

Curriculum Vitae

Satish Y. Deodhar

- PERSONAL** Date of Birth: September 27, 1964
Marital Status: Married, 2 children
- CURRENT POSITION** Associate Professor
Indian Institute of Management, Ahmedabad (IIM-A)
Vastrapur, Gujarat, 380 015, India
Tel: (079) 2632 4817, Fax: (079) 2630 6896
E-mail: satish@iimahd.ernet.in
Homepage: <http://www.iimahd.ernet.in/~satish>
- EDUCATION** Ph.D. Dept. of Agri-Economics, The Ohio State University (1994).
Dissertation Title: *A Linear-Quadratic Dynamic Game Approach to Estimating Market Power in the Banana Export Market.*
M.S. Dept. of Economics, The Ohio State University (1989)
M.A. Gokhale Inst. of Politics and Economics, Pune, (1987). Class I
B. A. Gokhale Inst. of Politics and Economics, Pune, (1985). Class I
- HONOURS** - Fellow, Hewlett-IATRC Capacity Building Programme (2006-2009)
- AICTE Travel Award for presenting research paper at the Allied Social Sciences Association meetings, New Orleans, USA, (2001)
- Outstanding Ph.D. Thesis, Food Distribution Research Society (1995)
- Best Dissertation, Dept. of Ag-Econ, Ohio State University (1995)
- II rank, MA (Econ), Gokhale Institute of Politics and Economics
- EXPERIENCE** 2003- : Associate Professor, IIMA, Gujarat 380 015
1998-03: Assistant Professor, IIMA, Gujarat 380 015
1996-97: Post Doctoral Associate, Depts. of Agricultural Economics, University of Georgia
1994-95: Post Doctoral Researcher, The Ohio State University.
1991-93: Research Associate, Dept. of Agricultural Economics, OSU
1988-91: Teaching Associate, Dept. of Economics, OSU
1984-87: Sub-broker, part-time, Momsha Financial consultants, Pune
Agent, part-time, Govt. of India, National Savings Scheme.
- TEACHING** Post-graduate Programme (PGP) courses at IIM-A:
- Economic Analysis, a PGP-I course
- Economic Environment and Policy – I, a PGP-I course
- Macroeconomics for Managers, a PGP-ABM course
- Economic Environment and Policy, FDP course
- Statistics for Management (module-I), FDP course
- Strategic Food Quality Management, PGP-ABM course
- Global Competitiveness for Agribusiness, SPA course
- Data Analysis for Agribusiness (DAAB), a PGP-ABM course
Undergraduate courses at OSU:
- Micro, Macro, & labour economics

continued ...

RESEARCH AND PUBLICATION

1. Work in Progress

Deodhar, S.Y., Rastogi, S., and Krissoff, B. (2007 - ...). “An Approach Paper on Indo-US Trade in Wheat and Mango,” Project initiated on looking at bilateral trade and phytosanitary trade barriers between India and US in a game theoretic framework.

2. Manuscripts under Review

Deodhar, S.Y., Sankar Ganesh, and Chern, W. (2007). “Emerging Markets for GM Foods: An Indian Perspective on Consumer Understanding and Willingness to Pay,” manuscript submitted to *International Journal of Biotechnology*.

3. Refereed Journal Articles

Deodhar S. Y. and V. Pandey (2007). “Degree of Instant Competition! Estimation of Market Power in India’s Instant Coffee Market,” **Indian Economic Review**, Volume 42, No.2, July–December, forthcoming.

Deodhar, S.Y., B. Krissoff, and M. Landes (2007). “What’s Keeping the Apples Away?: Addressing Price Integration Issues in India’s Apple Market,” **Indian Journal of Economics and Business**, Vol 6, No. 1, pp. 35-44.

Deodhar, S.Y. (2005). “From Quantity to Quality: Need for a Paradigm Shift in the Food Industry,” **Productivity**, Vol. 45, No. 4, January-March, pp. 519-526.

Deodhar, S.Y. and V. Intodia (2004). “What’s in a Drink You Call a Chai?: Quality Attributes and Hedonic Price Analysis of Tea,” **Journal of International Food and Agribusiness Marketing**, Vol. 15, No. 3.

Deodhar, S.Y. (2003). “Motivation For and Cost of HACCP in Indian Food Processing Industry,” **Indian Journal of Economics and Business**, Vol. 2, No. 2, December.

Deodhar, S.Y. and P. Pandit (2003). “Quality Issues in Supply Chain: Case of Kesar Mango in Saurashtra Region,” **Agricultural Marketing**, Vol. XLV, No. 3 (Oct-Dec 2002), pp. 27-34.

Deodhar, S.Y. and D. Tirupati (2002). “Indian Food Specialties Limited,” Management Case, **Vikalpa, The Journal for Decision Makers**, Vol. 27, No. 1, pp. 55-68.

Deodhar, S.Y. (2002). “Educational Services: Issues for India in WTO Negotiations,” in WTO Negotiations,” **Economic and Political Weekly**, Vol. XXXVII, No. 19, pp. 1791-1795.

Deodhar, S.Y. and V. Intodia (2002). “Does Ghee Sold by Any Brand Smell as Sweet?: Quality Attributes and Hedonic Price Analysis of Ghee,” **Indian Food Industry**, Vol. 21, No.2 (March -April).

