

JULY-SEPTEMBER 2020

Webinar on "Impact of Covid-19 on Management Education and Institutions"

Indian Institute of Foreign Trade is organizing a webinar on "Impact of Covid-19 on Management Education and Institutions" on 12 August 2020.

The webinar aims at understanding the challenges that Covid-19 posed at higher education and what are the new expectations of the corporate world amidst the new normal.

About the Speakers:



Prof. Manoj Pant, Director and Professor of Economics at Indian Institute of Foreign Trade. He has teaching experience of 40 years in reputed academic institutions like Indian Institute of Foreign Trade, Delhi University and Jawaharlal Nehru University. He has also served as visiting faculty at IIM, Lucknow; IIT, Delhi and Southern Methodist University, USA.



Mr. Girish Aivalli, CEO, South Asia AgTech Hub for Innovation Pvt. Ltd., is a well recognized professional in the Indian Agribusiness industry with an excellent mix of operational, consulting and policy experience. He has worked with reputed companies like Cargill, ADM & Olam in top management operational roles and with the Yes Bank Group in Agro-Advisory and Agribusiness Investments & Incubation role.



Mr. Shyam Vasudevan, Director and COO, IdeaWorks Design and Strategy Private Ltd. and has over 18 years of experience in advertising and communications and has worked on several award-winning campaigns including Incredible India and Kerala Tourism and the Make in India campaigns. He has advised over 11 countries and states on place branding and promotion, including place branding and FDI promotion.



Mr. Tarun Jha, Head of Marketing and Product, ŠKODA, is responsible for Brand Management, Product Strategy, Media, Digital and Social Marketing, CRM, Retail Marketing, Research and Events. He has worked with reputed companies like Mahindra & Mahindra, ViCommunications. He has also been a Jury-Member for multiple Marketing, Advertising and Media Awards – EFFIES, EMVIES, Prime Deocon Group, Ogily and Mather Ltd. among others.



Dr. Sudeep Rathee, Asia Director of New York Institute of Finance, Hongkong and Executive Director of Trading Firm, Triway International. He has over a decade of global experience and has held various management and leadership positions in financial services, management consulting, sustainable finance and public policy advisory.

Participation by IIFT Faculty

Dr. K. Rangarajan, Professor & Head, IIFT Kolkata

- Invited as a speaker in Webinar on “Change in Role of Customs in Post Covid Situation” and “Change in Role of AEOs in Post Covid Situation” organized by CII on 3 and 10 July 2020.
- FIEO ER has organized an Online Training session on International Trade and Marketing with a focus on MSMEs and new entrepreneurs to face the challenges of the new era. Dr. K. Rangarajan was invited as a speaker there on “Post COVID-19 opportunities for Indian Exporters” on 6 July 2020.
- FIEO Chennai, organized a Refresher Course on International Trade for Practicing Exporters from 7-27 July 2020 where Dr. Rangarajan was invited for a session on 8 July 2020 on Emerging Trade Opportunities for Indian Exporters.
- Invited by University of Teaching Dept., Barkatullah University, Bhopal for a session on “Post Covid International Business Landscape” on 11 August 2020.

- Invited as a speaker by Amazon in a Panel Discussion on “E-commerce Exports” on 20 August 2020 through Amazon Chime.

Dr. Saikat Banerjee, Professor

- Invited as ‘Resource Person’ to offer 4hrs sessions at Learn with FIEO: Building Aatmnirbhar Bharat - Sixteen hours (16 hours) Comprehensive Course on Branding and Market Positioning of your product internationally and nationally from 28 August to 3 September 2020.
- Nominated by Department of Scientific and Industrial Research (DSIR), Ministry of Science and Technology, GOI as member of PGRC to review the status of the project entitled “Technologies Strategies and Branding Manifestations for Better Firm Performance – A Comprehensive Study from the year 2000 to 2019, after Phases of Liberalization of the Indian Economy” to be conducted by Symbiosis School of Media and Communication, Bangalore under A2K+Studies programme of DSIR. ●

Management Development Programmes at IIFT

During July-September 2020, MDP Division has conducted a total 5 programmes for Officers/ Executives of various levels. Out of these, 2 sponsored programmes were for Government Officers. Besides, 1 long duration hybrid course, 1 EDP and 1 programme under Niryat Bandhu MOOC were conducted. A total of 241 participants benefited from these programmes. Due to Covid-19 crisis and Govt. directives, all the programmes have been conducted via online mode during the period July-September 2020.

