

JANUARY-JUNE 2020

IIFT Economics Conclave

The IIFT Economics Society (IES) is a student body which aims at keeping students abreast of new advances in the field of contemporary economics. It provides a platform for students to link their theoretical knowledge with the practical world by presenting them with an opportunity to interact with policy-makers, economists and industry experts in India and abroad.

IES, under the guidance of faculty members organized a two-day Economics Conclave on 8-9 June 2020 with an aim to bring together leading academicians and business professionals from across the globe in order to have a meaningful discussion on the recent macroeconomics and international trade circumstances. The economic activity came to a grinding halt in the wake of the pandemic and therefore, it was all the more important for students to understand response of front line businessmen and academicians who tried to devise new measures to deal with this recession.

We received more than 530 registrations for the two-day online conference and more than 300 people comprising of students and faculty members from all domains and countries came up in great numbers for knowledgeable and interactive sessions.

On day 1 of the conclave, the speakers had a discussion on “Trade, Finance and Economic Development in a Post-COVID’19 Scenario” wherein the speakers delved into the recent dynamics which have been reshaping the global frontiers of trade and finance. On day 2, the speakers debated on “International Business & Consumerism: The Lessons for India” and the session comprised of topics ranging from reinvigorating businesses across industries to

changing landscapes for multinational corporations and modernizing the trade strategies in order to facilitate the same. The panel of speakers for the conclave was as follows:

DAY1

“Trade, Finance and Economic Development in a Post-COVID’19 Scenario”

- **Professor Soumyatanu Mukherjee, University of Southampton, UK** – Prof. Mukherjee addressed the students on the topic “Macroeconomic Uncertainty in International Trade” and talked about the extreme degree of uncertainty that many firms across the globe are exposed to due to the Coronavirus, which has affected firms’ production and exporting decisions.
- **Dr. Soumya Kanti Ghosh, Chief Economist, State Bank of India** – Dr. Ghosh presented his views on “Role of Financial Sector in Economic Revival” and spoke about the development-oriented challenges as a consequence of this global COVID pandemic, highlighting that the country was already undergoing a slowdown even before the crisis hit the world.



- **Dr. G. Badri Narayanan, Founding Director of Infinite Sum Modeling LLC (Seattle) and WA & Senior Economist, School of Environmental and Forestry Sciences, University of Washington (Seattle)** – The topic addressed by Dr. Badri was “Modeling the Impact of COVID’19 on the Economy and Environment”. He emphasized on government policy response by explaining that rapid policy structure changes could minimize the damage caused due to COVID-19.
- **Siddhartha Sanyal, Chief Economist & Head Research, Bandhan Bank** – Mr. Sanyal talked about the “Challenges for the Indian Economy and Financial Markets”. Some of the major insights posed Mr. Sanyal were the fall in the growth levels of consumption and investment, bank credit growth, migration issues, and the equity and debt market.



DAY 2

“International Business & Consumerism: The Lessons for India”

- **Professor Pinaki Dasgupta, Former Dean, IMI, New Delhi** – Mr. Pinaki addressed the students of the topic “Future of Consumerism and Impact on Business”. He explained the changes in consumption trends since the inception of lockdown across the country along with emphasis on the role of both the demand and supply sides in bringing about this change.
- **Dr. Massimo Cortili, CEO and Founder of Anvia Holding, Milan, Italy** – Dr. Cortili talked about “Economic and Business Revival for Italy and Learnings for India” and observed that the crisis has exposed a world that lacks sensible and competent leadership because of which the governments are directionless, the policies are suffering and the businesses are left to stand on their own.
- **Aravind Yelery, Senior Fellow at Peking University** – Mr. Yelery gave his insights on the topic “The Role of China in Coming Days to Shape the International Business” and pointed that because of China’s influence in the functioning of Multilateral Institutions and

international trade in the past, the recent unprecedented turn of events brought everything to a halt and the production as well as the supply chains have been disrupted to much extent.

