

PhD IN BUSINESS MANAGEMENT

SPECIALLY DESIGNED FOR WORKING PROFESSIONALS

**CHITKARA
BUSINESS
SCHOOL** 

The best part about
getting to the top is
seeing the next

PEAK
TO
CLIMB

PhD PROGRAM

IN BUSINESS MANAGEMENT

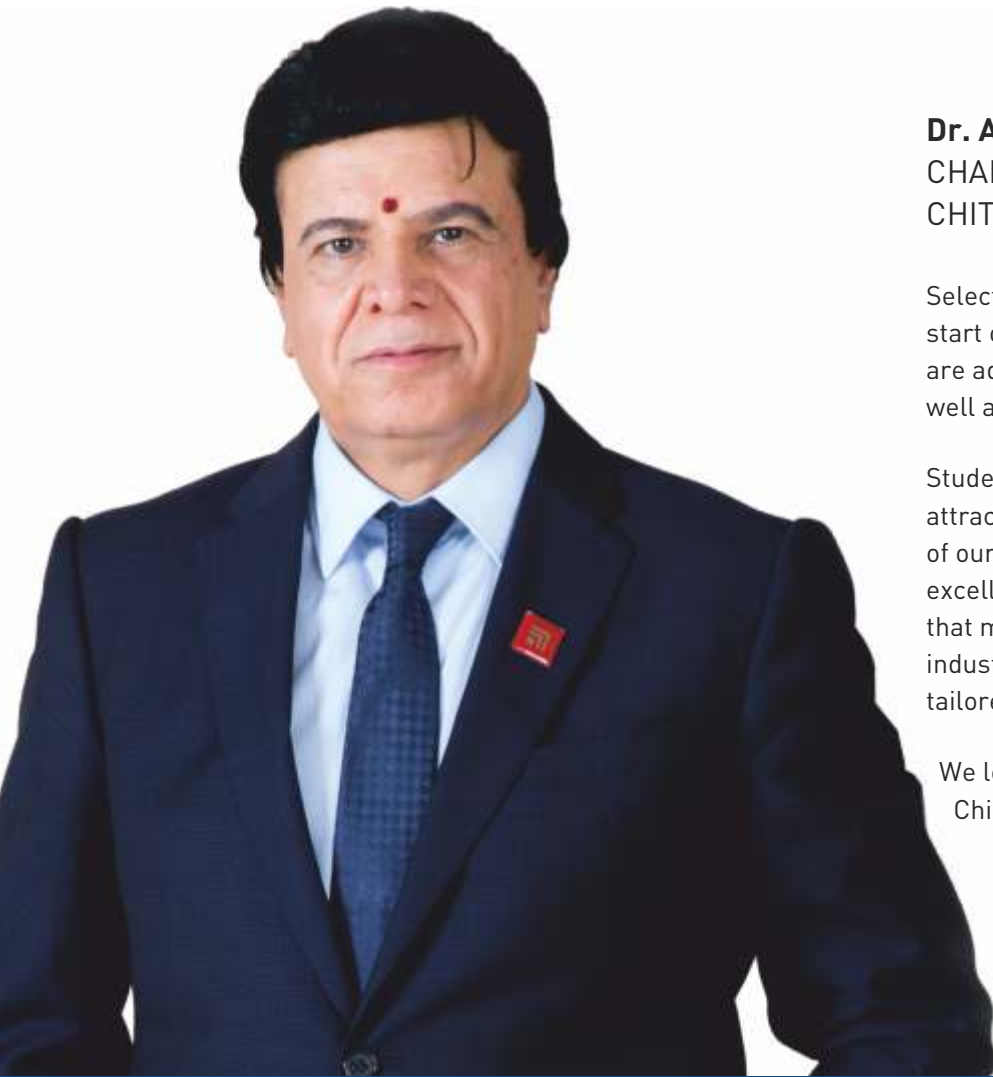
SPECIALLY DESIGNED FOR WORKING PROFESSIONALS

From the height your career has reached, you can now see how much more there is to accomplish.

Chitkara Business School, an associate institution of Chitkara University in Chandigarh, consistently ranked by NIRF among the top business schools of the country, has been at the forefront of offering senior managers the opportunity to undertake business focused research that can facilitate real change in their organisations. With a rich alumni base of 200+ professionals across varied industry sectors who have successfully completed their PhD program. Our doctoral program in Business Management will provide you the vantage point, skills and network to take your career far above expectations.

This program is different from a traditional PhD in management as it is uniquely designed for accomplished executives who seek the advanced knowledge, skills and perspectives without interrupting their careers.

**CHITKARA
BUSINESS
SCHOOL** 



Dr. ASHOK CHITKARA
CHANCELLOR
CHITKARA UNIVERSITY

Selecting a university program marks the start of an exciting period of your life. You are adding life-changing experiences as well as expanded opportunities.

Students from around the country are attracted to Chitkara University because of our commitment to teaching excellence, because we conduct research that makes a difference, because of our industry partnerships and because of our tailored courses.

We look forward to welcoming you to Chitkara University.

STRONG ACADEMIC HERITAGE

Dr. MADHU CHITKARA
PRO CHANCELLOR
CHITKARA UNIVERSITY

Chitkara Education brings with it a reputation that has been earned through years of serving the career-needs of the student community. It has a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace.

There are many reasons to choose Chitkara Business School. Our graduates go on to great careers, we're hands-on and responsive in our teaching, we provide a great environment to study and our research is world-class.



“The learning environment at **CHITKARA UNIVERSITY** represents a unique blend of distinguished faculty, brilliant & intellectual students with a proactive collaboration with industry.”

CHITKARA UNIVERSITY



CHITKARA UNIVERSITY PUNJAB

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Punjab State Legislature under, "The Chitkara University Act".



CHITKARA UNIVERSITY HIMACHAL PRADESH

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Himachal Pradesh State Legislature under "The Chitkara University Act".



RECOGNISED FOR EXCELLENCE



Chitkara University in Punjab and Himachal Pradesh have once again been ranked among the Nation's Best in the **NIRF Ranking 2020**.



Chitkara University has been ranked in the Top 25 Universities of the country out of 500+ institutions in the prestigious **ARIIA 2020**.



Chitkara University is proud to be included in the QS World University Rankings: Asia for the first time ever in **20-21 edition**.



We are the only Indian university shortlisted for 'Technological Innovation of the Year' in '**Times Higher Education Asia Awards 2020**'.



Chitkara University makes it into top 200 in **Clarivate Analytics'** leading innovators list 2020.



Year after year, Chitkara University has been ranked among the **Top 10 Universities** of the country for filing maximum patents.