- Prussia, S., W. Florkowski, G. Sharan, G. Naik, and S. Deodhar (2001) "Management Simulation Game for Improving Food Chains," **Acta Horticulturae** 566. M. Hertog and B. R. MacKay, editors, December, pp. 231-238.
- Deodhar, S.Y. (2001) "In a Freer WTO Trade Regime, Food Industry Must Focus on Quality Management," **Agricultural Marketing**, April-June.
- Deodhar, S.Y. (2001). "WTO Pacts and Food Quality Issues," **Economic and Political Weekly**, Vol. XXXVI, No. 30, July 28 – August 3, 2001.
- Rimal, A., S. Fletcher, K. Mcwatters, S. Misra and S. Deodhar (2000). "Perception of Food Safety and Changes in Food Consumption Habits: A Consumer Analysis," **International Journal of Consumer Studies**, Vol 25, No.1, pp. 43-52.
- Deodhar, S.Y. (2001). "WTO Agreements on SPS and TBT: Implications for Food Quality Issues," **Indian Food Industry**, Vol. 20, No.3 (May-June).
- Deodhar, S.Y. and R. Venkatram (2000). "Dynamic Demand Analysis of the Indian Coffee Market," **Indian Journal of Economics**, April, Vol. LXXXI, No. 319.
- Rimal, A.P., S.M. Fletcher and S.Y. Deodhar (2000). "Dynamic Effects of Peanut Butter Brand Advertising," **Journal of Food Products Marketing**, Vol. 6 (3).
- Ravi, D. and S.Y. Deodhar (1999). "Viability and Potential of Co-generation in Sugar Factory," **Co-operative Perspective**, Oct-Dec, pp. 62-66.
- Fletcher, S.M. and S.Y. Deodhar (1998). "The Peanut Program and Pass-through of Prices, Conjectural Variations, and Consumers' Welfare Gain," **Vertical Coordination in the Food System**. J. Royer and R. Rogers Eds, Aldershot, U.K.: Ashgate Publishing.
- Deodhar, S.Y., S.M. Fletcher, B.J. Hubbell, and S.K. Misra (1997). "The Effects of Information on Pesticide Residue Concerns: Implications for Food Safety Policy." **Consumer Interests Annual**, 43.
- Deodhar, S.Y. and I.M. Sheldon (1997). "Econometric Estimation of the Magnitude of Market Power in the Soyameal Export Market." **Journal of Agricultural and Resource Economics**. 22, 1, July.
- Deodhar, S.Y. and I.M. Sheldon (1996). "Estimation of Imperfect Competition in Food Marketing: A Dynamic Analysis of the German Banana Market." **Journal of Food Distribution and Research**. XXVII (October): 1-10.
- Deodhar, S.Y. and I.M. Sheldon (1995). "Is Foreign Trade (Im)Perfectly Competitive?: An Analysis of the German Market for Banana Imports." **Journal of Agricultural Economics**, 46, 3 (September): 336-348.

4. Books/Monographs

Deodhar, S.Y., V.P. Sharma, G. Naik, and V. Intodia (2006). "Market Integration and Market Access for Agricultural Commodities in India.," CMA-IIMA publication No. 223.

Deodhar, S.Y. (2005). India's Apple Market: Prospects and Policies for Trade, CMA-IIMA publication No. 217.

Deodhar, S.Y. (2003). Strategic Food Quality Management: Analysis of Issues and Policy Options, New Delhi, India: Oxford & IBH.

5. Book Editor

Datta, S.K. and S. Y. Deodhar (2001). **Implications of WTO Agreements for Indian Agriculture**, CMA Monograph No. 191.

6. Refereed Chapters in Books/Monographs

Deodhar, S.Y. (2001). "WTO Agreements and Indian Agriculture: Retrospection and Prospects," Ch. 2, **Implications of WTO Agreements for Indian Agriculture**, eds. S.K. Datta and S.Y. Deodhar, CMA Monograph No. 191.

Deodhar, S.Y. and H. Dave (2001). "Managing Quality of Agri-Commodities and Food Products under WTO Regime," Ch. 9, **Implications of WTO Agreements for Indian Agriculture**, eds. S.K. Datta and S.Y. Deodhar, CMA Monograph No. 191.

Deodhar, S.Y. and S.M. Fletcher (1998). "The Peanut Program and Pass-through of Prices, Conjectural Variations, and Consumers' Welfare Gain." **The Industrialization of Agriculture: Vertical Coordination in the U.S. Food System**. J. Royer and R. Rogers eds. Aldershot, U.K.: Ashgate Publishing.

7. Working Papers

Deodhar, S.Y., S. Ganesh, and W. Chern (2007). "Emerging Markets for GM Foods: An Indian Perspective on Consumer Understanding and Willingness to Pay," IIM-A Working Paper # 2007-06-08.

Deodhar, S., S. Mehandiratta, K.Ramani, D. Mavalankar, S. Ghosh, and V. Braganza (2007). "Mid Day Meal Scheme: Understanding Critical Issues with Reference to Ahmedabad City," IIM-A Working Paper # 2007-03-03.

Deodhar, S.Y. and Vivek Pande (2006). "Degree of Instant Competition: Estimation of Market Power in India's Instant Coffee Market, IIM-A Working Paper # 2006-10-02.