- **Professor Sangeeta Khorana, University of Bournemouth, UK** – Dr. Khorana talked about “Trade and Overall Strategy of UK and what India can Learn”, i.e., the overall trade scenario of the world and the economic condition of the UK in the post-COVID era. She began her discussion by pointing out how the overall trade scenario has changed after COVID-19 and the possibility of deglobalization taking place.

The Conclave was concluded by a Vote of Thanks by members of IES, Economics Society of IIFT. It was the combined efforts of the faculty members, Prof. Biswajit Nag, Head Economics Division, IIFT Delhi and all the students of MA Economics programme that the event became a huge success.

●

Participation by IIFT Faculty

Dr. Ravi Shanker, Chairperson, (IICD) & AACSB Accreditation delivered a two hour virtual lecture on 30 April on “Improving Effectiveness in e-learning” to the Deans, Head of Departments & Faculty Members of Maharshi Dayanand University, Rohtak. It was an online lecture series on “*Reimagining Education in the Times of Pandemics and Beyond*”, 26-30 April 2020 on MDU WebEx Platform.

Dr. Rajendra Prasad Sharma, Associate Professor

- Invited for talk on “Rethinking Strategy and tactics for International Marketing during COVID-19”, at Federation of Indian Export Organizations (FIEO) for their Pan India Exporters, 4 May 2020.
- Series of invited talks in the Audio Conference mode for Export Promotion Council for Handicrafts addressing Rethinking Handicraft Export Sales Amid the Uncertainty of Coronavirus and Presenting Products Internationally with Effective Communication (April-May 2020).
- Invited as Resource Person for a session on “Don’t Teach, Let Them Learn”, Faculty Development Programme for B-school Faculty, organized by Adamas University, Kolkata, 30 May 2020.
- Expert Talk on “Rethinking Marketing During & Post COVID” at JIS University for their Faculty and Students, 20 May 2020.
- Keynote Speaker, Technical session on “Managing Marketing Practices after COVID-19” at the International Webinar, organized by FMS, MLS University, Udaipur, 8 May 2020.

Dr. Jacqueline Symss, Associate Professor, attended a virtual conference entitled “AP and EMEA Accreditation Conference”, organized by AACSB, 22-23 June 2020. ●

AACSB Accreditation

A virtual meeting of AACSB Team was held on 20 May 2020 with Ms. Amy Menon AACSB Liaison Officer, Asia Pacific, to discuss the issues related to the accreditation visit of Peer Review Team, as AACSB has cancelled all visits which were scheduled during 2020 and the new dates will be from March 2021. During the meeting it was discussed that IIFT would like to get the visit scheduled at the earliest and accordingly it was decided that the PRT visit will now take place during 28 February to 3 March 2021. ●

The Association of MBAs (AMBA)

IIFT’s application for AMBA membership has been accepted. IIFT can now proceed with AMBA Accreditation process. ●

IIFT RANKINGS

- IIFT with its excellence in delivering knowledge and inculcating the talent in the corporate and academic sector has secured the 10th Rank as per the InsideIIM MBA Ranking, Top MBA Colleges in India 2020 and 11th Rank as per the MBAUniverse.com B-School Rankings 2020.
- The India rankings 2020 by NIRF have been e-released by Dr. R.P. Nishank, Hon’ble Union Minister, Ministry of Human Resource Development on 11 June 2020. A total 630 business schools participated in the Management category for this ranking. IIFT has been ranked 26th Under Management Category, moving up by five places, as compared to last year (ranked 31st in 2019).
- Processing the application to participate in the Business Today - MDRA B-School Survey, 2020.

Publications by IIFT Faculty

Dr. Sugata Marjit, Distinguished Professor

- S. Marjit, R. Oladi and P. Roychowdhury (2020), “Income Distribution and Trade Pattern”, *Review of Economics*, (DeGruyter, Germany) June, pp. 1-14.
- S. Marjit, Gouranga G.D., and Mausumi K. (2020), “The Impact of Immigration on Skills, and Wages; Education Matters more than Where People Come From”, *Journal of Policy Modelling* (Elsevier), May-June.
- S. Marjit, Ritwik S. and Joydeb S. (2020), “Composition of Public Expenditure and Growth of Indian States – A Political Perspective”, *Journal of Social and Economic Development* (Springer), April, pp. 1-17.
- *Nominated as the Chairman of the Search Committee for Selection of the Chairman of State Council of Higher Education of Tripura Government.*

