Agreements? The ASEAN ‘Present’ and the RCEP ‘Future’” (Co-authored with J. Chaisse and X. Qian), *Asian Journal of International Law*, 9(2), 2019, pp. 359-391, .

### Dr. Ginni Chawla, Assistant Professor

- Gannouni, K., Cherif, A., Hofaidhllaoui, M., and Chawla, G. (2019), Self-Perceived Employability and Academic Engagement in Higher Education, *Proceedings of the European Academy of Management (EURAM 2019)*

Conference (ISSN 2466-7498 and ISBN 978-2-9602195-1-7).

- Najla, Arfaoui, Mahrane, Hofaidhllaoui, and Chawla, G. (n.d.). Social Performance of the Company: An Explanation Centralized on Social and Technological Factors, *EuroMed Journal of Business* (ISSN: 1450-2194).
- Chawla G., Singh, T., and Singh R. (n.d.). Operationalizing the Antecedents and Outcomes of Union Participation in the Indian Context, *Journal of Indian Business Research* (ISSN: 1755-4195).
- Dr. Ankit Kesharwani, Assistant Professor
- Kesharwani, Ankit (2019 – Accepted), “Do (How) Digital Natives Adopt A New Technology Differently than Digital Immigrants? – A Longitudinal Study”, *Information & Management*.
- Shaw, Bijeta, and Ankit Kesharwani (2019 - Accepted), “Moderating Effect of Smartphone Addiction on Mobile Wallet Payment Adoption”, *Journal of Internet Commerce*.
- Dwesar, Rishi and Ankit Kesharwani (2019 – in Press), “Examining Intra-Industry Trade Between India & China: Is India on the Right Track?”, *Theoretical Economics Letters*, Vol. 9, No. 6, pp. 1-18.
- Chaturvedi, Tamanna, O.P. Wali, and Ankit Kesharwani (2019 – in Press), “Enhancing Competitiveness through Compliance: Case of Indian MSME Exports in the USA”, *Theoretical Economics Letters*, Vol. 9, No. 6, pp. 19-37.

---

## Seminar Series

### Do (How) Digital Natives Adopt A New Technology Differently than Digital Immigrants? A Longitudinal Study

(August 2019)

by Ankit Kesharwani, Assistant Professor, Indian Institute of Foreign Trade, New Delhi.



Although the information systems (IS) literature has revealed a variety of mechanisms involved in technology adoption and postadoption use, the literature lacks insights about how individuals with different usage characteristics process the information related to new IS and how their belief judgments and use behavior unfolds over time. This study fills this void in the literature by conceptualizing and testing a comprehensive model to investigate the impact of user orientation toward technology use by digital natives (DNs) and digital immigrants (DIs) on technology continuous use behavior. The effect of DNs and DIs is currently gaining the attention of researchers. This study investigated the postadoption and use behavior of these groups using a three-wave panel model and with a decomposed theory of planned behavior (DTPB) as the initial adoption model. The longitudinal model is a unified framework that sheds light on four different mechanisms underlying postadoption phenomena: (1) the belief judgment evaluation processes suggested by the DTPB model, (2) sequential updating mechanism, (3) feedback mechanism, and (4) habit mechanism. Based on the multigroup analysis, we show that a clear pattern of differences in effect exists between DNs and DIs with respect to the sequential belief updating mechanism and that these results are relatively stable over time.

## Foreign Delegation Visit to IIFT

### **Dr. Tom Robinson, President and CEO of AACSB International**

Speaking at Indian Institute of Foreign Trade on “Global Trends in Business Education and Benefits of AACSB Accreditation”, Dr. Tom Robinson, President and CEO of AACSB International said that B-Schools need to actively engage and collaborate themselves with the business community and introduce innovative programmes in their curriculum to make graduates employable for tomorrow’s business world.



AACSB’s accreditation standards are quite rigorous and a school can take five to seven years to align itself to these standards and get initial accreditation. Currently, AACSB have a network of about 1,700 members in more than 100 countries and about 850 have earned AACSB accreditation. Similarly, about 188 institutions have earned additional, specialized AACSB accreditation for their accounting programmes.

In India, 57 B-Schools are members of AACSB and so far only 10 have received AACSB accreditation and about 20 are in the pipeline, Indian Institute of Foreign Trade (IIFT), New Delhi & Kolkata is one of them.

### **Dr. Syed Munir, Chairman, Institute of Policy, Advocacy and Governance (IPAG), Bangladesh**

He delivered a lecture on “How to Establish Mutual Cooperation on Foreign Trade and Investment”, lecture was attended by Prof. Manoj

Pant, Director, IIFT; Dr. Vijaya Katti, Dean, IIFT; Dr. J. Symess, Associate Professor and other IIFT Faculty and Students.

