



Indian Institute of
Foreign Trade

RESEARCH NEWSLETTER

NO. 17

APRIL 2013

Conferences Organized by the Institute

The third biennial **Conference on Empirical Issues in International Trade and Finance (EIITF)** was organized by the Institute at its Kolkata Campus on 10-11 January 2013. The Conference received about 130 papers, of which 70 were accepted and 68 were finally presented during the Conference. Two special lectures were delivered by Prof Jeffrey H. Bergstrand from the University of Notre Dame, USA on “Fifty Years of Gravity Model in Trade” and by Prof. Maitreesh Ghatak of the London School of Economics on “Microfinance”. Dr. C. Rangarajan, Chairman of the Prime Minister’s Economic Advisory Council, inaugurated the Conference as the Chief Guest. The Conference was attended by prominent faculty and researchers from various parts of the world, top business as well as from trade and industry. The fourth conference will be held in New Delhi.

As part of the Delhi Economics Conclave organized during 16-20 December 2012 the Indian Institute of Foreign Trade (IIFT), New Delhi hosted a one-day Conference on **Macroeconomic Stabilization Policy in an Era of Low Growth** on 18 December 2012 at IIFT premises. The Conference was sponsored by the Ministry of Finance, Government of India. The Conference brought together eminent resource persons from multilateral bodies like ADB, policy makers, academicians, researchers and industry experts to deliberate on the macroeconomic policies for dealing with the global uncertainty and the challenges that the world economy faces. The Guest of Honour for the Inaugural Function was Dr. Y.V. Reddy, Former Governor, Reserve Bank of India. Dr. Surajit Mitra, Director, IIFT gave an introductory remark, while Dr. Raghuram Rajan, Chief Economic Advisor, Ministry of Finance delivered a special address during the inaugural function. The other eminent resource persons who participated in the Conference include among others, Dr. Cyn-Young



Dr. C. Rangarajan releasing Institute's quarterly journal *Foreign Trade Review* published by Sage at the third EIITF Conference, Kolkata, 10 January 2013.



Dr. Surajit Mitra, Director IIFT, lighting the lamp of learning at the Conference on Macroeconomic Stabilization Policy in an Era of Low Growth, New Delhi, 18 December 2012.

Park, Assistant Chief Economist, Asian Development Bank; Shri T.C.A. Ranganathan, Chairman and Managing Director, EXIM Bank of India; Dr. HAC Prasad, Senior Economic Advisor, Ministry of Finance; Shri. R.V. Verma, Chairman & Managing Director, National Housing Bank; Mr. Abheek Barua, Chief Economist and Senior Vice President, HDFC Bank; Shri Anil Bisen, Economic Advisor, Ministry of Finance; and Dr. Abhijit Sen Gupta, Senior Economics Officer, ADB, New Delhi.