Deodhar, S.Y. (2005). "Trade Cost, Trade Policy and Trade Volume: A Study of Indian Apple Market," IIM-A Working Paper # 2005-08-01.

Deodhar, S.Y. (2005). "What's Keeping the Apples Away: Addressing the Market

Integration Issue,” IIM-A Working Paper # 2005-08-03.

Deodhar, S.Y. (2003). “Motivation For and Cost of HACCP in Indian Food Processing Industry,” IIM-A Working Paper # 2003-05-03.

Deodhar, S.Y. and V. Intodia (2002). “What’s in a Beverage That You Call a *Chai*?: Quality Attributes and Hedonic Price Analysis of Tea,” IIM-A Working Paper # 2002-05-05.

Deodhar, S.Y. (2001). “GATS and Educational Services: Issues for India’s Response in WTO Negotiations,” IIM-A Working paper # 2001-10-03.

Deodhar, S.Y. and V. Intodia (2001). "Quality Attributes and Hedonic Price Analysis of Ghee", IIM-A Working paper # 2001-09-04.

Deodhar, S.Y. (2001). “In a Freer WTO Trade Regime, Food Industry Must Focus on Quality management,” IIM-A Working paper # 2001-04-06.

Deodhar, S.Y. (2001). “WTO Agreements on SPS and TBT: Significance for Food Quality Issues,” IIM-A Working paper # 2001-04-05.

Rimal, A., S. Fletcher, K. Mcwatters, S. Misra and S. Deodhar (2000). “Perception of Food Safety and Changes in Food Consumption Habits: A Consumer Analysis,” Working paper # 00-05, Dept. of Agricultural Economics, The University of Georgia, USA.

Deodhar, S.Y. (1999). "WTO Agreements and Indian Agriculture: Retrospection and Prospects," IIMA Working Paper # 99-11-06

R. Venkatram and S.Y. Deodhar (1999). "Dynamic Demand Analysis of India's Domestic Coffee Market," IIMA Working Paper # 99-11-05

Deodhar, S.Y. (1999). “HACCP: A Quest for Quality as a Competitive Strategy for Agribusiness,” Working Paper, Indian Institute of Management, Ahmedabad, Feb. 24.

Deodhar, S.Y. and S.M. Fletcher (1998). “Dynamic Effects of Peanut Butter Advertising on Peanut Butter Demand.” Department of Agricultural and Applied Economics, University of Georgia, Faculty Series No. FS-98-01, 1998.

Deodhar, S.Y. and S.M. Fletcher (1998). “Degree of Competition in the U.S. Peanut Butter Industry: A Dynamic Error Correction Approach.” Department of Agricultural and Applied Economics, University of Georgia, Faculty Series No. FS-98-03, 1998.

Deodhar, S.Y. and S.M. Fletcher (1996). “The Peanut Program: Consumers’ Potential Welfare Gain.” Department of Agricultural and Applied Economics, University of Georgia, Faculty Series No. FS-96-08, 1996.

8. Extension Reports

Fletcher, S.M. and S.Y. Deodhar (1998). "Analysis of Consumption Pattern and Nutritional Perceptions about Peanut Butter." Cooperative Research-Extension Publication.

Fletcher, S.M. and S.Y. Deodhar (1998). "Degree of Competition in the Peanut Butter Industry." Cooperative Research-Extension Publication.

Fletcher, S.M. and S.Y. Deodhar (1998). "Effects of Brand Advertising on Peanut Butter Demand." Cooperative Research-Extension Publication.

Deodhar, S.Y. and S.M. Fletcher (1996). "Lowering of Peanut Support Price and the Extent of Consumers' Gain." Cooperative Research-Extension Publication No. 96.

ACADEMIC PRESENTATIONS

1. Refereed Selected Papers

Deodhar, S.Y., Rastogi, S., and Krissoff, B. (2008). "An Approach Paper on Indo-US Trade in Wheat and Mango," paper to be presented at the International Agricultural Trade Research Consortium meeting, Washington, D.C., January 8.

Deodhar, S., S. Ganesh, and W. Chern (2007). "Emerging Markets for GM Foods: An Indian Perspective on Consumer Understanding and Willingness to Pay," paper presented at the IATRC symposium on China's Agricultural Trade: Issues and Prospects, July 8-9, Beijing, China.

Deodhar, S., B. Krissoff, and M. Landes (2007). "Transaction Costs in Emerging Markets: A Study of India's Apple Trade," paper presented at the IATRC symposium on China's Agricultural Trade: Issues and Prospects, July 8-9, Beijing, China.

Deodhar, S.Y., B. Krissoff, and M. Landes (2007). "What's Keeping the Apples Away?: Addressing Price Integration Issues in India's Apple Market," paper to be presented at the AIES sessions of the Allied Social Sciences Association meetings, January 5-7, Chicago.

Deodhar, S.Y. and Vivek Pande (2006). "Degree of Instant Competition: Estimation of Market Power in India's Instant Coffee Market, to be paper presented by Vivek Pande at the Fourth AIMS International Conference on Management, Indian Institute of Management, Indore, India December 28-31.

Deodhar, S.Y. and V. Intodia (2003). "What's in a Beverage You Call a Chai?: Quality Attributes and Hedonic Price Analysis of Tea," presented at the *Allied Social Sciences Association (ASSA)* meetings, Washington, D.C., USA, January 3-5.