### **Prof. Joshua Aizenman, Dockson Chair in Economics and International Relations, USC and the NBER and Co-Editor, *Journal of International Money and Finance***

He took an intensive course from 22-26 July 2019 on varied topics of International Finance for the students of MBA 2018-20 batch. He covered following topics during his teaching at IIFT:

- (i) Analysis of Global/Financial Crises: Impact and Recovery.
- (ii) Financial Crises and Emerging Economies.
- (iii) Exchange Rate Regime and Trade.
- (iv) Macro and Trade Effects of Capital Control Policies with Reference to Developing Countries. ●

## MoU with SolBridge International School of Business

The Institute has signed an MoU with SolBridge International School of Business, Woosong University, South Korea on 26 August 2019 for student/faculty exchange and other academic activities for a period of five years. ●

## Alumni Executive Council Meeting at IIFT Kolkata Campus



IIFT Kolkata was highly privileged to host the Alumni Executive Council Meeting for the first time. The meeting was graced by the presence of the coveted executive members:

Dr. Manoj Pant, Director, IIFT & President, DAA; Dr. K. Rangarajan, Head, Kolkata Campus; Dr. Sanjay Rastogi, Head, Division of Alumni Affairs; Dr. Jayanta Kumar Seal, Faculty Member; Dr. Rajendra Prasad Sharma, Faculty Member; Dr. Prateek Maheshwari, Faculty Member; Mr. Maharishi Singhal, Chapter Head – Kolkata; Mr. Saumya Upadhyay, Chapter Head – Delhi; Mr. Rajiv Gatne, Chapter Head – Mumbai; Mr. Manoj Paul, Chapter Head – Chennai; Mr. R. Ajay, Chapter Head – Bangalore; Mr. Rituraj Juneja, EC Member; Mr. Kushal Roy, EC Member; Mr. J. Rajender Rao, EC Member; Mr. Madhavan Seshadri, EC Member; Mr. Brian D'Souza, EC Member; Mrs. Madhulika Dant, EC Member; Dr. Himani Gupta, Faculty Member; Mr. Ayush Patodia, Jt. Alumni Coordinator, IMF; Ms. Anshika Khattar, Alumni Coordinator, IMF; Mr. Chanakya Kaura, Vice-President, IMF; Ms. Ameesha Gupta, Convener, Placements Committee; and Mr. Mohit Jajoo, President, IMF.

The members presented updates on the developments across various facts pertaining to the Division of Alumni Affairs. Discussions were held on a host of issues and the esteemed members offered their words of advice on matters of importance. New initiatives were proposed to improve the alumni engagement of the institution.

The meeting was followed by the highly anticipated Kolkata Alumni Chapter Meet. The cultural performance by the current batch of students was appreciated by all and later, even alumni joined in for the celebrations. The event witnessed a tremendous turnout from across batches and courses offered at IIFT. The alums relished this forum to revive memories of their days at IIFT. The current batch of student representatives used this opportunity to interact with the alums and gain insights on various aspects of building a successful professional career.

The Division of Alumni Affairs would like to extend their gratitude to each one who was instrumental in making this event a grand success. ●

## Management Development Programmes at IIFT

During the July-September, MDP Division has conducted a total 6 programmes for Managers and Executives of various levels. Out of these, 4 sponsored programmes were for Government Officers (including ISS and DGFT officers) and executives of PSUs. This includes a 6 month Training programme on International Business Management for Armed Forces through Directorate General of Resettlement, Department of Ex-Servicemen Welfare of defense services (all three services) on 26 August 2019. A total of 150 participants benefited from these programmes.



### CATEGORY-WISE PROGRAMME DETAILS

Programmes	No. of programmes	No. of participants
Open Programmes	2	34
Sponsored Programmes	4	118
<b>Total</b>	<b>10</b>	<b>152</b>

**IIFT New Delhi and Kolkata** has conducted a Management Development Programme on “Training in Interpersonal Skills for Personal and Professional Effectiveness” (TIPS) with the support of Labour Dept., Govt. of West Bengal, Soma Ghosh, Rajendra Prasad Sharma, Gautam Dutta.

## Round Table Discussion on “Regulatory Barriers & Trade in Services - A Global Perspective”

The Institute is undertaking a study on Developing a Services Trade Restrictiveness Index, commissioned by the Ministry of Commerce and Industry (MoCI, Govt. of India). The objective of the study is to develop an alternative to the OECD’s index, which is theoretically and empirically advanced.

As a part of this initiative, a round table discussion on “Regulatory Barriers and Trade in Services – A Global Perspective” was organized on 21 August 2019 at IIFT, New Delhi Campus. The objective was to closely examine the nature and importance

of several policy areas such as Restrictions on Foreign Entry, Movement of People, Regulatory Transparency, Barriers to Competition and other Discriminatory as well as Non-discriminatory Measures in affecting exports and imports of three professional services viz. Legal, Accounting/ Auditing, and Architectural services.

It is hoped that the study by MoCI and IIFT will throw up new ideas at the time when services trade liberalization is taken forward at various multilateral and plurilateral fora. ●