Presentations by IIFT Faculty

- **Dr. Saikat Banerjee, Associate Professor** presented a paper titled “Impact of Social Marketing in Emerging Economies: A Study on Effectiveness of Disease Awareness Advertising (DAA) as a Pharmaceutical Marketing Communication Tool in India” at the 5th IIMA Conference on Marketing in Emerging Economies, 9-11 January 2013.
- **Dr. Saikat Banerjee** presented a paper titled “Factors Influencing Adoption of E-detailing as a Pharmaceutical Marketing Communication Tool in Emerging Economies like India: Views of Health Care Professionals of India” presented at the International Marketing Conference (MARCON 2012) organized by IIMC (Indian Institute of Management, Calcutta), 28-30 December 2012.
- **Dr. Deepankar Sinha, Associate Professor** presented a paper titled “A Causal Framework for Measurement of Performance of Supply Chain”, at the XVI Annual International Conference of Society of Operations Management, IIT Delhi, 21-23 December 2012.
- **Dr. Deepankar Sinha** presented a paper entitled “Integrating Logistics with Core Business of a Global Firm: A Strategic Decision Support System based on Causal Framework”, at the XVI Annual International Conference of Society of Operations Management, IIT Delhi, 21-23 December 2012.
- **Dr. B.K. Sahu, Assistant Professor** presented a paper titled “Financial Inclusion and Microfinance in India” during the Seminar at Dept. of East Asian Studies, Lester and Sally Entin Faculty of Humanities, Tel Aviv University, Tel Aviv, Israel, 13 November 2012.
- **Dr. B.K. Sahu** presented a paper on “Changing Agrarian & Social Relations in India: Growth of Non-farm Activities & Rural Classes” during the Seminar at Department of Sociology & Anthropology, Faculty of Social Sciences, Tel Aviv University, Tel Aviv, Israel, 6 December 2012.
- **Dr. B.K. Sahu** delivered Public Lecture on “Micro-finance & Women Empowerment in India” at the Dept. of Asian Studies, Faculty of Social Science, University of Haifa, Haifa, Israel, 17 December 2012.
- **Dr. B.K. Sahu** delivered Public Lecture on “India Achieving the Millennium Development Goals (MDGs): Challenges and Policy Issues” at the S. Daniel Abraham Center for International and Regional Studies, Tel Aviv University, Tel Aviv, Israel, 27 December 2012.
- **Dr B.K. Sahu** presented a paper on “Agricultural Credit in India: Constraints & Role of Microfinance” during Seminar at Dept. of Agriculture Economics, The Robert H. Smith Faculty of Agriculture, Food & Environment, The Hebrew University of Jerusalem, Rehovot Campus, Israel, 30 December 2012.
- **Dr B.K. Sahu** delivered Public Lecture on “India the Emerging Giant: The Evolution of Indian Economy” at Dept. of Asian Studies, Faculty of Humanities, The Hebrew University of Jerusalem, Mount Scopus, Jerusalem, Israel, 7 January 2013.
- **Dr B.K. Sahu** was invited for Lecture on “Agriculture in Food Insecurity in India” by Dept. of Molecular Biology & Ecology of Plants, George S. Wise Faculty of Life Sciences, Tel Aviv University, Israel, 16 January 2013.
- **Dr. Jacqueline Symss, Assistant Professor** presented a paper titled “Emerging Issues of Financial Market” at the International Conference on Paradigm Shift in Innovative Business Management at Vishisht Institute of Professional Studies and Research, Indore, 1 December 2012 .
- **Dr. Jaydeep Mukherjee, Assistant Professor** presented a paper entitled “Co-integration between FDI and Current Account Balance in

India: Empirical Analysis in the Presence of Endogenous Structural Breaks” during the Third Research Conference on Empirical Issues in International Trade and Finance, IIFT, Kolkata, from 10-11 January 2013.

- **Dr. Jaydeep Mukherjee** presented a paper titled “Is the Indian Stock Market Co-integrated with other Global Stock Markets? Evidences in the Presence of Endogenous Structural Breaks” during the Third Research Conference on Empirical Issues in International Trade and Finance, IIFT, Kolkata, 10-11 January 2013.
- **Dr. Jaydeep Mukherjee** presented a paper on “Is the Indian Stock Market Cointegrated with Asian vis-à-vis other Developed Markets? A Time-Series Analysis in the Presence of Endogenous Structural Breaks” (Co-author: S. Rajwani) during India Finance Conference, IIM Calcutta, 19-21 December 2012.
- **Ms. Sonu Verma, Consultant** presented a paper titled “Agility in Manufacturing: Tool for Competitive Advantage” (Co-author Kavita Chauhan) during National Conference on Emerging Paradigms in Marketing at the Centre for Management Studies, Jamia Milia Islamia University, New Delhi, 10 October 2012.
- **Ms. Sonu Verma** presented a paper titled “Effect of Innovative products and Practices on Brand Equity” (Co-author Kavita Chauhan) during ‘National conference on Innovation and Entrepreneurship: An Indian Experience’ at the Centre for Management Studies, Jamia Milia Islamia University, New Delhi, 20 February 2013.
- **Ms. Sonu Verma** presented a paper on “Evolution of R&D Indicators: A historical Review” (Co-author: Kavita Chauhan) during National Conference on Innovation and Entrepreneurship: An Indian Experience at the Centre for Management Studies, Jamia Milia Islamia University, New Delhi, 20 February 2013.
- **Shri Pratap C. Mohanty, Assistant Professor** presented a paper entitled “Factors Responsible for Rural-Urban Digital Divide and Plausible Way

Out: Evidences from Unit Level Survey Data” at CESP 40 years Seminar, JNU, 10-12 December 2012.

- **Shri Pratap C. Mohanty** presented a paper on “Access and Using Pattern of Maternal Health Care Services by SC and ST Women in India” at the second conference on Better Health Access – The Rough Road Ahead organized by IHEPA and ISEC, Bengaluru, 20-21 December 2012.
- **Shri Pratap C. Mohanty** presented a paper entitled “Village Level Dependence on Forest Resources in Different Agro-Climatic Zones of India: An Empirical Analysis Based on NSS Data” at IIFM, Bhopal organized by IIPS, Mumbai, 21-23 March 2013.
- **Dr. Pralok Gupta, Consultant, Centre for WTO Studies** presented a paper on “Emigration Policies in India: Implications for Migration to the EU” during the 3rd Conference on Empirical Issues in International Trade & Finance, IIFT Kolkata, 10-11 January 2013.
- **Ms. Moumita Dey, Library Assistant** presented a paper on “Intellectual Property Rights and Right to Information Act Partially Incompatible and Creating Limitations for Each Other” during the IASLIC XXV National Seminar on Intellectual Property Rights: Problems and Prospects with Special Reference to Library and Information Services during 10-13 December 2012 at Pondicherry University, Pondicherry. (*photo below*)