Deodhar, S.Y. (2002). "Managing Trade in Educational Services: Issues for India's Response in WTO Negotiations," paper presented at the National Seminar on "WTO and Allied Issues" Indian Institute of Foreign Trade, February 2-3, Delhi.

Deodhar, S.Y. and G. Naik (2001). "WTO Agreements Relating to Agriculture: A

Perspective on Implementation Issues," presented at the AIES sessions, *Allied Social Sciences Association (ASSA)* meetings, New Orleans, USA, January 5-7.

- Deodhar S.Y. and S.M. Fletcher (2000). "Dynamic Sensitivity of Sales to Advertising: A Case of US Peanut Butter Industry," presented at *OR-2000* annual convention of Operational Research Society of India, IIM-A, December 14-16 2000.
- Deodhar, S. Y. and H. Dave (1999). "Securing HACCP in Agriculture to Build Brand Image (SHABRI) in the Context of WTO Agreements." Paper presented at the international workshop on "*Markets, Rights and Equity: Rethinking food and Agricultural Grades and Standards in a Shrinking World.*" Michigan State University, organised by the Institute for Food and Agricultural Standards, during October 31, November 3.
- Deodhar, S.Y. and S.M. Fletcher (1998). "Impact of Advertising on Peanut Butter Demand." Paper presented at the annual meeting of *Southern Agricultural Economics Association*, February 1-4, Little Rock, Arkansas. Presentation by S.M. Fletcher.
- Deodhar, S.Y., B.J. Hubbell, S.M. Fletcher, and S.K. Misra (1997). "Imperfect Information and Consumer Responses to Pesticide Residue Risks." Paper presented at the annual meeting of *American Agricultural Economics Association*, July 28-30, Toronto.
- Deodhar, S.Y., S.M. Fletcher, B.J. Hubbell, and S.K. Misra (1997). "The Effects of Information on Pesticide residue Concerns: Implications for Food Safety Policy." Paper presented at the 43rd annual meeting of the *American Council on Consumer Interests*, April 2-5.
- Fletcher, S.M. and S.Y. Deodhar (1996). "Peanut Program and Pass-through of Prices: Conjectural Variations and Consumers' Welfare Gain." Presented during the annual meeting of the *American Agricultural Economics Association*, July 28-31, San Antonio, TX.
- Deodhar, S.Y. and I.M. Sheldon (1996). "Econometric Estimation of the Magnitude of Market Power in the World Soyameal Export Market." Presented during the annual meeting of the *American Agricultural Economics Association*, July 28-31, San Antonio, TX.
- Deodhar, S.Y., S.M. Fletcher, B.J. Hubbell and S.K. Misra (1996). "Willingness to Accept Higher Food Prices for Pesticide Residue Safety: Ambiguity or No Ambiguity That is Also the Question." Paper presented at the annual conference of *the Food Distribution and Research Society*, October 27-30, 1996, New Orleans, LA. Presentation given by S.M. Fletcher.
- Deodhar, S.Y. and I.M. Sheldon (1994). "Estimation of Dynamic Oligopolistic Interaction: The case of the Banana Export Market." Paper presented at the annual meeting of the *Southern Economic Association*, Nov., Orlando, Fl.

2. Seminar/Workshop Presentation

- Deodhar, S.Y. (2005). "Trade Prospects with India: What's Keeping the Apples Away?," presentation at Washington State University, May 3.
- Deodhar, S. Y. (2005). "India's Apple Trade: Prospects and Policies for Trade," presentation at the Economic Research Service (ERS), USDA, April 28.
- Deodhar (2004). "Quality Issues for Agri-exports," session presentation at the workshop, WTO and Agribusiness in Gujarat, organized by Gujarat Agribusiness Society, Gujarat Vidyapith, Ahmedabad, January 9.
- Deodhar, S.Y. (2003). "Quality Competitiveness in Cooperatives With Special Reference to Food Sector," talk given at the National Seminar on Poverty Reduction Strategies Through Cooperatives, National Institute of Cooperative Management, Gandhinagar, April 9.
- Deodhar, S.Y. (2003). "WTO and Educational Services," talk given at the National Seminar on WTO: Opportunity or Threat to Technical Education in the Context of Excellence & Quality Assurance, BVM College, Vallabh Vidya Nagar, April 25.
- Deodhar, S.Y. (2002). "HACCP: Quality Enabler for Food and Food Service," Invited-paper presented at the CII sponsored International Conference on Organised Food Retail and Food Services in India –The New Revolution, December 2: Chandigarh, India.
- Deodhar, S.Y. (2001). "Quality Issues in Local Supply Chain: Case of Kesar Mango," Video
CD and case presentation at the MDP, *WTO and Indian Agriculture*, IIM-A, Dec. 19.
- Deodhar, S. Y. (2001). "Quality Attributes and Hedonic Price Analysis of Ghee," paper presented at the IIM-A Research and Publications seminar series, IIM-A, October 5.
- Deodhar, S. Y. (2001). "Quality, Non-tariff Barriers and WTO Regime: Issues in Food Industry," presentation made at the WTO workshop held by National Institute of Cooperative Management, Gandhinagar.
- Deodhar, S.Y. (2001). "Implications of SPS and TBT." Presentation made at the Seminar on WTO and Agriculture with Special Reference to Gujarat, IIM-A, January 20, 2001.
- Deodhar, S.Y. and G. Naik (2001). "How Far WTO will TOW Agriculture to trade liberalisation," seminar jointly organized by *Agricultural Resource Policy Center* and *International Food Policy Research Institute*, Washington, D.C. , January 3, 2001.
- Deodhar, S.Y. and S.M. Fletcher (1998). "Dynamic Effects of Aggregate Brand Advertising." Seminar given at the *Gokhale Institute of Politics and Economics*, Pune, August 14.
- Deodhar, S.Y. and S.M. Fletcher (1997). "Degree of Competition in the U.S. Peanut Butter Industry: A Dynamic Error Correction Approach." Faculty Seminar presented at the *Indian Institute of Management, Centre for Management in Agriculture*. Vastrapur, Ahmedabad, India. June 4.

