



iift NEWSLETTER

APRIL-JUNE 2022

Division of Alumni Affairs

Chapter Meets

After a break of two years, The Division of Alumni Affairs and The Alumni Relations Committee organized various chapter meets starting in June 2022.

Singapore Chapter Meet: The Singapore meet happened on 7 June 2022 and Mr. Guru Pandit was the Chapter Head. Dr. Sheeba Kapil from the Institute was present at the meet.



Mumbai Chapter Meet: Mumbai Chapter meet was conducted on 17 June 2022 with Mr. Rajiv Gatne as the Chapter Head.

Bangalore Chapter Meet: The meet happened on 18 June 2022. Mr. R. Ajay was the Chapter Head and saw alums based out of Bangalore getting together to reminisce their old times.

Hyderabad Chapter Meet: Hyderabad Chapter meet was scheduled on 18 June 2022 and Mr. Manuj was the Chapter Head.

The Chapter Meets gave a platform to the alums to connect, reconnect and reminisce the wonderful times they spent at their alma mater. Presentations from the students' side about the activities in the college and speeches from the Chapter Heads and Professors would ignite the event, and the

networking, conversations and fun activities of the Alumni concluded them.

Aluminati: The Quarterly Newsletter

The Alumni Relations Committee released the Quarterly Newsletter Aluminati containing segments such as in depth Alumni interviews, showcasing the lives our Alumni have had during and after IIFT, their successes, the lessons they learnt, and the knowledge they have gained in their industry that they wish to impart; AlumShorts – bite sized pieces encapsulating memories of alumni from recent batches, Campus News, Dean's note and Editorial Team's note as well. This newsletter helps keep the alumni abreast of all the developments happening in college, as well as provide insightful, warm pieces of content that provide both knowledge and reminiscence. ●



Prof. Manoj Pant, Vice Chancellor, IIFT, received "Distinguished Alumnus Award" from Shri N.K. Singh, Chairperson of the Fifteenth Finance Commission, during the Annual Day of Delhi School of Economics at Swami Vivekanand Hall in New Delhi on 19 April 2022.

International Collaborations & Capacity Development (ICCD) Division

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

Accreditation & Ranking Cell Achievements

Accreditation & Ranking Cell performing the following tasks:

- IIFT achieved the milestone of International Accreditation, AACSB in the month of November 2021.
- Recently, a two-day Workshop was conducted on Assurance of Learning Seminar for all faculties of Delhi and Kolkata campuses.
- IIFT successfully conducted a four day AACSB PRT visit in the month of September 2021.
- IIFT participated in National Institutional Ranking Framework (NIRF) 2021 and secured the 25th rank in All India Best B-School.
- IIFT participated in Business Today – MDRA B-Schools Survey 2020 and Chronicles All India B-School Survey secured the 10th and 5th Rank respectively.
- Recently, Accreditation & Ranking Team submitted the data on All India Survey of Higher Education (AISHE) portal, Association of Indian Universities (AIU) portal, AACSB BSQ Finance Module and AACSB BSQ Employment Module.
- Dr. Sheeba Kapil, Head (ICCD) attended AACSB Conference on 8-10 May 2022.
- Dr. P.K. Gupta, Registrar attended AACSB Seminar on 6-7 May 2022.

Faculty Development Programme

The approved IIFT Faculty participation for National/ International Conferences/ Training Programmes under Faculty Development Programme during the period April to June, 2022 is given below:

National/ International Conferences/Training Programmes

Name of the Faculty	National Conference /Training Title	Date	Venue	Organizing Institution
Dr. Papiya Ghosh <i>Assistant Professor</i>	16 th Meetings of the Society of Social Choice & Welfare	23-25 June 2022	Mexico City (Online)	El Colegio De Mexico CIDE, ITAM

Memorandum of Understanding

IIFT has established academic ties with International Universities/Institutes to enable activities such as joint training and research programmes along with student/faculty exchanges. IIFT has collaborations with 37 Universities/Institutes across the world.

New MoUs Signed

- The Institute has signed an MoU with the Institute of Export & International Trade (IOE&IT), UK on 21 May 2022 for a period of five year.



- The institute has signed an MoU with The Educational Institution Belarus State Economic University on 18 June 2022 for a period of 5 year.

Membership Renewal

- The Institute has renewed its membership with Association of Indian Universities (AIU) in the month of May 2022.

Management Development Programmes at IIFT

During the period from April to June 2022, MDP Division has conducted a total 13 programmes for officers/executives of various levels. Out of these, 2 open programme 7 were sponsored programmes. Besides, 3 long duration course were via online mode. One programme was delivered under Niryat Bandhu MOOC. A total of 429 participants benefited from these programmes. Due to ongoing Covid-19 crisis and Govt. directives, the programmes have been conducted via online/hybrid mode during the period, April to June 2022.

During April to June 2022, the following significant programmes/activities were conducted by MDP Division.

- *Training Programme on “Multilateral Framework of International Trade” for the Officer Trainees of Indian Economic Services (2021 Batch) at IIFT, New Delhi (23-27 May 2022)*: Five-days Training Programme on “Multilateral Framework of International Trade” for the Officer Trainees of Indian Economic Services was conducted on 23-27 May 2022. Total 12 participants attended this programme.



