

APRIL-JUNE 2019

IIFT Commemorate 150th Birth Anniversary of Mahatma Gandhi on its 56th Foundation Day

The Indian Institute of Foreign Trade commemorated its 56th Foundation day on 2 May 2019. Smt Shobhana Radhakrishna, Chief Functionary of the Gandhian Forum for Ethical Corporate Governance and Dr Ravi Chopra, Founder Secretary of the Centre for Gandhian Vision and Values addressed students and faculty on the principles of ethical corporate governance. The eminent Gandhians were invited to speak at this prestigious B-schools a part of the celebrations on the 150th birth anniversary of Mahatma Gandhi and the Institute's 56th Foundation Day.

The Assessment & Development Centre at IIFT was also inaugurated by Prof. Manoj Pant, Director-IIFT on the occasion.

The vision of the Centre is to strive for excellence in maximizing organization effectiveness and employees engagement by identifying and developing Human Resources through psychological assessment and development services.

The potential areas where ADC can render its services are career counseling, personality profiling, entrepreneurial trait identification, leadership development, etc. The ADC would look forward to provide services to all business organizations and government missionaries as well depending on their need. IIFT is having experienced faculty and equally having expertise and competencies in the area of human resource management, behavioral



sciences, marketing, finance, operations, trade and business.

With the faculty bench strength, ADC is fully equipped to take any consultancy and training assignment in the area of change management, competency mapping, succession planning, identifying the leadership pipeline, besides providing training in the area of leadership, conflict resolution, design thinking, data analytics, logistics and supply chain, and marketing.

The Foundation Day event also saw the release of a new book titled *A Basic Guide for International Business* edited by Dr. Vijaya Katti, Dean Administration (Academics) and Shri S.

Balasubramanian, Asstt. Systems Manager as well as the release of *Yagya* – the annual Hindi Magazine of IIFT. Ex-faculty members and employees also were honoured for their contribution to IIFT.

The programme began with the lighting of the lamp by the dignitaries followed by a welcome address by Dr. P.K. Gupta, Registrar, IIFT. The programme included a rendition of bhajans titled *Gandhiji ke Priya Bhajan*. The entire staff, faculty members and students graced the ceremony with their presence and celebrated the special day reflecting the beginnings of the Institute and its significant development since inception. ●

MoU with North Eastern Council, Shillong

An MoU between the North Eastern Council (NEC), Shillong and the Indian Institute of Foreign Trade (IIFT), New Delhi was signed on 22 May 2019 at North Eastern Council Secretariat, Shillong as a part of the initiative to develop the NEC as the ‘state of the art’ resource centre.

The collaboration would enable the setting up of the Centre for North Eastern Studies (CeNEST) at the IIFT Kolkata Campus in a partnership model between the NEC and IIFT. The Centre would facilitate the North Eastern States in policy making, strategic planning and effective implementation of various trade promotion schemes; undertake research and analysis on issues relating to international trade and business, capacity building and serve as a knowledge partner. This will help the States in exploiting the potentials of exports of the products from the Region and promote innovations in business.

The newly developed website of (CeNEST) was also officially inaugurated and launched by Ram Muivah, Secretary, NEC on the occasion.

The MoU was signed by Ram Muivah, Secretary, NEC and Prof. K. Rangarajan, Centre Head IIFT-Kolkata on behalf of IIFT in presence of officials from NEC and IIFT Kolkata.



The North Eastern Council is the agency for economic and social development of the North Eastern Region which consists of the eight states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The North Eastern Council was constituted in 1971 by an Act of Parliament. NEC has been instrumental in setting in motion a new economic endeavour aimed at removing the basic handicaps that stood in the way of normal development of the region and has ushered in an era of new hope in this backward area full of great potentialities.