Deodhar, S.Y. and I.M. Sheldon (1995). "Estimation of Dynamic Oligopolistic Interaction: The case of the Banana Export Market." Applebaum Dissertation Award paper presentation, annual meeting of the *Food Distribution and Research Society*, October.

TEACHING MATERIAL DEVELOPMENT

1. Cases

1. Tasty Bite Eatables Limited (2006). Case prepared jointly with Profs. M S Sriram and Vijaya Sherry Chand.
2. Café TanstaafI (2004), case prepared jointly with Prof. Dileep Mavalankar. Case pertains to cost of outsourcing and quality improvement in food and food service in an academic institution.
3. "Indian Food Specialities Limited" a Case prepared for teaching quality control tools and HACCP food quality management system, (2001), Case No. CMA-805, IIM-A. Prepared jointly with Prof. Devanath Tirupati.
4. "Foodkraft International Limited," A case on Hedonic Price Analysis of Ghee, Case No. CMA-807, IIM-A.
5. "Local Tomato Supply Chain: Quality Issues and Economics," a Case on analysis of quality management practices on the tomato farm of Mr. Ghanashyam bhai of Khanderaopura village (2001), Case No. CMA-804, IIM-A.

2. CD-Rom Video Documentations

1. "Quality in Local Supply Chain: Case of Kesar Mango," A video documentation of quality issues in Kesar Mango harvesting, post-harvesting and local supply chain, (2001).
2. "Local Tomato Supply Chain: Quality Issues and Economics," A video documentation of quality issues in tomato harvesting, post-harvesting and local supply chain, (2001).

3. Teaching and Technical Notes

1. A Technical Note on Hedonic Price Analysis," Note No. CMA-808, IIM-A.
2. Local Tomato Supply Chain: Quality Issues and Economics," a Teaching Note on analysis of quality management practices on the tomato farm of Mr. Ghanashyam bhai of Khanderaopura village (2001).
3. "Dynamic Sensitivity of Sales to Advertising: A case of Peanut Butter Industry." (1999). The note is used in PGP-II course on econometrics to introduce the concept of short-term and long-term effects of advertising, and the error correction method to estimate these effects.

4. "A Note on Managing Food Quality Regulation and Strategy." (2000). The note was used and will be used in future for the course GCASA.
5. "From Shabri to Strategy: Developments in Food, Quality and Safety in the Global Food Industry." (1999). The note was used for the courses GCASA and SFQM.
6. To Join or Not to Join the Cairns Group at WTO," A caselette prepared for the Group Discussion component of the Admissions process, March 2001.

ACADEMIC & ADMINISTRATIVE RESPONSIBILITIES

1. Warden, IIM-A student dorms and mess, 2004-2006

2. Chairperson, PGP Admissions Committee 2007-2009

3. Co-ordinator

1. R&P Newsletter, 2002-2004
2. PGP-I students and faculty interaction 2003-2004.
3. CMA Research and Publications Coordinator, April-September 2005.
4. CMA webpage development and maintenance, 2000-2005
5. CMA course coordinator for PGP-ABM courses, 2003
6. *Ad Hoc* Committee to evaluate progress of FPM student, Ms. Keren (2002)
7. Seminar Coordinator, CMA (1998-2000): Following seminars were arranged:
 - a. "Experimental Methods in Economics," Dr. Bradley Ruffle, Ben-Gurion University, Israel, February 2, 2000: 4.30 to 5.30 P..M.
 - b. "How Much Difference Does Politics Make?: Regime Differences Across Indian States and Rural Poverty Reduction," Prof. John Harriss, London School of Economics, January 21, 2000: 4.30 to 5.30 P.M.
 - c. "Behaviour of Food Secure and food Insecure Farm Households Under Technological Changes in Ethiopia," Prof. Ashok Parikh, University of East Anglia, Norwich, August 12, 1999: 4.30 to 5.30 P.M.
 - d. "Packaging Systems for Tomato In Gujarat," Mr. Girija Sharan, Mr. S. M. Shrivastava and Mr. Umang Dave, Core Emballage Ltd., August 6, 1999: 4 P.M.
 - e. "Farmers' Response and Prices under Trade Liberalisation of Agriculture in India," Bhupat M. Desai, January 8, 1999: 11.30 A.M. to 12.30 P.M.
 - f. "Beyond Ecological Engineering - The Need for Social Re-engineering for Sustainability of the Wetlands Around Calcutta," Prof. Samar Datta, December 18, 1998: 4.30 P.M. to 5.30 P.M.

g. "Cyclones and Orchards," Prof. Girja Sharan, December 4, 1998: 4.30 P.M. to 5.30 P.M.

h. "Forecasting Indian Cotton Industry Variables Through An Econometric Simulation Model," Prof. G. Naik, November 20, 1998: 4.30 P.M. to 5.30 P.M.

i. "Agribusiness Possibilities through Sustainable Natural Resource Management," Mr V.K. Misra, Executive Director, Society for Promotion of Wasteland Development (SPWD), New Delhi, August 17, 1998: 4.30 to 5.30 P.M.