Other major programmes include 12 weeks Certificate Course in “Global Supply Chain Management” for the Officers of Armed Forces. Further, IIFT, in the capacity of a Central Training Institute is conducting 9 months Professional Training for Indian Trade Service Probationers from January-October 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 Niryat Bandhu Scheme of DGFT, Govt. of India.

CATEGORY-WISE PROGRAMME DETAILS

Programmes	No. of programmes	No. of participants
Sponsored Programmes	2	62
Hybrid/Online (long duration)	1	41
Online EDPs	1	47
(Niryat Bandhu MOOC Programme, online)	1	91
Total	5	241

Webinar

Covid-19 – Big Miss, Change and Opportunity



Mr. Kshitiz Mahajan is the Co-Founder of Complete Circle Consultants Private Ltd. and has more than 19 years of experience in Banking, Mutual Fund Product, and Distribution. His firm aims at identifying and fulfilling the gaps that exist in the wealth management universe consisting of banks, NBFCs and Independent Financial Advisors (IFAs). They have been awarded as the Best Financial Advisor for North India in 2019 by CNBC TV 18.

As an entrepreneur, he is creating new benchmarks in setting up a marquee firm with research and content-based platform offering innovative wealth solutions. Before founding Complete Circle Consultants Pvt. Ltd., he has worked with Motilal Oswal AMC, Canara Robeco Mutual Fund, Nippon Life Asset Management Co. Ltd. and HDFC Bank.

Optional

With a knack of educating his clients and public, he offers his advice regularly in Personal Finance and Taxation columns in various Newspapers and Journals like *Mint*, *Hindustan Times*, *Outlook Money*, etc. He also features on various Business News Channels like CNBC, Zee Business and RSTV to advice the viewers about investing in Mutual Funds and to guide them about various aspects of financial planning.

Thank you for joining us and contributing towards a better understanding of the challenging times.

International Collaborations & Capacity Development (ICCD) Division

The following activities were undertaken by the International Collaborations & Capacity Development (ICCD) Division.

New MoU Signed

The Institute has signed an MoU with Bangladesh Foreign Trade Institute, Dhaka, Bangladesh for a period of three years.

Renewal of Membership

The Institute has renewed the membership of Association of Indian Universities (AIU) for the period April 2020 to March 2021.

Faculty Development Programme

The approved IIFT Faculty participation for National/International Conferences/Training Programmes under Faculty Development Programme during the period July-September, 2020:

Conference	Training	Programmes
National	0	2
International	1	0

NATIONAL/INTERNATIONAL TRAINING PROGRAMMES

Name of the Faculty	Training Programme	Date	Venue	Organizing Institution
Dr. Sweta Srivastava Malla	Masterclass for Directors	29-30 Aug. and 5-6 Sept. 2020	Online Training	Institute of Directors, New Delhi
Dr. Bharat Kumar Chillakuri	Certificate Programme in People Analytics and Digital HR	23 Aug. – Nov. 2020	Online Training	Indian Institute of Management, Indore

Inaugurations

Ph.D. (Economics) 2020

Ph.D. Programme (Economics) 2020-25 was inaugurated on 24 September 2020. Total 9 students (6 in Delhi and 3 in Kolkata) have taken admission in Ph.D. (Economics). Course work teaching is under progress.

