Innovate & excel.

Doctoral Program in Business Management

PhD PROGRAM SPECIALLY DESIGNED FOR WORKING EXECUTIVES
Chitkara Educational Trust established its Punjab campus in the year 2002 on the Chandigarh-Patiala national highway which is 30km from Chandigarh.

In the year 2010, Chitkara University was established by the Punjab State Legislature under "The Chitkara University Act". Chitkara University is a government recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act. 1956.

HIGHLY RANKED UNIVERSITY OF NORTH INDIA

ENGINEERING | ARCHITECTURE
ART & DESIGN | BUSINESS
HOSPITALITY | CULINARY | MEDIA | PHARMACY
HEALTH SCIENCES | EDUCATION
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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.
THE CITY BEAUTIFUL CHANDIGARH
A million people; infinite possibilities
THE CITY
BEAUTIFUL
A million people; infinite possibilities
CHANDIGARH
The Supply Chain Management specialisation covers a wide spectrum of topics including transportation management, lean supply chain, strategic sourcing, warehousing, performance-based logistics, constraints management, supply chain network design, and demand management.

**Skilling Supply Chains**

in collaboration with 2-Year MBA

Supply Chain Management

Opportunity to experience Live Financial Markets.

- First year at Chitkara Business School
- Second year at Bombay Stock Exchange Institute, Mumbai

Upon completion of the program, the students will be equipped to establish proprietary trading desks and tap various professional career opportunities within the financial markets ecosystem.

2-Year MBA Financial Markets Practice in collaboration with

We offer 2 Year MBA in

SALES & RETAIL MARKETING,

PHARMA MANAGEMENT and BFSI
to craft proficient professionals having high customer orientation skills & creating first-day, first-hour industry ready sales workforce.

Chitkara College of Sales and Marketing

Our MBA program in Finance & Banking aims to produce strong finance and banking professionals with major functional areas, such as

- Corporate Finance
- Strategic Financial Mgmt.
- Valuation Models
- Investment Banking & Portfolio
- Banking & Operations Mgmt.

2-Year MBA Finance & Banking

2-Year MBA in Business Analytics

This program is designed for students interested in transforming large amount of data into better decisions.

2-Year MBA in Business Analytics

BUSINESS SCHOOL BUILT FOR REALITY


Business World ranks Chitkara Business School 63rd amongst top 100 B-Schools of India and Best in the region.

India Today ranked Chitkara Business School 68th among top 100 B-Schools of India and Best in the region.

Careers 360 rated Chitkara Business School AAA+ and Best in the region.

Business Today ranked Chitkara Business School 20th in North Zone on the basis of learning experience and 70th at National Level.

The Academic Insights ranked CBS amongst Top 20 promising B-School 2018 at national level.

Chitkara Business School is ranked 66th among top 100 B-Schools of India & Best in the region by Asia INC 500 Magazine.
## CHITKARA BUSINESS SCHOOL

Whether you want to broaden your mind, advance your career, increase your knowledge, travel the globe or change the world, CHITKARA BUSINESS SCHOOL can provide you with the opportunity and real life skills to do it.

### 2-Year MBA in Business Analytics

This program is designed for students interested in transforming large amount of data into better decisions.

### 2-Year MBA in Sales and Marketing

- Corporate Finance
- Strategic Financial Mgmt.
- Valuation Models
- Investment Banking & Portfolio
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- Corporate Finance
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- Valuation Models
- Investment Banking & Portfolio
- Banking & Operations Mgmt.

### 2-Year MBA in Human Resource Mgmt.

Chitkara Business School offers 2-year full time MBA in Human Resource Management to groom talented and dedicated business savvy HR specialists for sectors such as Manufacturing, Retail, IT/ITes, FMCG, Banking, Financial, Insurance and Consulting.

### 2-Year MBA in Healthcare Management

Healthcare Management in collaboration with FORTIS is designed to provide budding healthcare professionals with specialised business training in healthcare management.

### 2-Year MBA in Healthcare Management Specialisation in Health Information Technology

MBA in Health Information Technology aims to create professionals who can work as IT managers/leaders in the operational floor of hospitals, healthcare-focussed IT firms, medical device solutions firms.

### 2-Year MBA in Marketing

This MBA program will focus on training students for the all important Marketing positions across various segments such as FMCG, Telecom, Banking, etc. Program concentrates on:
- Services Marketing
- Product Marketing
- Digital Marketing
- Rural Marketing

### 2-Year MBA in Business Analytics

This program is designed for students interested in transforming large amount of data into better decisions.
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
- Initiate a consulting practice
- Launch an academic career
- Value addition in your enterprise

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

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

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.

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.

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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.
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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.
This PhD uniquely fulfills the educational needs of active business professionals by 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 and 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, and executives who are considering a transition to consulting or academic careers.

You will benefit from the unique doctoral experience combining research and reality.

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 lead 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.
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.

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- Managers who combine significant business experience with high intellectual capacity and curiosity
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- 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
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. Hold more than 3 years of professional experience in managerial positions.
SOME TESTIMONIALS

Dr ADITYA SHARMA
(Heads the Integrated Marketing Function for the Oracle practice at Wipro Limited)

Chitkara University has imbied a culture of meticulous planning, collaborative working and setting new standards in education delivery and applicability leading to a fulfilling experience. My journey towards ‘Doctor of Philosophy’ in Business Management was backed by the power discussion with 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 “The Role of Massive Open Online Courses (MOOCs) in Furthering Executive Education in India”.