One of the largest **University grants'** recipient for the **European Commission Erasmus+ Programme**

Chitkara University has been ranked among the best in India by leading publications including:

CAREERS360

OUTLOOK

INDIA TODAY

DATAQUEST

THEWEEK

THE TIMES OF INDIA

EARLY Josh

BW BUSINESSWORLD



A few things we're proud of

THERE ARE SO MANY REASONS TO CHOOSE CHITKARA UNIVERSITY THAT WE DIDN'T HAVE ENOUGH SPACE TO COVER THEM ALL. BUT HERE ARE A FEW REASONS WHY WE THINK YOU'LL LOVE US AND BE PROUD TO JOIN US.



STRONG ACADEMIC HERITAGE

Chitkara University has been established by and is being managed by passionate academicians with the sole mission of making each and every student "Industry-ready".

INDUSTRY-LED COURSES



We maintain close links with leading blue-chip companies and professional associations to deliver our academic programs and ensure that our courses are relevant, practical in tune with the industry demands, allowing our graduates to hit the ground running.



TOP 20 RANKING

Chitkara University has been consistently ranked among the top 20 non-profit Private Universities of the country.

5 STARS

All our institutions and academic programs are recognised and approved by UGC and various regulators such as NAAC | AICTE | PCI | COA | NHMCT | INC.

LEARNING BY DOING

Our curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making.



COUNTED AMONG THE BEST

Our programs are consistently ranked among the top 50 in the country.



TOP SKILLS

There is an intensive focus on developing communications skills, team work and leadership for each and every student.

WORLD-CLASS RESEARCH EXCELLENCE



With more than 150 patents and project funding from leading organisations such as DST and HP, our researchers, staff and students work across disciplines to extend the boundaries of knowledge. We have been recognised nationally for pioneering research in nanotechnology, mobile learning, robotics, renewable energy and mechatronics.



MORE CEOs

More industry leaders from across all sectors have visited our campus and interacted with our faculty as well as student community grooming them for future leadership roles.

CAMPUS PLACEMENTS



Chitkara University has established an unassailable reputation for strong on-campus recruitments. Our students have gained employment in diverse professional roles and areas across the globe. From managing hotels to discovering new drugs to helping patients in hospital to analyzing the stock market, your Chitkara University degree can lead to varied and rewarding career paths.



LEARN FROM THE BEST

You'll work with some of the brightest and most inspiring academics, lecturers and researchers in the world.



LEADING INNOVATION

Chitkara Innovation Incubator helps turn students' business ideas into reality. Student ventures with scalable, commercial potential are given access to high tech, collaborative office space, paired with industry mentors to develop scalable business plans and market testable products and services.



TRAVEL THE WORLD

At Chitkara University, we offer over 150 exchange destinations to consider.



MODERN FACILITIES

Chitkara University has made huge investments in developing student facilities - giving our students access to state-of-the-art labs, design studios, libraries, sporting and social facilities.



BEST LOCATION

With a high quality of living and vibrant student mix, Chandigarh is a city that comes under 'Times 15 Best Asian Spots'.



SAFE & SOUND

We take great pride in looking after our students.



WE'RE ON A FIRST-NAME BASIS **WITH** **CHANDIGARH.**

The most beautiful city of India

Located in the foothills of the Shivalik mountain ranges, Chandigarh is India's best planned city and the maître d'œuvre of the French architect Le Corbusier, with world class infrastructure, rich cultural heritage and an unparalleled quality of life.



Equidistant from Chandigarh, both our Campuses are a mere 30 km from the City centre. Aptly christened as 'The City Beautiful', Chandigarh has projects designed by world renowned architects such as Le Corbusier, Pierre Jeanneret, Jane Drew and Maxwell Fry. The most liveable city of the country, Chandigarh boasts of stunning tourist attractions like the Rock Garden, Rose Garden, Sukhna Lake, Govt. Museum and Art Gallery, Open Hand Monument and Capitol Complex on one hand, and Elante Mall and other hip and buzzing multiplexes, malls, restaurants, on the other.

Chandigarh is a model urban showpiece, where the green spaces are intricately entwined with its urban design and construction plans, making this city the face of modern India. The city enjoys easy connectivity to all major cities across the country by road, rail and air. With a new International airport, Chandigarh is also now connected to the major cities of the world. This growing network has brought in a lot of industry from India and overseas, who view Chandigarh as a prime location to set up their operations, making it one of the best cities in the country for doing business.

Chandigarh Tricity, which includes the surrounding cities of Mohali and Panchkula, is on its way to become the North Indian hub for IT industry with major presence of companies such as Infosys Technologies, Tech Mahindra, Quark and Wipro. This city is fast emerging as India's entrepreneurship hub as well, attracting the service industry and a host of other companies who view it as their regional center for all North Indian states.

A prominent education hub, Chandigarh, is home to some leading education institutes of India. Each year, it witnesses a huge influx of students from across the country and overseas who come especially to this city seeking the diverse opportunities it presents amidst its beautiful architecture, youthful vibe and gorgeous landscape.

CHITKARA BUSINESS SCHOOL

Chitkara Business School is different. Our students are different. So are our faculty, our academic strengths and our outlook on business. Within a short span of time Chitkara Business School has emerged as one of the top private management schools of the country.

MBA programs at Chitkara Business School aim even higher and go beyond the traditional approach of imparting an analytic framework to solving problems.

Our programs enable you to find the route to success at the intersection of theory and practice, discover and implement innovative solutions to real-world problems. The main focus of management programs at Chitkara Business School is to make each and every graduate industry ready and exposed to latest trends in the dynamic business world.

Chitkara Business School views the world - and the traditional business degrees - differently. Our strengths include topics that will matter in the next global economy.

A Rigorous, Flexible Curriculum

Chitkara Business School has established an unassailable reputation for strong on-campus recruitments on the sheer virtue of its intensive focus on making all its graduates "industry ready". Our students have gained employment in diverse professional roles and business areas across the globe. From negotiating industrial relations to analysing the stock market, devising marketing strategies or designing business information systems, your Chitkara University degree can lead to varied and rewarding career paths.

Excellent Campus Placements is the Hallmark of our Programs

You will learn from experienced teaching staff and be exposed to some of the industry's top employers through opportunities such as field trips, internships, real-life scenarios and practical assignments, guest lectures from industry professionals and regular networking events.

Passionate Scholars & Teachers

Chitkara Business School curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability leadership and incisive decision making. You will learn how to compete – and create transformative change – in business.

Learning by Doing



Counted Among **The Best**



Ministry of Human Resource Development
Government of India

The National Institutional Ranking Framework is a methodology adopted by the Ministry of Education, Government of India, to rank institutions of higher education in India.