M.A. (Economics) 2020-22

M.A. (Economics) 2020-22 was also inaugurated on 24 September 2020. Total 74 students (36 in Delhi and 38 in Kolkata Centre) have taken admission in M.A. (Economics) 2020-22. Course work teaching is under progress. ●

Graduate Studies in Management (GSM) Division

The Graduate Studies in Management (GSM) Division conducts the Flagship programme of IIFT, i.e. MBA in International Business, besides the Weekend MBA in International Business and Certificate Programmes of the Institute. The GSM Division coordinates the teaching in the above programmes. The objective of GSM is to monitor the functioning of the IIFT's programmes, while ensuring their academic excellence and contemporariness. GSM also works on programme management, course scheduling, session planning, and faculty allocation, conduct of examinations, dissertation projects and student viva. All student matters, including student relations and discipline, are under the charge of GSM. GSM also conducts of port visits, industrial visits, guest lectures, workshops, seminars, student exchange programmes.

Following activities were held during the period July-September 2020.

1. Two-years' MBA (IB) 2020-22 Programme

The 55th batch of two- year MBA (International Business) 2020-22 at Delhi and Kolkatta Campus was inaugurated on 5 August 2020 through online mode. The Welcome Address was delivered by Dr. Sanjay Rasotgi, Head, GSMD, Delhi Campus and Dr. Saiket Banerjee, Head, GSMD Kolkata Campus. Dr. Manoj Pant, Director, IIFT delivered the Inaugural Address and Dr. Vijaya Katti, Dean,

addressed the students. The programme was attended by faculty and staff of the Institute through Microsoft Team App.

2. Two and Half years' Weekend MBA (IB) 2020-23 Programme

The 21st batch of Two and Half years' Weekend MBA (International Business) 2020-23 at Delhi Campus, for working executives was commenced on 8 August 2020 through online mode. Forty-five students were admitted to the Programme on the basis of essay writing and interviews. The Group Discussion which was a regular feature was dropped from the process due to global pandemic situation. Online interview was conducted through Microsoft Team App and Essay Writing was also organized online.

The Inauguration Address was delivered by Prof. Majoj Pant, Director, IIFT and the programme was attended by faculty and staff of the Institute.

Besides Inauguration of two prestigious Programmes of the Institute, a *Master Class* was addressed by Shri Piyush Goel, Minister of Railways, Commerce & Industry, Consumer Affairs and Food & Public Distribution, Govt. of India on "India's Trade Policy" on 10 September 2020. Three hundred eighty students of class of MBA (IB) 2019-21 & MBA (IB) 2020-22 attended the address through Microsoft Team App. ●

Publications by IIFT Faculty

Prof. Manoj Pant, Director

- Pant, M. and Mondal, S. (2020), “FDI Spillovers on Technical Efficiency of Indian Manufacturing Firms”, *Economic and Political Weekly*, 55(7) pp. 42-49.

Dr. Sunitha Raju, Professor

- “India-China Trade: Going Beyond Revealed Comparative Advantage”, *China Economic Review*”.

Dr. Saikat Banerjee, Professor

- Banerjee, S. (2020), “On the Relationship between Online Brand Community and Brand Preference in Political Market”, *International Review on Public and Non-profit Marketing*, {ABDC: B}

Dr. Jayanta Kumar Seal, Associate Professor

- Datta, R.P., and Seal, J.K. (2020), “How the Efficiency of Mutual Funds in India have Evolved Over Time: A Study on Selected Mutual Funds in India”, *The Journal of Prediction Markets*, 14(1), pp. 3-26.

Dr. Areej Aftab Siddiqui, Assistant Professor

- Siddiqui, A.A. and Singh, P. (2020), “Identifying Export Markets for Indian Medical Devices”, *International Journal of Pharmaceutical and Healthcare Marketing*.
- Kushwah, S.V. and Siddiqui, A.A. (2020), “Relationship Between Oil Price Movements and Stock Returns of Oil Firms in Oil Importing Economies”, *Global Business Review*.

Dr. Ankit Kesharwani, Assistant Professor

- Tripti Ghosh Sharma, Juho Hamari, Ankit Kesharwani, and Preeti Tak (2020), “Understanding Continuance Intention to Play Online Games: Roles of Self-Expressiveness, Self-Congruity, Self-Efficacy and Perceived Risk”, *Behaviour and Information Technology*, Vol. 19, Issue 3, pp. 1-17.