Dr PARMOD LAMBA
(Vice President at Mahindra and Mahindra- Farm Equipment Sector Swaraj Division)

I am extremely happy to have been a part of the PhD (Business Management) program at Chitkara University, where I met a bunch of individuals who were very enthusiastic, keen to learn and had unparallel commitment to the program.

One of the best aspects was the design of the course which enabled many professionals like me to find the ideal work-life balance within the demanding agenda of the doctorate program. My research topic was “A Study of Performance Management System for Blue-Collar Employees and Its Influence on Organisational Performance in a Manufacturing Organisation”.

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 “Modeling the Antecedents of a Voice Based Outsourcing Destination - A Comparison of Philippines and India”.

Dr PRASHANT MOHAN
(Head Trade Marketing, Bunge India)

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 expertise.

My mentors provided me with invaluable guidance throughout research. Their dynamism, vision, sincerity and motivation have deeply inspired me. It was a great privilege & honour to work and study under their guidance.
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

<table>
<thead>
<tr>
<th>Areas of Study</th>
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<tbody>
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- Pre-Thesis Seminar
- Publishing Tutorial
- Thesis Submission & Defense

Col. (Dr) GOURAV BHATIA

Demonstrated proven leadership over 27 years in the Armed forces.

My experience throughout the courses and the interaction with professors at Chitkara University was outstanding. I’m convinced that I learnt all the necessary skills to tackle my dissertation and research. My research topic was “Preparedness of Chandigarh against a Deliberate or Accidental Release of a Biological Agent and Responsible Consequence Management”.

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FRAMESWORK 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, modeling, cluster discriminant analysis and structural equation modelling
  - Use of MS-Excel, SPSS, AMOS etc. for data analysis

- DELIVERABLE 4 (C)
  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 - 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 seminars 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 examiners 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(C)
  Award of degree and convocation at the campus.
  After successful thesis completion and defense, the degree shall be awarded.
# AREAS

<table>
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<tr>
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<td>- Challenges of Engaging Multi-Generational Workforce in Information Technology Firms in</td>
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<td>transformation, machine learning and market mechanism and big data.</td>
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<td>- Role of MOOCs in Furthering Executive Education in India.</td>
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<td>Management of Forex Risk Exposure and Determinants of Forex Hedging Strategies: A Study of</td>
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<td>A Study of Exit Strategies of Venture Capital Firms in India.</td>
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<td>Determinants of Liquidity Risk and Credit Risk: An Empirical Study on Indian Banks.</td>
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<td>• 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.</td>
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DOCTORAL PROGRAM
CONCENTRATION IN MARKETING

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

- Consumer and Organization Buying Behavior
- Market Measurement and Forecasting
- Advertising and Sales Promotion
- Advertising Campaign and Media Strategy
- New Product Planning and Development
- International Marketing
- eMarketing
- Marketing of Services
- Marketing of Financial Services
- Entrepreneurial Marketing
- Sales Management
- Business to Business Marketing
- Interactive and Direct Marketing
- Customer Relationship Management
- Strategic Marketing Planning
- Seminar in Marketing
- Business to Business Marketing
- Consumer Behaviour
- Product Management / Brand Management
- Marketing Decision Models
- Competitive Marketing Strategy
- Services Marketing
- Relationship Marketing
- Sales and Distribution Management
- Retailing

DOCTORAL PROGRAM
CONCENTRATION IN CORPORATE STRATEGY AND POLICY

Business success or failure is largely dependent on how the various functional areas in management are combined to produce and deliver value to different stakeholders. This integration of functions is taking place in a continuously changing and complex environment. The Corporate Strategy & Policy Area (CSP) deals with issues related to the formulation and implementation of management and change strategies as organizations strive to remain successful and grow in an increasingly complex, competitive and globalized world. Corporate Strategy is therefore interdisciplinary by nature and requires an understanding of all functional areas. In view of the inherent complex nature of the subject matter, the teaching method adopted has to be interactive and seminar based. Concepts and ideas in the research literature will be linked to management practice through such research seminars. The Scholars will therefore need not only to read the research literature extensively but also to link this with the real world.

Research in the Corporate Strategy Area spans across a wide range of interests. Apart from the core area of strategic management, these areas include international business, strategic alliances, new product development, the management of technology & innovation and corporate governance. Our faculty is equipped to handle most problems of current research interest.
DOCTORAL PROGRAM
CONCENTRATION IN
ORGANISATIONAL BEHAVIOUR &
HUMAN RESOURCE MANAGEMENT

The areas of interest in Organisational Behaviour and Human Resource Management are given below. These areas of research in the domain are indicative but not limited to the following:

- Personal Growth: Eastern and Western Approaches
- Achieving Competitive Edge through people
- Human Resource Management in High-tech Organisations
- Developing Human Resources for Total Quality Management
- Labour Education and Workers’ Participation in Management
- Leadership and Organisational Change
- Stress Management
- Human Dimensions of Corporate Restructuring
- HRM Issues in the IT industry
- Global Software Outsourcing Arrangements
- Cross Cultural Issues in People Management
- Impression Formation and Management

- Judgment and Decision Making
- Personal Values and Attitudes
- Small Group and Team Work Issues
- Social Entrepreneurship
- Power and Politics in Organisations
- Organisational Structure and Processes
- Corporate Social Responsibility
- Performance Management
- Career Management
- Entrepreneurship, Innovation and Creativity
- Learning and Development in Organisations
- Knowledge Management
- Work Life Integration
- Organisational Development and Change Management
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.

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 intimated to the registered candidates. The candidates will then appear for a personal interview for the final selection.

ADMISSION CRITERIA

PROGRAM FEES

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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 Inclusive
- 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.

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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.

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