4. Member of Various IIM-A Committees

1. Vikalpa, the Journal of Decision Makers, IIM-A (2005-2007).
2. Member, FPM Executive Committee (2006-2008).
3. Member ABM Executive Committee (2006-2008).
4. Member, FDP Executive Committee (2006-2008).
5. Chairperson, Student Mess Improvement Committee (2005-2006).
6. Chairperson, Married Student Housing Committee (2005-2006)
7. FDC Executive Committee, IIM-A. (1998-2001).
8. PGP Executive Committee, IIM-A (2001-2006): by invitation, Warden, ex-officio
9. Section Co-ordinator, PGP-I, Section C, 2001-2002.
10. Research and Publications Committee, IIM-A (2002-2004).
 - Co-ordinator for the Research Newsletter
11. Member, Placement Committee (for 6 months in 2002).
12. Admissions Committee, PGP programme, IIMA (1998-01), (2003-2005).
 - Conducted CAT examination in years 98, 99 and 2000 at one centre.
 - Involved in shortlisting candidates for interviews, 1999, 2000 and 2001
 - Interviewed candidates at all centres, all days, and involved in final selection of candidates.
 - Involved in CAT test preparation for CAT-2000.
 - Prepared caselets for Group Discussion component of Admissions process
 - Conducted CAT exam and interviews at most centres even when not member of the admissions committee.

5. Member of Professional Organizations

1. Association of Food Scientists and Technologists, India.

6. Fellow Programme in Management (FPM) Thesis Committee Member

1. Ravindra Sarathi (TAC)
2. Kamaljit Singh (TAC).
3. Dheeraj Awasthi (TEC).
4. Navendu Karan (TEC).
5. Nishant Jain (TEC).

7. Faculty Development Programme (FDP) Thesis Advisor

1. Dr. Ganesan, FDP research project, 1999-2000.
2. Mr. Venkatram, FDP research project, 1998-99.
3. Mr. Ravi, FDP research project, 1998-99.

8. Student Projects Guidance

Individual Projects (IPs)

1. Consumer Preference for Nanotechnology Products, Aditya Bajaj and Swastik Nigam, PGP-II, 5th term, 2007
2. Game Theory: Its Applications in the Context of International Relations with a Focus on Defense and Trade Strategies by Different Countries, Riya Bhattacharya and Soumya Dwibedi, PGP-II, 5th term, 2007.
3. Study of Carbon Credits Markets in India and Identifying Suitable Financial Products, Vinit Barve and Vikash Patwari, PGP-II, 5th term, 2007.
4. Measuring the Costs and Trade Effects of Phytosanitary Protocols: An Indian Imported Apple Example, Abhijit Naik and Saurabh Sribastava, PGP-II, 5th term 2007.
5. Weather Derivatives for Indian Agriculture, Gopineedi Sashanth and Subhajit Barman, PGP-II, 5th term, 2007.
6. Diaspora Bonds and Their Application in National Development, Arvind Nebhnani and Pooja Jayaraman, PGP-II, 5th term, 2007.
7. India-China Free Trade Agreement: Implications on International Trade, Aakriti Mehta and Prashant Shinde, PGP-II, 5th term, 2007
8. The Evolution of IPRs in India, Jyoti Jalan and Pallavi Palkar, PGP-II, 5th term, 2007.
9. Understanding Commodity Exchanges and Commodity Trading in India, Sumit Kumar, PGP-II, 5th term, 2006.
10. Reasons for failure of WTO negotiations, Jatin Mamtani and Kushagra Kumar, Kumar, PGP-II, 5th term, 2006.
11. The failure of the Doha round – Analyzing how India should modify its stance to aid in the success of future negotiations, Medha Khanna and Simrin Sandhu, PGP-II, 5th term, 2006.
12. Analysis of Supply Chain and Consumer Preference Study of Apples, Pavan Simhadri and Sudhakar Ramavath, ABM II, Term VI, 2005.

13. Study of Hybrid Paddy Market in Gujarat, Vijay Kumar, ABM II, Term VI, 2004.
14. Understanding Traceability – A Food Quality Attribute, Anindya Sen Gupta and Manikandan, S.A., ABM II, Term IV, 2004.

Rural Immersion Programme (RIP)

1. Rural Immersion Programme, Itarasi, Madhya Pradesh. Programme Project Report by Messrs, Ashok Rai *et al.*, ABM 2005-2007 batch.
2. Rural Immersion Programme, Margasni, Pune, Maharashtra. Programme Project Report by Messrs, Anukul Joshi *et al.*, ABM 2004-2006 batch.
3. Rural Immersion Programme, Nagaon, Kolhapur, Maharashtra. Programme Project Report by Messrs A. Mukherjee *et al.* ABM 2003-2005 batch.