The main objective of the Council is to ensure the balanced and integrated economic development of the North Eastern parts of the country. ●

SEMINAR SERIES

Tiny Impact of ICTs and Paucity of Rigorous Causal Studies: A Systematic Review of Urban MSMEs in Developing World

(26 April 2019)

By P. Vigneswarallavarasan (Ph.D. - IIT Kanpur), Associate Professor, Dept. of Management Studies, Indian Institute of Technology Delhi.



The talk is based on a systematic review that examines whether access to business-relevant information through networked devices enhances internal efficiency and business growth of urban micro, small, and medium enterprises (MSMEs) in low- and middle-income countries. Starting from 24,000-plus records, rigorous screening yielded a set of 10 research articles from which data were extracted and a meta-analysis conducted. All were observational studies; none used an experimental or quasi-experimental design. Only five reported a probability sampling method, and the sample size ranged from 100–3,691. Except one, all had used self-reported data about ICT use. The review found: The numbers of business calls increase with the longer use of the mobile phones; ICT use and possession predict labor productivity; network devices improve operational support, strategic development, process improvement, and operational performance. Also, after the purchase of mobile phones, the number of customers increases. Higher ICT expenditure results in increased turnover. Profits increase with the use of mobile money. The quantitative meta-analysis shows that the impact on business growth and internal efficiency is statistically small. The research field lacks rigorous causal studies that link ICTs and MSME growth.

Participation by IIFT Faculty

Dr. Satinder Bhatia, Professor & Head EMP Division was invited as a panelist / expert at “Indian Economic Outlook 2019: The Strategy”, organized by Indian Chamber of Commerce at New Delhi on 8 June 2019.

Dr. K. Rangarajan, Professor & Head, IIFT Kolkata has been nominated as a Jury Member of FIEO Excellence Awards 2017 and 2018.

Dr. P.K. Das, Professor

- Delivered an invited lecture entitled “*Big Data Analytics - Fact-Based Decision Making*” to the faculty members and students of J D Birla Institute (Management Department) (under Jadavpur University), Kolkata on 5 April 2019.
- Delivered an invited lecture on “*Big Data Analytics*” in MDP entitled “*Digital Marketing*” organized by J D Birla Institute (Management Department) (under Jadavpur University), Kolkata on 10 May 2019.
- Participated as eminent panelist in panel discussion entitled “*Application of Data Sciences for Strategic Business Decision and Execution Management*”, organized by The Institute of Cost Accountants of held at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata on 22 May 2019.
- As Programme Director, organized MDP on Business Analytics in A Big Data World during 14-18 January 2019 at IIFT-Kolkata Campus.



- As Programme Director, completed 2nd Batch Training Programme on Big Data Analytics and Predictive Modelling for the Officers of Government of West Bengal during January 2019.

Dr. Bibek Ray Chaudhuri, Associate Professor is a member in the following project teams:

- Export Strategy Plan for Increasing Export of Spices and Value-added Products of Spices from India. (*Sponsor: Spices Board*)
- Prospects of India-UK Trade and Investment: An Assessment of the Opportunities and Challenges. (*Sponsor: UKAID*)

Dr. Basanta K Sahu, Associate Professor

- Chaired a Session (Fifth Technical Session) on “Water and Development”, in International Seminar on Understanding Water Crisis: The Way Forward, organized by Synod College, Shillong, P.A. Sangma Foundation and Meghalaya Basin Development Authority, Shillong, Meghalaya, 6-7 June 2019.
- Participated in national conference on “Growth & Regional Development in India: Recent Experiences and Emerging Perspectives”, organized by IHD, Delhi, NITI Aayog and ICSSR, New Delhi, 13-15 June 2019.
- Participated in national policy dialogues “Navigating India’s 21st Century Transitions”, India’s Jobs Challenge: Wages, Productivity and Notions of Informality, organized by Centre for Policy Research, New Delhi.