- *Nine Months Professional Training Programme on “International Trade & Business” for the ITS Probationers (April – December 2022)*: IIFT being a nodal Institute for conducting Foundation Training

Programme for Indian Trade Service Probationers, the Nine-month Professional Training Programme for 6 ITS probationers of batch 2021 has started from April to December 2022. The comprehensive training of nine-months is divided into three phases. While extensive classroom sessions coupled with various industry visits are undertaken during the first and third phases, in the second phase of the training, the probationers are attached with DGFT offices for practical exposure.



- *6 Months Professional Training Programme on Supply Chain & Trade Logistics (March – Aug 2022)*: IIFT started 1st batch of Professional Training Programme on Supply Chain & Trade Logistics in online mode. The programme consists of 7 courses including Introduction to Supply Chain Management, Supply Chain Design & Mapping, Supply Chain Implementation, Supply Chain Capacity & Quality, Strategy & Sourcing, Trade Logistics, Shipping Services. Total 24 participants have enrolled for this programme.
- *Defence Export from India: Opportunities & Challenges for the Officers of Ordnance Factory Board at NADP Nagpur (26-29 April 2022)*: Four-days Training Programme on Defence Export from India: Opportunities & Challenges for the Officers of Ordnance Factory Board at NADP Nagpur was conducted on 26-29 April 2022. Total 26 participants attended this programme.

- **Six-months Professional Training Programme on International Business Analytics & Market Intelligence (Online)(Jan – June 2022):** IIFT started 2nd batch of Professional Training Programme on International Business Analytics & Market Intelligence in online mode. The programme consists of 4 courses including Data Analytics and Intelligence, Trade Analytics, Big Data Analytics, Web and Social Media Analytics, etc. 24 participants have enrolled for this programme.
- **Training Programme on Export Management Skills for Coir Exporters:** Three-days Training Programmes on Export Management Skills for Coir Exporters was conducted at Alleppey (Kerala) and Coimbatore (Tamilnadu) during 25-27 May 2022 and 29-31 May 2022 respectively. Total 80 participants attended this programme.
- **Online MDPs (under Niryat Bandhu MOOC) :** Upon initiative of DGFT, Department of Commerce, Govt. of India, Online “Anytime – Anywhere” export awareness course through Massive Open Online Course (MOOC) on “Basics of Export – Import” to train, mentor and hand hold potential is being conducted via online mode. During April to June 2022, total 20 participants successfully completed the programme.



- **Professional Training Program on Business Analytics for Hindustan Petroleum Corporation Ltd. (HPCL), Mumbai (04 June –16 July 2022):** The 2nd batch of this specialized programme for HPCL executives was started on 4 June 2022 and concluded on 16 July 2022. Total 35 Mid level executives of HPCL are attended this programme.

Port Visit of DGR Participants

- The participants of 24 weeks DGR – IBM Course went on a dry port visit to ICD Tughlabad on 9 June 2022 and gained practical exposure related to International Business & Trade.

CATEGORY-WISE PROGRAMME DETAILS

Programmes	No. of programmes	No. of participants
Open Programmes	2	48
Sponsored Programmes	7	249
Hybrid/Online (long duration)	3	112
Online MDPs (Niryat Bandhu 2.0 & MOOC Programme)	1	20
Total	13	429

Focus WTO journal has been Indexed under:



Directory of Research Journal Indexing (DRJI)



Indian Citation Index (ICI)



J-Gate

Publications by IIFT Faculty

Dr. Sheeba Kapil, Professor

- Kapil, S. and Dhingra, P.K. (2022), “What Drives the Global Outward Mergers & Acquisitions? Empirical Analysis on Indian Outbound Deals”, *International Journal of Business and Economics*, 7(1), p. 53.
- Kapil, S. and Barick, G. (2022), “Determinants Influencing Acquisition of Target Firms and their Post-Acquisition Performance in Post-Global Crisis India”, *International Journal of Business and Economics*, 21, pp. 27-45

Prof. P.K. Das, Professor

- Paul, C. and Das, P.K. (2022), “Predicting Movie Revenue before Committing Significant Investments”, *Journal of Media Economics*, 34(1), pp. 1-28.

Dr. Rajendra Prasad Sharma, Professor

- Sharma, R.P. (2022), “Time is Ripe for SMEs to Focus on Foreign Markets via E-commerce and then Quickly Move to Direct Exports”, *The Financial Express*, 12 June 2022.
- Sharma, R.P. (2022), “What Marketers Misunderstand about Sustainable Marketing”, *The Economic Times, Brand Equity*, 2 June 2022.
- Sharma, R.P. (2022), “How Retailers Compete with Established Brand Manufacturers”, *The Economic Times, Retail.com*, 2 June 2022.
- Sharma, R.P. (2022), “How should SMEs Decide International Market Entry Mode for Expansion”, *The Financial Express*, 2 June 2022.
- Sharma, R.P. (2022), “Can High-tech Retail Provide a High-Touch, Sensory Shopping Experience?” *The Economic Times, Retail.com*, 24 May 2022.
- Sharma, R.P. (2022), “Facilitating Executive MBA Education: Do Not Teach; Let Them Learn”, *Education Post*, University Edition, February-March 2022 Issue.
- Sharma, R.P. (2022), “Insuring Rural India”, *The Insurance Times*, April 2022, pp. 41-43,

Opinion Interview

- E-commerce must for MSMEs to Grow Exports, Tap into International Markets: Experts, *The Financial Express*, 20 May 2022.