9. Manuscript Reviewer

1. NCAER Report, 1999
2. CMA Monograph Series, 1998
3. Artha Vijnana, 1998
4. American Journal of Agricultural Economics, 1998
5. Review of Agricultural Economics, 2006
6. Agricultural Economics, 2007

10. Session Chairperson and/or Discussant at Conferences

1. Invited Panel Discussant, “Difficulties in Setting Food Safety Standards in Food Service Institutions,” at the Regional Training-cum-Workshop on Food Safety, MSU, Baroda, 24 September 2004.
2. Discussant in the session, “Productivity, Finance and Industry Studies”, Allied Social Sciences Association meetings, AIES sessions, January 4, 2003.
3. Discussant in the session, “Issues in Development Economics,” Allied Social Sciences Association meetings, AIES session, January 6, 2001.
4. Chairperson for the session, “OR Applications –3,” 33rd Annual Convention of the Operational Research Society of India, December 16, 2000, 2- 3.30 pm.

11. Participant

1. “Difficulties in Setting Food Safety Standards in Food Service Institutions,” Invited Panel Discussant at the Regional Training-cum-Workshop on Food

Safety, MSU, Baroda, 24 September 2004.

2. National Conference on Food Labeling: Current Status and Future Trends, organized by Association of Food Scientists and Technologists (India), Mumbai Chapter, Hotel Kohinoor Continental, Mumbai, January 21-22, 2005.
3. Micro Finance Training Programme 2003. Nominated by Small Industries Development Bank of India (SIDBI). Participated on behalf of IIM-A at the MFT-2003 programme organized by CGAP at Boulder, Colorado, July 14 – 8 August.
4. Attended various modules/sessions in the Management Education Programme (MEP), IIMA, 1998-99, to enhance understanding of management subjects.

MANAGEMENT DEVELOPMENT PROGRAMMES, TALKS, POPULAR PRESS

1. Workshops Organized

1. Co-ordinator of the workshop, “Processed Food Industry in Transition (PROFIT): 2000 and Beyond,” held at *IIM-A*, September 29, 2000.
2. Jointly co-ordinated a workshop on “Implications of WTO Agreements- Threat or Challenge for Indian Agriculture and Agri-business” MDC, *IIM-A*, Aug. 19, 1999.

2. Training Programme Faculty

1. Motivation, Precepts, and Agreements of World Trade Organization, a 3 session module in Programme for Defence Personnel, 2007.
2. May 4-5, 2006: ‘Global Food Regulation, WTO and HACCP in the Context of Dairy Industry’, 3 sessions conducted in the MDP on Dairy Industry and Food Regulation
3. November 5, 2005: A sessions on “Emerging Food Quality Standards Regime and Implications for Dairy and Meat Production,” programme on “Livestock, Livelihood, and Leadership: Building Perspectives, facilitating change.”
4. October 12-13, 2005: Two sessions on “Emerging Food Quality Standards Regime and Implications for Dairy and Meat Production,” during the programme, “Livestock, Livelihood, and Leadership: Building Perspectives, facilitating

3. MDP Teaching Faculty

September 24-29, 2007: ‘Forecasting I & II, 2 sessions conducted in the MDP on Logistics Management.

August 27-31, 2007: 'Pricing Methods,' 2 sessions on MDP on Revenue Management and Dynamic Pricing.

September, 12-13, 2006: 'Forecasting I & II, 2 sessions conducted in the MDP on Logistics Management.

September, 11, 2006: 'Pricing Methods,' 2 sessions on MDP on Revenue Management and Dynamic Pricing.

August 23-24, 2006: 'Global Food Regulation, WTO and HACCP', 3 sessions conducted in the MDP on Food Laws.

September, 15, 2005: 'Pricing Methods,' session on MDP on Revenue Management and Dynamic Pricing.

September, 5-6, 2005: 'Forecasting I & II, 2 sessions conducted in the MDP on Logistics Management.

August 25-26, 2005: 'Global Food Regulation, WTO and HACCP', 3 sessions conducted in the MDP on Food Laws.

November 22-24, 2004: "SPS and TBT Agreements" and "IPR Issues" and, "Horticultural Issues", 3 sessions conducted in the MDP on WTO and Agriculture.

September 27-28, 2004: 'Forecasting I & II', 2 sessions conducted in the MDP on Logistics Management.

September 13-15, 2004: "Management Development Programme on WTO: Indian Food and Agriculture," Programme faculty for all days, for Government of Maharashtra, Pune.

August 26-27, 2004: 'Global Food Regulation, WTO and HACCP', 2 sessions conducted in the MDP on Food Laws.

November 17-19, 2003: "SPS and TBT Agreements" and "Economic Analysis of HACCP," 2 sessions conducted in the MDP on WTO and Agriculture.

August 25-26, 2003: 'Forecasting I & II', 2 sessions conducted in the MDP on Logistics Management.

August 28-29, 2003: 'Global Food Regulation, WTO and HACCP', 2 sessions conducted in the MDP on Food Laws.

Forecasting Methods, MDP on Logistics and Supply Chain Management, August 19-24, 2002, 2 sessions.