Dr. R.P. Sharma, Associate Professor, addressed the following outreach sessions:

- EPCH Eastern Region Office organized a seminar on “Identifying Foreign Markets for Handicrafts Exporters” on 18 January 2019 at IIFT-Kolkata premises.
- As an advisor, addressed the management of FSIL.
- Coordinating and facilitating an MDP on the TIPS_ Training in Interpersonal Skills for the Employment Officers of Labour Department, Govt of West Bengal. It is a week-long programme for five batches during successive five weeks starting 10 June 2019.



Delivered following talks/lectures at FIEO during the quarter April to June 2019.

- i. Screening, identification and selection of foreign markets (3rd May 2019)
- ii. Communication and promotional strategy for international market (7 May 2019)
- iii. Packaging and labelling for international market (9 May 2019)

One-Day Training Session on “International Marketing Strategy” on 24th May 2019 at FIEO:

In an endeavour to organize knowledge based events to keep our members updated about all the International Market Developments, IIFT-Kolkata organized one-day Training Session on International Marketing Strategy on 24 May 2019.

The topics covered during the session were:

- Pre-requisites of International marketing professionals
- Strategic relevance of International Marketing
- An overview of International marketing strategy
- Commodity v/s Product/Brand
- Differentiation and positioning strategies
- Management of marketing channels
- Strategies for International marketing of services
- International marketing communication Strategies
- Direct marketing
- Sources of identifications of overseas market
- Advertising & Communication strategy for foreign markets

Dr. Arunima Rana, Assistant Professor, is a part of Research Project (in Progress) titled “Study on Impact of Special Package on Export Apparels and Made-Ups” which is funded by Ministry of Textiles.

New Research Project

Study on “Roadmap and Strategies to Promote Export of Dairy Products for the Organised Dairy Sector

[Sponsored by: National Dairy Development Board (NDDB)]

The study aims at examining several challenges faced by dairy industry, especially the organised dairy sector, both from domestic as well as international perspective. The study also aims at suggesting export promotion strategies for dairy products and thereby proposing a roadmap for dairy industry in terms of infrastructure requirement, pricing strategies and improving the availability of marketable surplus and quality of the products, etc.

Ph.D. Programme 2019

For admission to Ph.D. Programme in Management 2019, the entrance examination was held on 25th May 2019.

IIFT Alumni Chapter Meets

Mumbai Chapter Meet

The Mumbai Chapter Meet was held on 11 May 2019. Almost 60 esteemed alumni graced the event with their presence. The proceedings began with the Chapter Head – Mr. Rajiv Gatne addressing the gathering, welcoming them, talking about the Mumbai Chapter members helping and collaborating with each other over the years and the importance of continuing and enhancing the same. There on Ms. Anshika Khattar – Alumni Coordinator demonstrated the recent achievements including the placement report of IIFT.

Representing the IIFT Faculty, Dr. Prateek Maheshwari, Assistant Professor also addressed the gathering and felicitated the senior most alumni attending the event.

Chennai and Hyderabad Chapter Meets

As a rostrum to reminisce memories of IIFT, the Alumni Relations Committee organized chapter meets in Chennai and Hyderabad. The events were graced by the presence of over 50 esteemed alumni of the Institute.

Dr. V. Raveendra Saradhi, Professor represented IIFT in Hyderabad and Dr. Himani Gupta, Associate Professor was present in Chennai. They were instrumental in driving the agenda of the congregation forward.

Bangalore Chapter Meet

The Bangalore Chapter Meet was conducted in the last week of May with more than 60 illustrious alumni present for the event.

The evening was kickstarted by a welcome note by the Chapter Head - R.Ajay, where he spoke about the importance of Alumni engagement and regular meets

Dr. Nitin Seth, Professor represented IIFT, and provided a picture of the various new developments - including the MA Economics programme. Mr. Kinshuk Hazra spoke his mind about his Entrepreneurship journey briefly.