Dr. Preeti Tak, Assistant Professor

- Sharma, T.G., Hamari, J., Kesharwani, A., and Tak, P. (2020), “Understanding Continuance Intention to Play Online Games: Roles of Self-

Expressiveness, Self-Congruity, Self-Efficacy, and Perceived Risk”, *Behaviour & Information Technology*.

- Tak, P. (2020), “Antecedents of Luxury Brand Consumption: An Emerging Market Context”, *Asian Journal of Business Research*, 10(2), pp. 23-44.

Dr. Naman Sharma, Assistant Professor

- Sharma, N. (2020), “Fostering Positive Deviance: A Potential Strategy to An Engaged Workforce”, *Strategic Direction*, Vol. 36(8), pp. 1-3. ●

Presentations by IIFT Faculty

Kapoor. S. and Banerjee, S. (2020), “A Grounded Theory Study on Role of Retailers During Brand Scandal” presented in the 8th International Conference on Contemporary Marketing Issues (ICCMi 2020) held between 11-13 September 2020 (Virtual Conference); Co-organized by the Department of Organization Management, Marketing and Tourism of the International Hellenic University, Greece and the Adam Smith Business School of the University of Glasgow, UK. (Presented by Co-author). ●

Executive Management Programmes (EMP) Division

The EPGDIB (On-campus & Hybrid) 2020-21 batch had an opulent online Inaugural Ceremony that was organized on 8 August 2020 with a total of 111 participants enrolling for the course from across the length and breadth of the country. Out of these 111, 80 and 31 have opted for the On-campus and Hybrid mode of the course respectively.

For the first time in the history of the Institute, the Inaugural Ceremony was organized through the online medium. The division was overwhelmed with the positive response and feedback received from the participants to the online ceremony. ●

Division of Alumni Aaffairs

The activities conducted in the July-September are as follows:

Executive Council Meet

The Executive Council Meeting was Chaired by Prof. Manoj Pant, Director, IIFT on 26 September 2020. With everything moving online, this time we held the EC meet too virtually. Discussions pertaining to the betterment of the Institute and how the students are coping up with the online mode of instruction took place. Activities conducted in the past 6 months were presented by the respective student body heads and the Alumni fraternity was kind enough to extend their support and guidance for the upcoming activities in the next year.

In-Vision Webinar Series: A online Webinar Series wherein our alumni from diverse



professional backgrounds are invited to present their perspectives on the current business trends from their respective industries. A Webinar Series for the Junior Batch (2020-22), to help them with career choices post MBA and how they can manage their MBA.

IN-VISION WEBINAR SERIES

Name	Company	Batch	Topic
Mr. Robin Gupta <i>Project Manager</i>	Aditya Birla Group	2015-17	General overview of his IIFT journey and landing in ABG.
Mr. Amit Chawla <i>Deputy General Manager</i>	Mahindra Rise	2009-11	Gave an overview about his journey with Mahindra & Mahindra.
Mr. Atman A. Pandya <i>Strategy Analyst</i>	JPMorgan Chase & Co.	2016-18	Mental models: How to think about the world?
Ms. Jasleen Dalal <i>Channel Manager</i>	NIVEA India	2015-17	What Marketing is not?
Mr. Kaustubh Tripathi <i>Assitant Manager</i>	ITC Limited	2017-19	Life through IIFT and also briefly about his role at ITC.
Mr. Aditya Goel <i>Co-founder</i>	Love In Store	2011-13	Startups in the FMCG sector and MBA at IIFT.
Mr. Siddharth Sidhwani <i>Manager</i>	Clinton Health Access Consulting	2005-07	M&A, Financial Initiative Inc.
Mr. Aayush Agarwal <i>Assistant VP - Credit Management</i>	BNP Paribas	2014-16	Career in Finance - Insights, and Preparation.