NIRF (National Institutional Ranking Framework-2020) ranked Chitkara Business School within Top 75 Management Institutions of India out of 630 Business School of the country.

HIGHLY RANKED BUSINESS PROGRAMS

Management Programs at Chitkara Business School have been consistently rated as one of the finest in the country which provides an insight into our unique blend of distinguished faculty and brilliant & intellectual students coupled with proactive industry collaborations.



Business World ranks
Chitkara Business School
Best in the region.



India Today ranked
Chitkara Business School among
the top 100 B-Schools of India.



Careers 360 rated
Chitkara Business School
AAA+ and Best in the Region in
their latest survey.



Business Today ranked
Chitkara Business School
20th in North Zone on the basis
of learning experience.



Business Standard report ranked
Chitkara Business School "Best
in Punjab" in their latest findings.



Chronicle Magazine placed
Chitkara Business School in
'A+ Category', and ranked it
among the 'Top B-Schools of India'.



The Week-HANSA Research
Survey 2020 puts
Chitkara Business School among
the 'Top B-Schools in India'.



FICCI B-School Ratings powered
by ICARE awarded CBS with
"Three Star Rating" and Best in
the region.

A professional portrait of Dr. Arun Kapoor, a middle-aged man with dark hair, wearing a dark blue suit, white shirt, and a red tie with a small white pattern. He is standing against a dark, textured background. The text 'TAKE YOUR CAREER TO THE NEXT LEVEL' is overlaid in the top right corner in white capital letters on a dark blue background.

TAKE YOUR
CAREER TO THE
NEXT
LEVEL

Dr ARUN KAPOOR

Former CEO (Dish TV)

Vast experience of 34 years in senior management positions in blue chip companies such as Gillette, Pepsi, Airtel, Vodafone & ZEE TV.

There is no way I would have managed to complete, or for that matter even commence, my Doctoral Program without the active help and encouragement of the Doctoral Research Centre at Chitkara University. When something takes 4 years to complete; and when you are in your mid to late fifties, there is a tendency towards complacency and taking things easy. Further, given the fact that I was based out of first Mumbai & then Delhi; and extremely busy with my corporate role; the manner in which the University worked around my schedule; taking my convenience into consideration, while maintaining the rigour and sanctity of the doctoral program; was exceptional and extremely facilitating.

ACCELERATE YOUR CAREER WITH A DOCTORATE DEGREE IN BUSINESS MANAGEMENT

Specially Designed For Working Executives

While an MBA degree can get one the abilities to solve tactical business problems, it requires a PhD, equipped with research skills to provide real insights and thus help an organisation tread the right path. Through a doctoral program, an experienced working executive can contribute to the field of management science by doing research on the problems and issues in contemporary business world in a rigorous and relevant way.

Earning a doctoral degree in management empowers you to

- Advance in senior management
- Launch an academic career
- Initiate a consulting practice
- Value addition in your enterprise

Exploring innovative ideas with other experienced professionals guided by a renowned research faculty enables you to

- Acquire theoretical knowledge
- Expand managerial perspectives
- Explore innovative concepts
- Earn a respected credential
- Develop analytical skills
- Cultivate new expertise
- Enhance professional networks

This doctoral program at Chitkara University is different from a traditional PhD in Management as it is uniquely designed for accomplished executives who seek the advanced knowledge, skills and perspectives of doctoral education without interrupting their careers.

PROGRAM MISSION

The mission of our Doctoral Program is to enable successful business managers and professionals to either extend their business careers or pursue academic careers by infusing theoretical knowledge to conceptually understand business issues and develop enhanced research skills. This will enable them to perform better business analysis, problem solve and generate workable solutions to complex business issues.

EDUCATIONAL OBJECTIVES

The objectives of our Doctoral Program in Management are to enable students to:

- Apply theoretical and analytical competency in their own functional area.
- Exhibit analytical and research skills necessary to create knowledge and apply it to emerging business issues.
- Demonstrate expertise in a specific subject area through the design, execution, and completion of a doctoral dissertation that contributes to the knowledge and practice of the field.

EARN THE IDEAL PhD FOR WORKING EXECUTIVES



ONE of the greatest opportunities to enhance your professional expertise with academic rigour.

This blended part-time program is aimed at outstanding managers, who hold a Master's Degree, and want to enhance their professional practice combining academic rigour and managerial relevance.

The goal is to contribute to the knowledge in their chosen area of study through management research within current and future work settings.



EXCELLENT training by world-class faculty to develop the theoretical and methodological skills for conducting cutting-edge research on business challenges.

By incorporating the advantages of both co-located contemporary instruction and asynchronous distributed learning, this program delivers effective and efficient doctoral education. Seminars continue your learning beyond the classroom. Core courses will however be delivered at the University Campus.



CHITKARA BUSINESS SCHOOL has been consistently ranked among the top Business schools which speaks volume about our faculty and teaching pedagogy. Students from all over the country are attracted to Chitkara Business School because all our programs are designed keeping YOU in mind.

A thriving multicultural environment helps you enjoy every moment of your doctoral life at Chitkara University.



WHAT DO WE OFFER?

EXPERTISE ACROSS A WIDE RANGE OF DISCIPLINES

Applicants can choose from various academic areas and focus on individualized research agendas that are directly relevant to their businesses.

RIGOROUS TRAINING

The inclusive curriculum provides students with the state-of-the-art methodologies needed to become intellectual leaders.

COMMITTED AND COLLABORATIVE ENVIRONMENT

Chitkara University is proud to be home to committed, expert Management faculty with unmatched experience across a wide range of disciplines and methodologies. During your PhD, you will partner with your designated academic supervisors, who will mentor, inspire, and help you find your path in academia.

INVOLVEMENT IN RECOGNIZABLE AND HIGH-IMPACT RESEARCH

Chitkara University's proven track record highlights regular publications of faculty and doctoral students in top academic outlets. Students regularly present their research at leading international conferences.

Chitkara University is dedicated to support students in reaching to wider audiences and disseminating transformative ideas that advance business practice.

Dr AMAN CHUGH

Renowned Financial consultant with huge management experience working in marquee brands such as Ernst & Young, ICICI Bank and General Electric.

At Chitkara University, I was glad to be a part of a group of brilliant students, a majority of whom came from the industry – people who normally you may never have a chance to interact with. The faculty not only guides you in the traditional academic manner, but also ensures the application of your research in your professional field too.



Dr ADITYA RAHUL

15 years + experience of managing HR team for leading IT/ITES companies such as Allstate, Ocwen Financial, Kelly Services and EXL.