June 21, 2003: 'WTO Agreements', and 'WTO and Indian Agriculture' 2 sessions conducted in the Training Programme for Indian Economic Service Probationers.

Global Business Strategy, MDP, September 30-October 4, 2002. 1 session

Programme for Agro-economic Research Centres, September 23-27, 2002, 2 sessions.

“Implications of WTO for India,” A two hour session for Small and Medium Enterprises MDP participants, April 16, 2001.

Stakeholder Analysis. One session at the Summer School on Common Property Resources, IIMA, 1998.

Research Methods and Data Analysis (BLP-III module 307). Four day teaching assignment shared with Prof. Gopal Naik, at Crompton Greaves, HRD Centre, Mulshi, Maharashtra, December, 22-25, 1998.

4. Invited Talks

1. “Internationalization and Sustainability of Innovations, Business and Education: A Focus on GM Food Crops and other Studies,” talk given at University of Arkansas, January 8, 2007.
2. “Implications of WTO for Indian Food Industry: Focusing on Safety and Quality.” Talk given at the National Seminar on Food Safety and Quality, Acharya NG Ranga Agricultural University, Hyderabad, March 3, 2005.
3. “WTO Precepts: Implications for Business and Education Sector.” Talk given at the Platinum Jubilee National Convention of Institute of Cost and Works Accountants of India (ICWAI), Bal Gandharva Ranga Mandir, Pune, February 12, 2005.
4. “The Doha Development Agenda and July 2004 Framework: What is the Impact?,” Talk given at the Session of WTO, organized by CII Western Region, Ahmedabad, 25 October, 2004.
5. “Globalisation and New Career Opportunities,” Talk given at the function organized by Dhirubhai Ambani Foundation to felicitate meritorious students, Mahatma Gandhi Labour Institute, Ahmedabad, 16 October 2004.
6. “Understanding teaching, research and administrative structure at IIMs,” a guest speaker at the faculty meeting of Sir Parshurambhau College, Tilak Road, Pune, April 13, 2004.
7. "A Brief Outline of the Intellectual Property Rights," guest speaker at the day-long workshop on Sensitisation on WTO for SME's, organised by *Gujarat Chamber of Commerce and Industries* (GCCCI), Ahmedabad, May 13, 2000.
8. "Competitiveness of Indian Agricultural Commodities," guest speaker at the Regional Consultation on WTO, organised by *Spices Board* and Ministry of Agriculture, Govt. of India, Cochin, April 7, 2000.
9. "WTO and Food Quality Issues," talk given at Bharatiya Vipanan Kendra, Ahmedabad, Gujarat, February 8, 2000.
10. "Problems and Prospects of WTO Agreements." Guest speaker at *Federation of Gujarat*

Industries, R.C. Dutt Road, Baroda, October 1, 1999.

11. "Impact of WTO Agreements with Specific Reference to Indian Textile Industry." Guest Speaker, *Shri Dinesh Mills Ltd.*, Baroda 390 005, October 25, 1999.
12. "Indian Agriculture and WTO Agreements." Speaker at the annual workshop of *International Union of Food, Agriculture and allied Workers Association (IUF)*, Ahmedabad, November 21, 1999.
13. "Implications of Quality Aspects of WTO Provisions for Indian Agribusiness Firms." Talk given as a guest faculty for the course, Internationalisation of Agribusiness, offered at *Indian Institute of Rural Management*, Feb. 8, 1999.

5. Articles, and Researches & Talks Quoted in Popular Press

1. News item, "Improved Supply Chain can Help Expand Apple Market," appeared in *The Hindu*, Business Line, 11 January 2006.
2. Quoted in Asian Development Bank (ADB) report on "Critical Issues in India's Service-led growth" by Rashmi Banga (2005), <http://www.adb.org/Documents/Reports/Consultant/TAR-IND-4066/Trade/banga.pdf>
3. Deodhar S. Y. (2005). "Trade Cost, Trade Policy and Trade Volume: A Study of Indian Apple Market," **Indian Food Industry**, Vol. 24, No.6.
4. Book Review of "Strategic Food Quality Management," brought out in "Indian Food Industry, Vol. 24, No.1, January-February 2005.
5. Quoted in the article, "Banking on Biotech," by Rachel Melcer, *St. Louis Post-Dispatch*, June 20, 2004.
6. Quoted in *Times of India*, March 17, 2004 in the news article, "Intellectual Property Rights: Challenges and Prospects."
7. Quoted in RBI Annual Report, 2003, "WTO and the Road Ahead," page 22.
8. Study on quality attributes of tea appeared as news item in *Times of India*, April 17, 2003.
9. "EXIM Policy and Its Exigencies," popular article appeared in *Business@Gujarat*, May 2001, pp. 75.
10. "Pack it Right for Mangoes' Sake," *The Asian Age*, May 5, 2001.
11. "WTO and Agriculture," *Financial Express*, Gujarati edition, November 10, 2000.
12. A talk given on WTO issues found mention in the *Gujarat Chamber of Commerce and Industries Newsletter*, May 2000.

13. "Agri-Sector May Not Benefit Under WTO Era: Experts," *The Times of India, Business Times*, August 20, 1999.

14. Findings of an article on Indian coffee demand published in *Indian Journal of Economics* found a mention in *Indian Food Industry*, Vol. 20, No.4.