Faculty Participation in Discussion Forums

- **Shri Rohit Mehtani, Professor** was invited to be a member of the delegation and a speaker at the 4th India-EU Forum held in Brussels during 22-26 October 2012. This event was co-organized by the European Union Institute of Security Studies (EUISS) and the Indian Council of World Affairs (ICWA). Prof. Mehtani presented a paper titled “Prospects of Indo-European Union Bilateral Trade and Investment Agreement” at the Forum and was a panelist and a speaker in the session on Cooperation in Global Economic Governance at the Conference.
- **Dr. Pralok Gupta, Consultant, Centre for WTO Studies** was invited as speaker for roundtable on “Legal Services Liberalization in India” organized by the Law Society of England and Wales, London (UK), 22 February 2013.
- **Dr. Pralok Gupta** was invited as Panelist for Session on “Trade and Competition” at the Workshop on Rules Based Governance, organized by Observer Research Foundation (ORF) and The British Foreign and Commonwealth Office (FCO), New Delhi, 15 March 2013.
- **Dr. Pralok Gupta** participated in Industry Consultation on “Integrating South and East Asia: The Case of Liberalizing Services Sector between India and South & South East Asia”, organized by ICRIER, New Delhi, 6 February 2013.

Seminars/Workshops/Symposium

Sl. No.	Title	Venue/Date	Name of Faculty
1.	Attended a 1-day seminar on “Metals Hedging” organized by London Metal Exchange	New Delhi 7 December 2012.	Dr. Niti Nandini Chatnani
2.	Delivered a lecture on “Status of GIs in India” at the seminar on ‘Indian Intellectual Property Rights Regime, Changing Trends, Issues’ organized by TERI and FICCI	Kolkata 7 February 2013.	Dr. T.P. Ghosh
3.	Attended ICRIER-KAS Seminar Series 2013 – Seminar 1: Macroeconomic Context and Budget Priorities 2013-14	New Delhi 21 February 2013.	Dr. B.K. Sahu
4.	Attended The Union Budget 2013-14: Reform and Development Perspectives organized by CPR, ICRIER, IDF, NCAER, and NIPFP	New Delhi 2 March 2013.	Dr. B.K. Sahu
5.	Participated as a delegate in the Global Technology Summit & Technology Platform organized by CII	New Delhi 12 December 2012.	Shri Pratap C. Mohanty
6.	Participated as a delegate in the Delhi Economic Conclave	New Delhi 14 December 2012.	Shri Pratap C. Mohanty
7.	Participated in Seminar on “Services Sector as an Engine of Inclusive Growth”, organized by ICRIER	New Delhi 19 December 2012.	Dr. Pralok Gupta

Publications by IIFT Faculty

Sl. No.	Author	Title	Publication/Publisher
1.	Dr. Sheeba Kapil	Case Study Published: The Fall of Giant : Bear Stearns Book on <i>Fundamentals of Financial Management</i>	European Case Clearing House, 2012, Reference No. 312-241-1 (TN Reference No. 312-241-8) Pearson Education
2.	Dr. Saikat Banerjee	“Strategic Branding Roadmap for SMEs Operating in Business-to-business Sector: A Study on Indian Auto Component Sector” (Co-author: Dilip Roy)	<i>Journal of Research in Marketing and Entrepreneurship</i> , Vol. 14 Issue 2, pp.142-163 (an Emerald Publication), 2012.
3.	Dr. Deepankar Sinha	Book on <i>Operations and Logistics Management</i> (Study Material) “A Causal Framework for Measurement of Performance of Supply Chain”. Extended abstract titled “Integrating logistics with core business of a global firm: A strategic decision support system based on causal framework”. “Risk based pricing framework for products in global markets: A Systems Dynamics approach”. Case study titled “Cargo mix strategy for ports: A case of major ports of India”. “Integrating Logistics Cost in International Pricing Framework for Exporting Firms: A System Dynamics Approach”.	NSOU, Kolkata, 2012 Compendium on <i>Advances in Operations & Supply Chain Management</i> – Vol. I & II, IIT New Delhi, December 2012, pp. 594-604. Compendium on <i>Advances in Operations & Supply Chain Management</i> – Vol. I & II, IIT New Delhi, December 2012, pp. 915 <i>Inclusiveness & Innovation Challenges for Sustainable Growth of Emerging Economies</i> , Excel Publishers December 2012, pp. 705-719, ISBN:978-93-82062-74-5 <i>Capability Building for Organizational Transformation</i> , Bloomsbury Publication Nov. 2012, pp 190-205, ISBN:978-93-82563-41-9 <i>Beyond Norms – Strategies for Excellence</i> , Bloomsbury Publication November 2012, pp. 236-244, ISBN:978-93-82563-45-7
4.	Dr. B.K. Sahu	“Gender Equity, Water and Food Security in Drought Prone Areas: A Case Study of Odisha and Gujarat”.	Working Water Policy Research Paper No. 28, International Water Management Institute (IWMI) – TATA Water Policy Programme (http://www.iwmi.cgiar.org/iwmi-tata/pdfs/2012_Highlight-28.pdf)
5.	Dr. Debashis Chakraborty	“The Causal linkage between FDI and Current Account Balance in India: An Econometric Study in the Presence of Endogenous Structural Breaks” (Co-authors: J. Mukherjee and T. Sinha) “Is there any Long-run Relationship between India’s Current and Capital	IIFT Working Paper No. 17, 2012. <i>Global Business Review</i> , 13(3), pp. 433-447, 2012