Chitkara PhD (Business Management) was a great experience that helped me apply my business expertise to investigate complex business problems in a structured, research-oriented manner. My research topic was “Evaluating Top Outsourcing Destinations for Global In-house Centers in India – A Model Based Approach”, which was very well appreciated and led to the publication of a top-quality thesis and related articles. The mentors here are experts in their respective fields and very engaging. I feel proud to be an alumnus of Chitkara University.

BENEFIT FROM THE UNIQUE DOCTORAL EXPERIENCE

Combining Research and Reality

This PhD uniquely fulfills the educational needs of active business professionals

- **BALANCING BREADTH AND DEPTH.**

The program includes four core courses to prepare for research, contemporary issues in business and emerging concepts in Marketing, Finance, Corporate Governance, HR and Business environment.

- **INTEGRATING RESEARCH AND PROBLEM SOLVING.**

Through specialisation research courses, this program enhances your capacity to attack exigent business problems in bold new ways by employing systematic analytical methods and research techniques in your chosen field.

- **MERGING THEORY AND PRACTICE.**

The doctoral program emphasizes established and emerging theory that has proven potential for identifying, structuring, and solving business problems. You collaborate with seasoned professionals and accomplished faculty to advance business knowledge and improve practice.

- **BLENDING CLASSROOM AND ONLINE LEARNING.**

The educational climate of this doctoral program enriches your learning by forming energizing groups of candidates who complete most of their courses together. The group:

- Broadens your perspectives by leveraging the diverse experiences of managers from different industries, firms, and functions
- Stimulates your intellectual curiosity and critical thinking to attack complex problems
- Challenges you continuously through online discussions between monthly class sessions
- Motivates you to progress by providing an emotional and social support group

YOU ARE AN IDEAL APPLICANT IF YOU WANT TO ASSOCIATE WITH

- Managers who combine significant business experience with high intellectual capacity and curiosity
- Practitioners who view higher education as a resource for creatively confronting contemporary business challenges
- Leaders who seek comprehensive understanding of business and its environment
- People who must maintain full-time employment while pursuing advanced education
- Professionals who desire more powerful tools to analyze complex problems
- Executives who are considering a transition to consulting or academic careers

STUDENT PROFILE

CITIES REPRESENTED

AMBALA
ANDHRA PRADESH
BENGALURU
BHUBANESHWAR
CHANDIGARH
CHENNAI
COIMBATORE
DELHI NCR
GOA
GORAKHPUR
GURGAON
GUWAHATI
GWALIOR
HYDERABAD
INDORE
JAMMU KASHMIR
JHARKHAND
KANPUR
KERALA

KOLKATA
LUDHIANA
MUMBAI
MUZAFFAR NAGAR
NOIDA
ORISSA
PANCHKULA
PATIALA
PONDICHERRY
PUNE
RANCHI
RISHIKESH
SHIMLA
SOLAN
TAMILNADU
TELANGANA
UNA
UTTARAKHAND
YAMUNA NAGAR

AVERAGE AGE

35

Our students come from various business backgrounds, from multinational companies to founders of their own businesses.

All of them hold management positions in companies across various industry sectors.

Our Doctoral students hold more than 3 years of professional experience in managerial positions.

PROFESSIONALS FROM THE FOLLOWING COMPANIES HAVE JOINED OUR PROGRAM SO FAR



CHITKARA UNIVERSITY SPECIAL CONVOCA



Dr RAJAT GROVER

Head Business HR, Fullerton India, Mumbai

Getting a doctorate will stretch and grow you to a new capacity. Indeed, it pushed me beyond my perceived capabilities and enabled me to accomplish more than I ever imagined. I boldly entered an area outside of my comfort zone and embraced new tasks despite my doubts and fears. The support system at Chitkara University for working professionals is unmatched. The supervisors and faculty are very helpful and understand the precise needs of industry professionals. They made my research journey very fulfilling and productive. My thesis "Impact of Positive Psychology on Indian Youth and Education" has led to some high quality publications and I have also applied for a patent in this domain. My research has been very well received in academic circles and in the industry.

SOME TESTIMONIALS



Dr. Adarsh Mishra

(Director and CHRO, Panasonic)

Chitkara University has imbibed a culture of meticulous planning, collaborative working and setting new standards in education delivery and applicability leading to a fulfilling experience. My journey to the 'Doctor of Philosophy' in Business

Management was backed by a pragmatic approach and passionate outlook of the leadership and management who helped me build on their expertise and wisdom.

From day-one of enrolling to the program till award of the Degree, I never felt alone. Today I feel proud of being associated with Chitkara University, an epitome of value-based modern education in India. My research topic was **"Critical Analysis of Antecedents and Consequences of Employee Engagement Practices in FMCD Industry in India"**.



Dr A. S. SUBRAMANIYAN

(Vice President – Sales, Energy Management Division: India, SAARC, East Africa and Nigeria, Siemens.)

The PhD program at Chitkara Business School, Chitkara University afforded me an opportunity to pursue my passion for research and innovation while remaining

committed to my full time profession at Siemens. The advisors at the business school's doctoral centre were very helpful and patient. They had the unique ability to help someone like me to translate workplace decision problems into effective PhD level research problems.

I am thankful to be part of the Chitkara doctoral community, and this PhD will always have a special place in my heart. My doctoral thesis title was **"Engineering Procurement and Construction Companies in India – Which Factors Drive their Willingness to Pay"**.



Dr Jitendra Pratap Singh

(Joint Director, Anheuser - Busch In Bev)

Pursuing a PhD in Business Management at Chitkara University has helped me enhance my decision-making and leadership skills and has ensured that I deal more effectively with complex

business issues and offer powerful solutions based on data and research insights.

The supervisors at the university helped me think in a more holistic manner leading to more sensitivity to the complex environment that we all face in the corporate world. My PhD topic was **"Modeling High Performance Work System and Job Satisfaction as Determinants of Organization Citizenship Behavior in FMCG Industry"**. .



Dr NATWAR KADEL

(Department Head – Employee Relations, Hyundai Motor India Ltd.)

I consider the entire PhD experience at Chitkara University as a turning point in my life—it primarily made me discover a lot not only about my career but also about myself.

The time spent on pursuing the program was very worthwhile and has added a new dimension to the way I look at and approach a real life problem at my workplace.

The supervisors and support ecosystem at the university are unparalleled. My PhD topic was **"Employability Skills, Managerial Support and Organizational Ambidexterity as the Antecedents of Organizational Virtuousness in the Manufacturing and Service Sectors of India"**.

SOME TESTIMONIALS



Dr SHWETHA AKSHAYA

(Healthcare Transformation strategist, Joint Commission International (JCI) Consultant, Dubai, UAE)

First, I express my heartfelt gratitude to the Doctoral Research Centre team at Chitkara Business School, Chitkara University, Punjab, India for the support,

encouragement, and motivation to complete my work. I would like to thank my supervisor for the patient guidance, encouragement, and advice she has provided throughout my time as her student.