Dr. Saikat Banerjee, Professor

- Banerjee, S. and Ray Chaudhuri, B. (2020), “Factors Shaping Attitude of Voters about Celebrity Politicians: Direct and Indirect Effects”, *Journal of Business Research*, Vol. 109 No. 3, pp. 210-220.
- Banerjee, S. (2020), “Factors Impacting State Branding Communication Success: A Mediating and Multigroup Analysis”, *Place Branding and Public Diplomacy*.
- Banerjee, S. and Goel, P. (2020), “Party Brand Hate in Political Market: Antecedents and Consequences”, *Asian Journal of Political Science*.
- “Berger Paints: Managing Product Performance Through Co-creation (2020)”, SAGE Originals, SAGE Business Cases, UK (accepted for publication).

Dr. Jaydeep Mukherjee, Associate Professor

- “Home Country Impact on Outward FDI from India”, *Journal of Policy Modeling* (Elsevier Journal Ranked A in ABDC), (Co-author: Rishika Nayyar), Vol. 42, 2020, pp. 385-400.
- “The Nexus between Financial Development and Trade Performance”, *Journal of Financial Economic Policy* (Emerald Journal Ranked B in ABDC) (Co-author: Puneet Arora), Vol. 12, No. 2, 2020, pp. 279-291.

Dr. Ankit Kesharwani, Assistant Professor

- Tripti Ghosh Sharma, Preeti Tak, Ankit Kesharwani (2020), “Understanding Continuance Intention to Play Online Games: The Roles of Hedonic Value, Utilitarian Value, and Perceived Risk”, *Journal of Internet Commerce*, Vol. 19, Issue 3, pp. 346-372.

Dr. Preeti Tak, Assistant Professor

- Sharma, Tripti G., Preeti Tak, and Ankit Kesharwani (2020), “Understanding Continuance Intention to Play Online Games: The Roles of Hedonic Value, Utilitarian Value and Perceived Risk”, *Journal of Internet Commerce*, 19 (3), pp. 346-372.
- Preeti, Tak and Siddiqui, Areej, A. (2020), “Corona Virus”, in Patel, K.A. (Ed.), *Corona Virus*, pp. 73-77, Bilaspur, Chhattisgarh.

Dr. Kavita Wadhwa, Assistant Professor

- Syamala, S.R. and Wadhwa, Kavita, (2020), “Trading Performance and Market Efficiency: Evidence from Algorithmic Trading”, *Research in International Business and Finance*, Vol. 54.

•

Achievements by Publication & Library Division

Webinars in Collaboration with Knowledge Partners						
Sl. No.	Webinar Partner	Date	Audience	Conducted Through	Topic	Objective
1.	Sage Publications	4 June 2020	130+	Microsoft teams	Sage Research Methods	Understanding of Research Methods database to facilitate usage of books, reference works, journal articles, teaching datasets and instructional guides that give students a chance to learn data analysis by practicing themselves.
2.	McGraw Hill Education	12 June 2020	20+	Wbex.com	Leveraging Technology in Education	Learning Analytics: Dashboards for teaching, insights and feedback that involved understanding designing and conduct of courses online & digital mode in few clicks, preparation of lecture resources (ppt, Solutions, notes and test banks). Online connect with students – online, smart book & mobile.
3.	CMIE	19 June 2020	40+	gotomeetings	Harnessing Economic Databases - A Training on CMIE databases	Industry level and company level database extraction and application: industry outlook, economic outlook, trade outlook, for research scholars and faculty members.
4.	Thomson Reuters	24 June 2020	25+	Microsoft Teams	Eikon access discussion	Understanding (financial fundamentals, economics, estimates, analytics, charting, research reports, commodities, lipper, deals, etc.) industry and firm level data analysis.
5.	Refinitiv	24 June 2020	25+	Registration based	Navigating the change: Preparing for the LIBOR Transition	Understanding paradigm shifts in LIBOR and discuss whether alternative data or reference rates exist to replace LIBOR.
6.	Global Trade Tracker	30 June tentatively	20+	Microsoft teams	GTT Access training	Understanding trade flows and data usage to understand original trade statistics from the world's leading trading nations, trade flows.