Sl. No.	Author	Title	Publication/Publisher
		Account Balance? A Time Series Analysis” (Co-authors: J. Mukherjee and T. Sinha)	
		“Is there any Relationship between Foreign Direct Investment, Domestic Investment and Economic Growth in India? A Time Series Analysis” (Co-author: J. Mukherjee)	<i>Review of Market Integration</i> , 4(3), 309-337, 2012.
		“ASEAN and China: New Dimensions in Economic Engagement” (Co-author: A. Kumar)	<i>China Report</i> , 48(3): 327–349, 2012.
		“EU-India Bilateral Trade and Investment Agreement: Opportunities and Challenges” (Co-author: A. Kumar)	L. Peral and V. Sakhuja (Ed.), <i>The EU-India Partnership: Time to go Strategic?</i> , pp. 57-74, European Union Institute for Security Studies (EUISS) and Indian Council of World Affairs, Paris and New Delhi, 2012
		“Negative Influence of Fiscal Subsidies on Environment: Empirical Evidence from Cross-Country Estimation”, (Co-author: S. Mukherjee)	National Institute of Public Finance and Policy Working Paper No. 117, New Delhi, 2013
		Book on <i>Free Trade and Markets in Healthcare: Lessons from Asian Countries</i> (Co-Edited: P. Stevens)	Synergy Books, New Delhi, 2013
6.	Dr. Jaydeep Mukherjee	“How has FDI influenced Current Account Balance in India? Time Series Results in presence of Endogenous Structural Breaks” (Co-authors: D. Chakraborty and T. Sinha)	IIFT Working Paper No. EC-12-17, December 2012
7.	Ms. Sonu Verma	“Agility in Manufacturing: Tool for Competitive Advantage” (Co-author: Kavita Chauhan)	<i>Emerging Paradigms in Marketing</i> , Wisdom Publications, Delhi, 2013, pp. 347-358 ISBN: 978-93-81505-42-7
8.	Shri Pratap C. Mohanty	“What Fosters the Protection and Sustainability of NTFPs in India?: Empirical Evidences from NSS Data” Book on <i>Economic Regulations of Domestic and Foreign Exchange Market: Recent Policies and Problems</i> “Differentials in Maternal Health care Utilization in Odisha: An Inter-District Analysis” (Co-Author: Ayusmati Das)	<i>International Journal of Development Studies</i> (IJDS) for the January-June 2013, Vol. V Issue- ISSN 0975-5799 Book Age Publication, New Delhi, 2013, ISBN: 81-924901-09-09 <i>Health and India's Economic Development</i> by Dr. L.N Dash (ed.), Synergy Books India, New Delhi, 2013, pp. 151-168, ISBN: 978-93-82059-13-4
		Book on <i>Environment and Poverty: Rural Participation for Sustainable Development</i>	A.K. Publications, Delhi, 2012. (ISBN: 978-93-80164-98-4)
9.	Areej Aftab Siddiqui	“Foreign Institutional Investment Flows and Indian Financial Market: Relationship and Way Forward”, Vision:	<i>The Journal of Business Perspective</i> September 2012, 16: 175-185, Siddiqui, A.A. and Azad, N.A. http://vis.sagepub.com/content/16/3/175.abstract