I am extremely lucky to have a supervisor who cared so much about my work, and who responded to my questions and queries so promptly. I would not have found my future path of research without the mentoring of the outstanding team of professionals at Chitkara. My topic was **“Evaluation of Value Based Healthcare Transformation through Hospital Information Systems”**.



Dr FREDERICK SIDNEY CORREA

(Senior Associate Vice President (Human Resources), Darashaw, Mumbai)

Pursuing a PhD in Business Management at Chitkara University provided me fulfillment in many more ways than I had ever contemplated.

While the program was very rigorous and demanding, at the same time, it allowed me enough flexibility to effectively meet my workplace commitments while pursuing high quality research based on a real world problem.

I shall always be thankful to the magnificent team of supervisors and peers at Chitkara University who helped me achieve my dream of acquiring a doctorate degree. My research topic was **“Business School Structure and Practices, Industry Interface, Career Clarity, Employability Skills, Emotional Intelligence, Career Anchors and Organizational Environment as the Determinants of Employer Satisfaction in Recruiting the Fresh Management Post Graduates”**.



Dr MOHAMMOD ABDULA RASHEED

My Home Constructions Pvt. Ltd.

When I reflect upon my four years at the Chitkara University, I conclude that the experience not only helped me evolve, but also prepared me in unpredictable ways for my career. The expert faculty at Chitkara University were

wonderful, co-operative and had in-depth knowledge of their area of expertise. My Topic was **“Study on Employee Competencies for Managing the Evolving Business Environment”**.

My mentors provided me with invaluable guidance throughout my research. Their dynamism, vision, sincerity and motivation have deeply inspired me.



Dr SUBHASHISH MITRA

(Head Talent Acquisition at Bajaj Allianz Life Insurance Co. Ltd.)

Chitkara University, PhD (Business Management) program was an intellectually challenging and life changing experience, where we were able to develop a rigorous and unique approach to understanding research as a

scientific and method-driven process.

I treasure the insights that I gained during my interactions with the mentors and other researchers at the Doctoral Research Centre. My research topic was **“Modelling the Antecedents of a Voice Based Outsourcing Destination - A Comparison of Philippines and India”**.

CAPITALIZE ON THE COMPREHENSIVE CURRICULUM

Imparting Rigorous Research Skills

STRUCTURE

The Doctor of Philosophy in Management curriculum consists of course work that includes four core courses followed by submission and approval of the research proposal. This is followed by periodic progress review seminars leading to the submission and defense of the final thesis.

PROGRESS REVIEW SEMINAR

The seminars track progress of the scholar as per the timelines mentioned in the approved research proposal. These are to be held once every six months after approval of Research Proposal. A minimum of three such PRS are held by the University with intensive scrutiny by the Doctoral Research Committee. The final progress seminar is a Pre-Thesis Seminar which shall demonstrate achievement of all research objectives upon the production of a draft thesis.

PUBLISHING TUTORIAL

The scholars are expected to write at least one well researched article and publish it in international/national referred journals approved by the University before completion of their study. The scholars are also required to present their research work in at least two academic conferences in India or abroad with the approval of the Doctoral Research Committee.

CURRICULUM SUMMARY

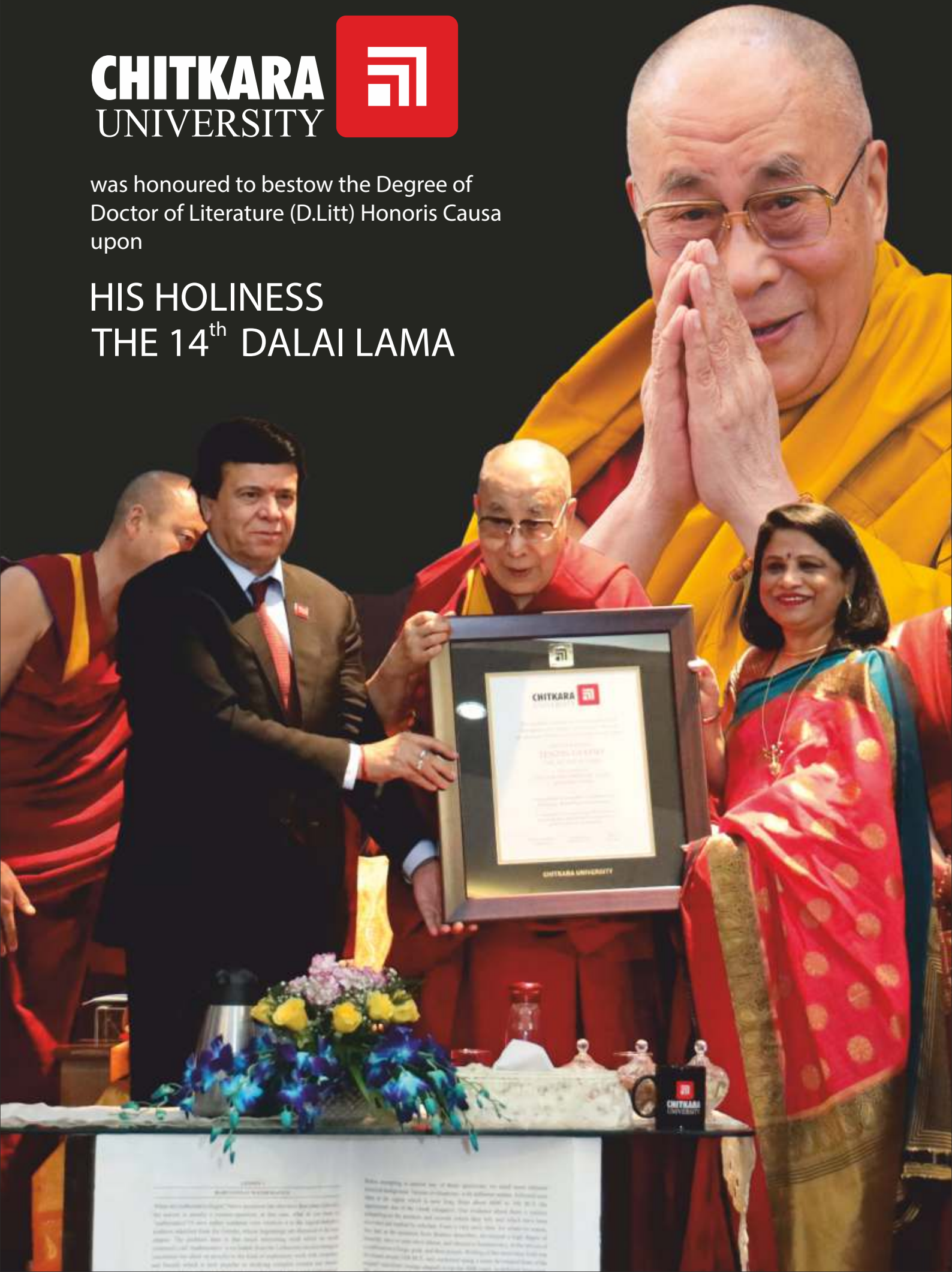
Areas of Study
Course on Research Methodology
Course on Advanced Research Methodology
Doctoral Foundation Seminar in General Management
Seminar on Doctoral Concentration
Submission and Approval of Doctoral Research Proposal
Progress Review Seminars
Pre-Thesis Seminar
Publishing Tutorial
Thesis Submission & Defense