Outreach Sessions

- Financial Express Masterclass on beyond branding: How Creating a Lovemark for your MSME Products Costs Less than Traditional Branding, 29 June 2022.
- Speaker at the panel “Accelerating E-commerce Exports” at the event SMExports by *The Financial Express* on 20 May 2022.

Dr. Ashish Gupta, Assistant Professor

- Book on “Sustainability in the Gig Economy: Perspectives, Challenges and Opportunities in Industry 4.0”, Springer Nature Publishing, Singapore.

Neha Jain, Assistant Professor

Working Papers

- Tiwari, Chhavi and Jain, Neha and Goli, Srinivas, (2022), Political Determinants of Health: (Re)Examining the Role of Governance in Reducing Maternal Mortality, 21 April.
- Huria, Sugandha and Sharma, Kriti and Jain, Neha and Jose, Ashley, Digitalization and Exports: A Case of Indian Manufacturing MSMEs.

Dr. J.K. Verma, Assistant Professor

Edited Book(s)

- Cloud IoT: Concepts, Paradigms, and Applications. London, United Kingdom: Chapman and Hall/CRC, 2022.
- Advances in Augmented Reality and Virtual Reality. Singapore: Springer Nature, 2022.
- IoT and Cloud Computing for Societal Good. Cham Switzerland: Springer Nature, 2022.

Book Chapter(s)

- “ERP on the Cloud: Evolution, Benefits and Critical Success Factors”, in *Cloud IoT: Concepts, Paradigms, and Applications*, 2022.
- “Recreating Reality: Classification of Computer-Assisted Environments”, in *Advances in*

Augmented Reality and Virtual Reality, 2022, pp. 3-9.

- “Towards Energy Efficient Cloud Computing: Research Directions and Methodological Approach”, in *IoT and Cloud Computing for Societal Good*, Springer, 2022, pp. 3-13.

Participations by IIFT Faculty

Prof. P.K. Das, Professor

- Das, P.K. and Kumar, Talleen (2022), “Modeling E-commerce Sellers’ Ratings using Transaction-level and Users’ feedback data, *International Conference on Data Analytics in Public Procurement and Supply Chain 2022 (ICDAPS)*, 10-11 June 2022 Digital Platform of AJNIFM, Faridabad and NITIE, Mumbai, India.
- Ghosh, K. and Das, P.K. (2022), “A Systematic Literature Review and Analysis of National-level Policies on Virtual Digital Assets and Distributed Ledger Technology”, *Applied Science Conference 2022 (AppSciCon 22)*, an *Interdisciplinary National Conference* conducted on 27-28 May 2022, School of Applied Science & Technology, Maulana Abul Kalam Azad University of Technology, West Bengal, India.

Dr. Ashish Gupta, Assistant Professor

- Delivered a webinar organized by The Ambassador Platform, UK on the topic- “Internationalization of Higher Education and Role of Digital Advocacy” on 2 June 2022.
- Delivered a talk on “Customer Experience Management through Gamification” at Gamification Europe Conference 2022 on 24 March 2022.

Neha Jain, Assistant Professor

Conference Participation

- Participated in the International Online Conference on ‘Geography and the Digital: Intersections and Conflations’ organized by the

Department of Geography, Delhi School of Economics, University of Delhi, Delhi during 23-25 May 2022.

- Third Best Paper Award in Economics for presenting the paper titled “Digitalization and Exports: A Case of Indian Manufacturing MSMEs” at the Research Symposium on Finance and Economics (RSFE) 2022, Krea University during 16-17 June 2022.

Sugandha Huria, Assistant Professor

- Presented a talk on “Trade & Beyond” in the Symposium on “Trade Policy in India: Trends, Strategies and Prospects” organized by Sri Venkateswara College, University of Delhi on 7 May 2022.
- Presented a paper titled “Digitalization of Indian Manufacturing MSMEs - a Boon or Bane for their Export Performance?” in the Delhi School of Economics’ (Department of Geography) International Conference on “Geography and the Digital: Intersections and Conflations” during 23-25 May 2022.
- Organized IIFT’s First Edition of Model WTO (Economics Department) on 26 May 2022.
- Presented a paper titled “Labour, Trade, and Wage Inequality - Some New Results” in the Research Symposium on Finance and Economics organized by the KREA University, 16-17 June 2022.
- Third Best Paper Award for the paper titled, “Digitalisation and Exports: A Case of Indian Manufacturing MSMEs” in the Research Symposium on Finance and Economics organized by the KREA University, 16-17 June 2022.