Presentations by IIFT Faculty

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

Papers accepted for Presentation

- Jha, M., Chaturvedi, T. and Rangarajan, K. (2019), “Sustainability Performance of Indian Corporates: An SDG-based Approach” accepted for presentation in Academy of Global Business Advancement (AGBA) Conference, 2019, IIT Delhi.
- Tripathi, S., Rangarajan, K. and Talukder, B. (2019), “Impact of Supply Chain Performance on Profitability in Pharmaceutical Industry” accepted for presentation in 9th International Conference on Restructuring of the Global Economy to be held during 8-9 July 2019, University of Oxford, UK.

Prof. Abhijit Das, Head, Centre for WTO Studies

- Presentation on “Electronic Commerce and developments at the WTO” on 6th June at 11 am. in Nalanda Hall.

Dr. Basanta K Sahu, Associate Professor

- Presented a paper titled “Water Interventions and Gender in Drought Affected Areas: A study of Pani-Panchayat in Odisha, India” as invited Resource Person, in International Seminar on Understanding Water Crisis: The Way Forward, organized by Synod College, Shillong, P.A. Sangma Foundation and Meghalaya Basin Development Authority, Shillong, Meghalaya, 6-7 June 2019.
- Presented a paper titled “Household Drought Coping, Food Insecurity and Gender Relations in Two Villages in India” in International Conference ICBASS-2019, Kyoto, Japan, 26-28 March 2019.

Dr. DivyaTuteja, Assistant Professor

- Presented a papers titled “Inter-linkages between BRICS and US” at 14th Annual

Conference on Economic Growth and Development, organized by Indian Statistical Institute (ISI), Delhi.

- “Regime Shifts and Contagion in International Currency and Equity Markets”, at 6th Conference on Empirical Issues in Trade and Finance, organized by Indian Institute of Foreign Trade at New Delhi, 13-14 December 2018.

Also, one blog on a paper in January 2019. The details are:

- Blog: Development Programmes, security, and violence reduction: Evidence from an insurgency in India (with H. Kaila and S. Singhal), United Nations University World Institute for Development Economics Research (UNU-WIDER) website, <https://www.wider.unu.edu/publication/development-programmes-security-and-violence-reduction>, January 2019.

Dr. Ginni Chawla, Assistant Professor

- Presented a paper titled “*Self-Perceived Employability and Academic Engagement in Higher Education*” at European Academy of Management (EURAM) Conference, organized by EURAM, at ISCTE-IUL University, Lisbon, Portugal, during 25-28 June 2019. ●

IIFT Wins Title of 4th Most Competitive B-School 2019

It takes a team to build a city! It took all the Business Leaders from Indian Institute of Foreign Trade to bring home the title of the 4th Most Competitive B-School 2019.

Publications by IIFT Faculty

Dr. Satinder Bhatia, Professor & Head EMP Division,

- Bhatia, S. (2019), “Public Sector Finances as Determinants of Private Investment in PPP Projects – Experiences from Select Countries”, *Journal of Economics, Management and Trade*, 23(6), pp. 1-17. <https://doi.org/10.9734/jemt/2019/v23i630147>

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

Papers accepted for Publication

- Lahiry, R.S. and Rangarajan, K. (2019), “Strategic Use of Patents by An Entrepreneurial Multinational Organization in Indian Context” accepted for publication in *Journal for Global Business Advancement*.

Dr. Jayanta Kumar Seal, Associate Professor

- “Does Direct-sold Fund Provide a Sizeable Edge to Investors? - Evidences from Selected Mutual Funds in India”, in *Cogent Economics and Finance* (Jointly with Ms. Arunima Paul).