CHITKARA
UNIVERSITY



was honoured to bestow the Degree of
Doctor of Literature (D.Litt) Honoris Causa
upon

**HIS HOLINESS
THE 14th DALAI LAMA**



FRAMEWORK FOR PhD PROGRAM

Designed exclusively for working executives

DELIVERABLE - 1

[Submission of Application form](#)

Please fill out the attached application form

DELIVERABLE - 2

[Acceptance by Chitkara Business School](#)

After acceptance of the form, the admission process will be as follows

- Written test
- Personal Interview

The syllabus of written test will be communicated to you via e-mail.

DELIVERABLE - 3

[Selection for Doctoral program](#)

Once you are short-listed, after qualifying in written test and personal interview round, as per the merit for the PhD program at Chitkara University, you would need to proceed towards registration and commencement of your course work.

DELIVERABLE - 4

[Course work requirement \(One Semester\)](#)

Every candidate should complete four courses before working on Doctoral Dissertation. Every course will be held twice in a year and will be scheduled on the weekends. Course work dates for the year will be announced ahead of schedule so that you can plan your break from your workplace.

DETAILS OF COURSES

● **DELIVERABLE 4 (A)**

[Research Methodology](#)

Upon completion of this course work, the candidate will be able to:

- ▶ Understand nature and functions of research
- ▶ Understand basics of research methods including problem formation, hypothesis/ questions formation, research design, sampling techniques, data collection, analysis and report writing.
- ▶ Understand basic APA formatting style to be used for the thesis
- ▶ Understand the structure of a scholarly journal manuscript
- ▶ Knowledge about ethical practices in research

● **DELIVERABLE 4 (B)**

[Advanced Research Methodology](#)

Upon completion of the course work, the candidate will be able to:

- ▶ Understand theory formulation.
- ▶ Learn concepts of research design.
- ▶ Understand fundamentals of data analysis.
- ▶ Carry out factor analysis, analysis of variance, multiple regression, modelling, cluster discriminant analysis and structural equation modelling
- ▶ Use of MS-Excel, SPSS, AMOS etc. for data analysis

● **DELIVERABLE 4 ©**

[Doctoral Foundation Seminar in General Management](#)

The course contains various modules that cover the fundamentals of various functional areas of management. This course may preferably be taught in the online mode (MOOC).

- ▶ Marketing concepts and fundamentals.
- ▶ Organisational Behaviour and HRM
- ▶ Finance & Accounting
- ▶ Corporate governance and business ethics
- ▶ Corporate strategy and policy
- ▶ Business environment

● **DELIVERABLE 4 (D)**

[Seminar on Doctoral concentration](#)

The course will cover the following:

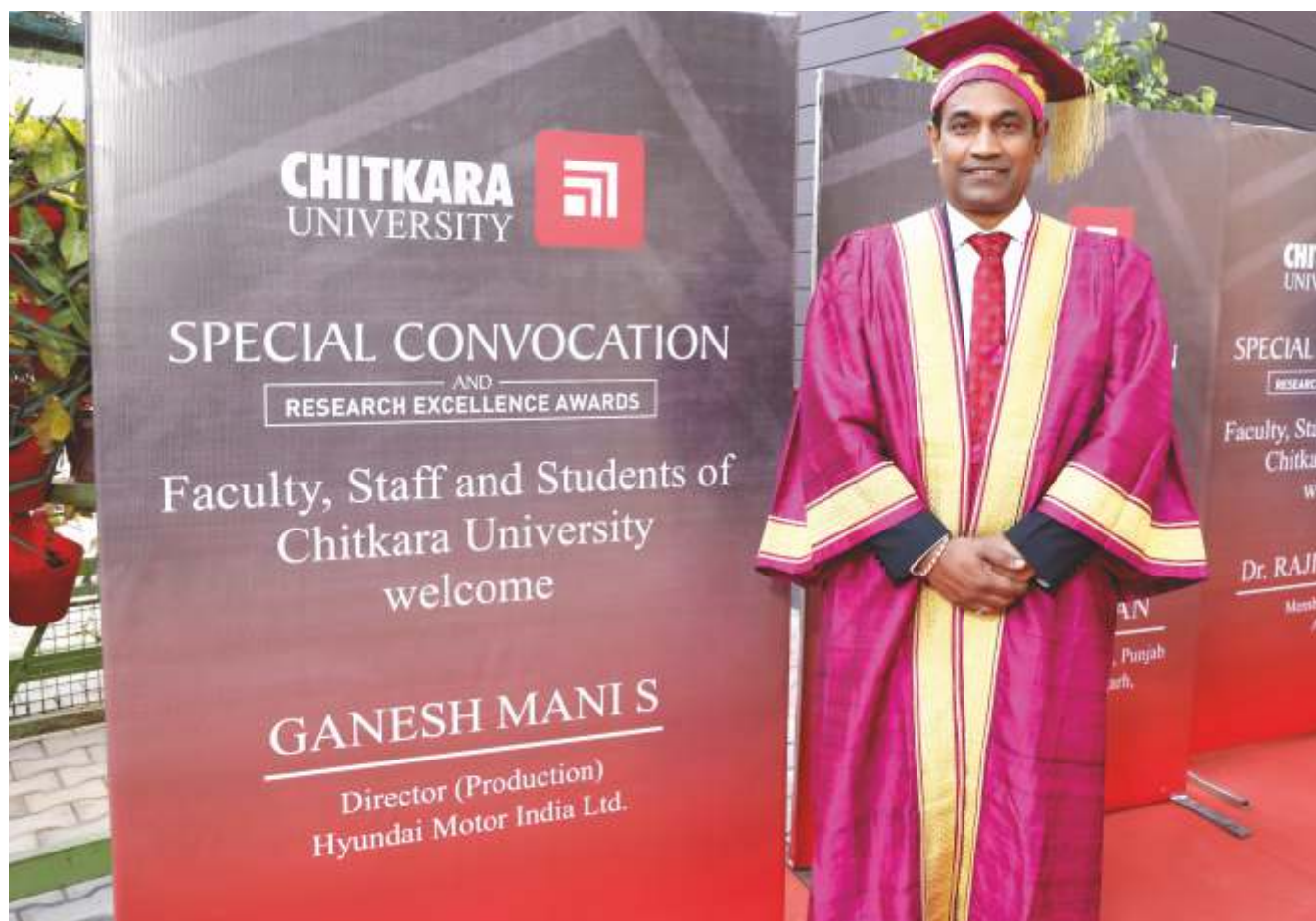
- ▶ Recent trends and contemporary issues in the candidate's specialisation
- ▶ Identification of the research problem and research topic
- ▶ Critical review of the previous research in the area
- ▶ Study of the major theories