New Additional Databases Negotiated for Free Access Trial of 30 Days for IIFT

Sl. No.	Date	Audience	Conducted Through	Duration
1. EMIS	May-June	30+	website based	30 days
2. EKION	June	30+	Access will start from July (tentatively) after their webinar on 24th June	30 days
3. Global Trade Tracker	June-July	10+	Access will start from 1 July (tentatively)	30 days
4. CMIE	Open	40+	Working- common login credentials shared	30 days
5. Sage Publications	June-July	100+	Working- common login credentials shared	30 days
6. Bloomberg		only BMI		
7. EPWRF	May-June			

International Publishers Partnered for E-books Free Trail Access for 45 Day

1. Wiley	45 days trial access	open	Common login credentials and links were shared URL:- http://e-books.wileyindia.com/
2. Proquest	45 days trial access	open	Common login credentials and links were shared https://ebookcentral.proquest.com/lib/iiftin/home.action
3. Science Direct	45 days trial access	open	Common login credentials and links were shared https://www.sciencedirect.com
4. Macgraw Hill	45 days trial access	open	Common login credentials and links were shared https://www.expresslibrary.mheducation.com/
5. Emerald	45 days trial access	open	Common login credentials and links were shared



Training Programme

Diploma in International Business (EPGDIB) 2018-19 successfully completed on 26 December 2019. The Convocation Ceremony was chaired by Prof. Manoj Pant, Director, IIFT, who delivered the Keynote Address. Shri Shyam Sunder Dubey, Joint Secretary, Ministry of Housing & Urban Affairs, Government of India was the Special Guest. Diplomas to around 100 successful students of the EPGDIB 2018-19 programme were conferred on this day.

MoU with International School of Finance and Technology

The Institute has signed an MoU with International School of Finance and Technology, Tashkent Region, Uzbekistan on 31 May 2020 for student/faculty exchange and other academic activities for a period of five years.

Management Development Programmes at IIFT

During April-June 2020, MDP Division has conducted a total 8 programmes for officers/executives of various levels. Out of these, 3 sponsored programmes were for Government Officers (including ISS and DGFT officers) Besides, 3 long duration courses delivered via hybrid mode. One EDP and one programme were delivered under NiryatBandhu MOOC. A total of 476 participants benefited from these programmes. Due to Covid-19 crisis and Government directives, all the programmes have been conducted via online mode during the period, April-June 2020.

Special Achievement

The Institute (Delhi Campus) has started its first ever fully Online MDP on “Enhancing Competitiveness of Agri Export from Kerala” for Agricultural officers of WTO Cell of Govt. of Kerala, 15 June 2020. The programme was inaugurated in a virtual inaugural ceremony by Adv. V.S. Sunil Kumar, Hon’ble Minister of Agriculture, Govt. of Kerala, and Prof. Manoj Pant, Director, IIFT. It was a two-week MDP conducted from 15-26 June 2020. Thirty-five Agricultural officers from the different Agri departments of Kerala Govt. benefited from this MDP.

Other major programmes include 24-weeks Professional Training Programme on

International Business Management. Further, IIFT, in the capacity of a Central Training Institute is conducting 9 months Professional Training for Indian Trade Service Probationers from January-September 2020. In addition, fulfilling Institutes’ commitment towards Govt. of India’s mission to create a large pool of new exporters and entrepreneurs across country, MDP Division is also conducting a series of online programmes (through MOOC portal) under NiryatBandhu Scheme of DGFT, Govt. of India. All these programmes were continued during April-June 2020.

CATEGORY-WISE PROGRAMME DETAILS

Programmes	No. of programmes	No. of participants
Sponsored Programmes	3	91
Hybrid/Online (long duration)	3	113
Online EDPs	1	82
NiryatBandhu MOOC Programme (online)	1	190
Total	8	476