Dr. Basanta K. Sahu, Associate Professor

- “Household Drought Coping, Food Insecurity & Women in Odisha”, Review of Women’s Studies, *Economic & Political Weekly*, Vol. 53, No. 17, 28 April 2019, pp 70-78 (ISSN - 0012-9976,online 2349-8846)
- “Mainstreaming Microfinance for Low Segment Housing Finance”, *Manpower Journal* (Special Issue on Microfinance), Vol. L1, No.3, 2019, (ISSN:0542-5808) (Co-author: S. Giri)

Dr. Arunima Rana, Assistant Professor

- Rana, A., Bhat, A., & Rani, L. (2019), “The Cognitive Structure of Online Brand Choice: An Exploratory Study”, *Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (Springer International publishing) – ISBN 978-3-319-76429-0 (Chapter 142).

- Rana, A. (2018), “Online Impulse Buying: An Investigation into Consumer Decision Making”, *Behaviour Engineering and Applications* (Springer International publishing) – ISBN 978-3-319-76430-6 (Chapter 5)
- Rana, A., Bhat, A., and Rani, L. (2018), “Investigating Path to Purchase for Online Impulse Buying: A Decision Net Approach”, *AMA Winter Academic Conference Proceeding*, Vol. 29, ISBN 978-0-87757-367-8

Dr. Kavita Wadhwa, Assistant Professor,

- Wadhwa, Kavita and Syamala, Sudhakara Reddy, “Role of Market Timing and Market Conditions: Evidence from Seasoned Equity Offerings”, *North-American Journal of Economics and Finance*, Vol. 48, pp. 555-566, 2019. (ABDC-B)
- Syamala, Sudhakara Reddy and Wadhwa, Kavita, “Speed of Information Dissemination by Foreign Institutional Investors: Further Evidence”, *Research in International Business and Finance*, Vol. 49, pp. 301-314, 2019. (ABDC-B)

नराकास हिंदी प्रतियोगिता पुरस्कार

राजभाषा हिंदी कं प्रचान-प्रसार के अंतर्गत नराकास (दक्षिण दिल्ली) के 71 सदस्य कार्यालयों के बीच हिंदी में “वस्तुनिष्ठ प्रश्नोत्तरी प्रतियोगिता” आयोजित की गई थी। इस प्रतियोगिता में संस्थान की ओर से श्री संजीव कुमार, वरिष्ठ लिपिक ने भाग लिया तथा पुरस्कार विजेता रहे। दिनांक 22 मई 2019 को आयोजित नराकास की बैठक में अध्यक्ष, नराकास द्वारा भारतीय विदेश व्यापार संस्थान के संजीव कुमार को प्रशस्ति-पत्र व नकद पुरस्कार देकर सम्मानित किया गया।



Management Development Programmes at IIFT

During the April to June period MDP Division has conducted a total 12 programmes for Managers and Executives of various levels. Out of these, 3 sponsored programmes were for Government Officers (including ISS and DGFT officers) and executives of PSUs. Besides, one long duration course delivered via hybrid mode and one online MDPs under NiryatBandhu Scheme were conducted. A total of 506 participants benefited from these programmes.

The major programmes include 12 weeks certificate course on Global Supply Chain Management for the officers of Armed Forces, Executive Development Programmes in “Strategies in International Business” and “Global Supply Chain Management” through online mode.

IIFT is the nodal agency for conducting 9 months foundation training for Indian Trade Service Probationers.

In addition, fulfilling Institute’s commitment towards Govt. of India’s mission to create a large pool of new exporters and entrepreneurs across the country, MDP Division has been conducting a series of online programmes under NiryatBandhu Scheme of DGFT, Govt. of India. During the said period, the Institute conducted 1 programme in which 20 participants across the country were trained in the skills of export-import business.

CATEGORY-WISE PROGRAMME DETAILS

Programmes	No. of programmes	No. of participants
Open Programmes	2	32
Sponsored Programmes	3	65
Hybrid long duration	3	124
Online EDPs	3	248
Online MDPs (NiryatBandhu Scheme 2.0 & MOOC Programme)	2	37
Total	12	506

Online MDPs (under NiryatBandhu MOOC)

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 the said period (Apr-June 2019), 17 participants across the country completed the programme.