● **DELIVERABLE 4 (E)**

[Doctoral Seminar on Research and Publication Ethics](#)

The course will cover the following:

- ▶ Basic codes of ethics and its role in the field of research
- ▶ Ethical principles in the process of conducting research



DELIVERABLE - 5

Finalization of Research Proposal and Approval

This will commence immediately after a candidate successfully completes the course work (i.e. Deliverable 4). A suitable supervisor/guide is allotted to the candidate as a mentor for the PhD research process. The following process will be followed:

- Extensive review of literature under guidance of the thesis guide
- Selection of a topic and alternative topic.
- Preparation of Research Proposal
- Presentation of Research Proposal to Doctoral Review committee (DRC)
- Approval of Research Proposal and commencement of research

DELIVERABLE - 6

Progress Review Seminars (Every Six Months)

A minimum of three such seminar presentations will be held at the University campus. The candidate will approach the supervisor for a suitable schedule. The objective of these seminars is to track the progress of the research. One such seminar may be held every six months after the approval of Research Proposal.

DELIVERABLE -7

Pre-Thesis Seminar

A seminar delivered by the research scholar based on the research work conducted before the final thesis is submitted for evaluation.

DELIVERABLE -8

Publishing Tutorials

Each doctoral candidate is expected to publish a minimum of one research article in a domain specific referred journal during the entire research period. Progress seminars can be useful to prepare such articles. The candidate also needs to present her/his work in at least two approved academic conferences in India / abroad.

DELIVERABLE -9

● DELIVERABLE 9(A)

Final Thesis Submission

Each candidate will submit three copies of thesis for examiner's evaluation. These will be accompanied by abstract and summary of the thesis as per detailed guidelines.

● DELIVERABLE 9(B)

Defense of Thesis

In case the thesis is found to meet the University criteria and has been accepted by the examiners, candidates will be informed about the schedule for thesis defense (viva voce).

● DELIVERABLE 9©

Award of degree and convocation at the campus

After successful thesis completion and defense, the degree shall be awarded.

AREAS

AREAS	KEY RESEARCH AREAS	SELECTED RESEARCH QUESTIONS
BUSINESS SUSTAINABILITY	Recycling and waste management, sustainability in tourism, sustainability in healthcare, sustainable transportation, industrial development and sustainability, impact of safety, security and disaster management on sustainability, unsustainable production and consumption patterns, social aspects of sustainability, sustainable resources utilization, green purchasing and eco-design, measuring and monitoring sustainability, ethical aspects of sustainable development	<ul style="list-style-type: none">● Factors that impact sustainability implementation● Practices for recycling and waste management● Reasons for unsustainable production and consumption● Relation between social sustainability and business performance● Role of green purchasing and eco-designs● Metrics and methods for sustainability measurement● Ethical branches of sustainable development
CORPORATE STRATEGY & POLICY	Strategic alliances, innovation strategy, new product development, international business, management of technology & innovation, social categories and market structure.	<ul style="list-style-type: none">● Strategic Management Framework for Higher Education Institutions in India.● Implementing IFRS: A Study of Indian Corporates.● Outsourcing: Maturity of Clients in Relation to the Factors that Influence their Satisfaction with IT Vendors.● The Impact of Product-Market Categories on Firm Organisation and Strategy.● When does Corporate Diversification Create Value?● Influence of Corporate Social Responsibility (CSR) on the Market Valuation of listed Companies in North India.● Effect of Digitalization and Big Data on Operations Design, Strategy, and Performance.● Impact of Patent War on Firm Strategy.● Role of Engagement Models and Pricing Models in Achieving Higher Firm Performance.● New Challenges of Leading Financial Firms.● Uncovering Relationships and Shared Emotion Beneath Senior Managers' Resistance to Strategic Change.

AREAS

AREAS	KEY RESEARCH AREAS	SELECTED RESEARCH QUESTIONS
FINANCE / ACCOUNTING	Accounting standards, international financial reporting system, auditing and internal control mechanism, financial disclosure practices, corporate finance, asset pricing, corporate governance, banking, risk management, global accounting standards, financial statement analysis, firms' valuation and performance.	<ul style="list-style-type: none"> ● A Study on the Role of Mobile Banking for Increased Financial Inclusion in India. ● Management of Forex Risk Exposure and Determinants of Forex Hedging Strategies: A Study of SMEs & Unlisted Non-Financial Firms in India. ● A Study of Exit Strategies of Venture Capital Firms in India. ● Corporate Governance and Performance of Indian Companies: The Effect of Board Size and Ownership Structure. ● An Empirical Study On Fund Managers Investment Styles and Mutual Funds Performance in India. ● Determinants of Liquidity Risk and Credit Risk: An Empirical Study on Indian Banks. ● A Study on Investor's and Depository Participant's attitude towards Depositories in India.
HUMAN RESOURCES/ ORGANIZATIONAL BEHAVIOUR	Leadership and organisational change, power and politics in organisations, performance management, human resource management in high-tech organisations, HRM issues in IT industry, motivation, emotions, turnover, team dynamics, achieving competitive edge through people, stress management, personal values and attitudes.	<ul style="list-style-type: none"> ● Job Involvement as Related to Personality - Organisation Fit and Need-Fulfillment of Gen Y in Indian Service Sector Organisations. ● Quality of Work Life, Job Satisfaction and Life Satisfaction of Employees Working. ● Performance Management System for Blue-Collar Employees and Its Influence on Organisational Performance. ● Work Life Balance Perception and Organisation Citizenship Behaviour of Women Employees. ● Training-Development and its Relationship with Quality of Work Life. ● Employer Branding as Predictor of Corporate Reputation - Examining the Critical Role of Social Media and Employee's Brand Advocacy. ● Employability Skills and Emotional Intelligence as Determinants of Employer Satisfaction. ● High Performance Work System and Job Satisfaction as Determinants of Organisation Citizenship Behaviour.
INFORMATION SYSTEMS	Information management and technology, IT outsourcing, sharing economy, digital transformation, machine learning and market mechanism and big data.	<ul style="list-style-type: none"> ● Challenges of Engaging Multi-Generational Workforce in Information Technology Firms in India. ● The Influence of Organisational Networks in IT Outsourcing Firms. ● Country Attractiveness Index for IT- ITES Companies. ● Role of MOOCs in Furthering Executive Education in India. ● Determinants of Learners' Perceived Learning Outcomes and Satisfaction of e-learning in Preparation of Graduation Admission Test. ● Role of Engagement Models and Pricing Models in Achieving Higher Firm Performance in Indian Data Science Industry.

AREAS

AREAS	KEY RESEARCH AREAS	SELECTED RESEARCH QUESTIONS
MARKETING	Consumer behaviour, sensory marketing, customer relationship management, product management / brand management, social media marketing, online marketing, entrepreneurial marketing, marketing decision models, strategic marketing planning, advertising and sales promotion, business to business marketing and competitive marketing strategy.	<ul style="list-style-type: none">● Antecedents of Consumer Decision Making while Purchasing OTC Drugs.● Role of Online Information in Pre -Purchase Consumer Behaviour in New Passenger Car Industry.● Effect of Servicescape on Perceived Overall Image and Customer Response Behaviour - A Study of Beauty Salons in India.● Influence of Country of Origin Image on Brand Image in the Context of Product Involvement.● Examining the Attitude of Youth towards Online Advertising and Its Impact on their Buying Intentions.● Influence of Relationship & Behavioural Aspects on Consumer Retention & Loyalty.● Service Quality and Customer Behavioural Intentions.
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SUPPLY CHAIN MANAGEMENT	Demand forecasting, supply chain innovation, e-supply chains, lean and agile supply chain, logistics management, production and distribution planning, industry 4.0, reverse and closed loop supply chains, supply chain risk management, performance measurement, value chain analysis	<ul style="list-style-type: none">● Challenges and strategies in demand forecasting● Impact of innovation on supply chain performance● Role of the lean and agile supply chain in sustainable supply performance● Barriers in Industry 4.0 implementation● Antecedents of supply chain resilience and risk management● Modelling supply chain value chain and performance



DR. ASHWIN SADASIVA KUMAR

Senior Vice President (Capability Transformation and Operations), Virtusa Consulting Services.

The Chitkara University Ph.D. (Business Management) program has been a life-changing experience for me. The skills acquired during my research have given me a more holistic picture of what I do at the workplace. The program helped me hone my skills by including a scientific approach to problem-solving and decision-making. The topic of my thesis was “**Employability Skills and Emotional Intelligence as Determinants of Employer Satisfaction in Information Technology Sector in India**” and it was very well received and led to top-quality publications. My research work now forms a part of my overall orientation towards the workplace and helps me deliver stakeholder satisfaction.

DOCTORAL PROGRAM CONCENTRATION IN FINANCE & ACCOUNTING

The areas of interest in Finance and Accounting are given below. These areas of research in the domain are indicative but not limited to the following:

- Corporate Finance
- Asset Pricing
- Corporate governance
- Financial Accounting
- Financial Institutions and Services
- Banking
- Insurance and Pension
- Market Micro-Structure
- Risk Management
- Cost Management
- Valuation
- Financial Market Ecosystem
- Global Accounting Standards
- Financial Inclusion
- Digital Financial Reporting
- Accounting Theories & Practices
- Financial Statement Analysis
- Financial Reporting
- Accounting Standards
- International Financial Reporting System
- Auditing and Internal Control Mechanism
- Financial Disclosure Practices
- Integration of Global Financial Markets
- Pricing Strategies of IPOs
- Equity Market
- Bond Market
- Money Market
- Mutual Funds
- Regulations in Financial Markets and Global Environment
- Financial Derivatives
- Complex Financial Instruments
- Insider Trading

DOCTORAL PROGRAM CONCENTRATION IN CORPORATE. GOVERNANCE & BUSINESS ETHICS

The areas of interest in Corporate Governance and Business Ethics are given below. These areas of research in the domain are indicative but not limited to the following:

- Consumer Privacy and Consumer Rights
- Ethics in Advertising and Communication
- Impact of Exploitative Advertising on Various Reference Groups - Women and Children
- Fraud Examination
- Critical Evaluation of Regulations Surrounding Capital and Financial Markets
- Rigging Market Prices, Exchange Rates and Interest Rates
- Workplace Ethics - Informed Consent, Workplace Surveillance and Health and Safety Hazards
- Discrimination and Sexual Harassment
- Whistleblowing
- Bribe
- Job Reservation
- Social Responsibility
- Governance Failure
- Ethics in Internationalization
- Cyber Ethics
- Gender, Human and Animal Rights

ADMISSION CRITERIA

Admission Eligibility

The candidates for the program must have one of the following qualifications obtained from any of the universities incorporated by an Act of the central or state legislature in India or other educational institutions established by an act of parliament or declared to be deemed as a university under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India, or an equivalent qualification from an institution approved by AICTE.

A Masters' degree or its equivalent in any discipline with minimum 55% aggregate marks
(relaxation for reserved categories as per UGC norms)

OR

Any professional qualification such as CA, ICWA and CS with a minimum 55% aggregate marks (for Finance area) where the candidates are also graduates and have a minimum work experience of 3 years

- Should be currently employed in a full-time job
- At least two years of executive/managerial/academic experience in the relevant area as on the date of enrollment

In addition, all the candidates must have secured a minimum of 55% marks in all their public examinations starting with the secondary level.

Candidates who fulfill the eligibility criteria, are required to fill the admission form with evidences of all particulars to be attached. All application forms will be screened by a separate screening committee whose representatives will be from Doctoral Research Committee and Experts from the University and Industry in the respective areas. The candidates short-listed on the basis of their academic record and relevant industry experience will appear in a written test to be conducted by the University. Time-table & Curricula will be intimated to the registered candidates. The candidates will then appear for a personal interview for the final selection.

PROGRAM FEES

Components	Fee
Enrollment Fee	Rs.50000/-
Course Work Fee 1	Rs.25000/-
Course Work Fee 2	Rs.25000/-
Course Work Fee 3	Rs.25000/-
Doctoral Seminar on Specialisation	Rs.60000/-
Research Proposal Seminar	Rs.60000/-
Progress Review Seminars 1	Rs.20000/-
Progress Review Seminars 2	Rs.20000/-
Progress Review Seminars 3	Rs.20000/-
Pre-Thesis Seminar	Rs.40000/-
Thesis Submission & Defense	Rs.75000/-

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Admissions Helpline:
+91 9501105633



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