



**Mahindra™**  
**University**  
Global Thinkers. Engaged Leaders.

SCHOOL OF  
**MANAGEMENT**

**Ph.D Brochure**

**2022**





## **THE MAHINDRA UNIVERSITY SCHOOL OF MANAGEMENT**

### **(MUSOM) PhD Program**

#### **Pursue your Intellectual Passion**

The PhD program in Business Administration at Mahindra University School of Management is designed to train scholars for careers in academia. The program places primary emphasis on research and is structured to help students develop competence and a methodological toolkit to design, execute and conduct productive research in their field of specialization. Our faculty work closely with PhD students and provide mentorship on research projects. Our PhD students are trained to work on research leading to publications in reputed peer reviewed journals. The program also aims to train students to develop their conceptual skills and develop content for teaching assignments in reputed universities.

#### **Full-time Commitment**

The doctoral program requires full-time enrollment. Part-time enrollment is not allowed. Full-time commitment is essential to develop the skills and values for effective academic scholarship.

#### **Why PhD at Mahindra University School of Management**

MUSOM is backed by the Mahindra Group, which is one of the most reputed corporate houses in India. The school, with its emphasis on a blend of business and technology, offers rigorous research and teaching opportunities for doctoral students looking for careers in top Indian and global business schools:

- Opportunity to work in a research-oriented school
- Mentorship from senior, well-published faculty members
- Full tuition fellowship & stipend for Ph.D. Students
- Experiential learning related to research and teaching

# *The Dean speaks*



## **Dr. S. Ramakrishna Velamuri**

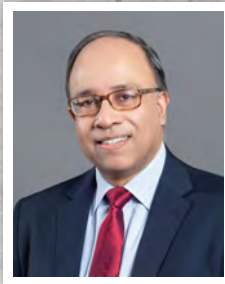
Professor and Dean  
School of Management

The Ph.D. program of the Mahindra University School of Management will prepare you for a world class career in academia. Upon completion of the program, you will be able to i) create new knowledge that is highly relevant to practitioners (managers, entrepreneurs, policymakers, etc) and that can be published in the best international peer reviewed journals; and ii) disseminate knowledge through excellent teaching in undergraduate and postgraduate programs. Through this program, you will obtain a deep understanding of your major and minor fields as well as research methods.

We are looking for Masters degree holders with strong academic track records who are passionate about careers in academia. The program has a duration of 4-6 years, with two years of course work followed by research on a topic that makes a novel contribution to the candidate's chosen area. Our faculty are very well trained in some of the best national and international PhD granting institutions and have published in the leading journals in their fields

# FACULTY (SOM) Ph.D

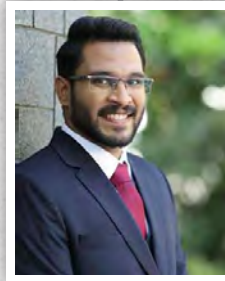
**Dr. S. Ramakrishna Velamuri**  
Professor and Dean  
School of Management



**Pradeep Racherla**  
Professor of Marketing  
School of Management



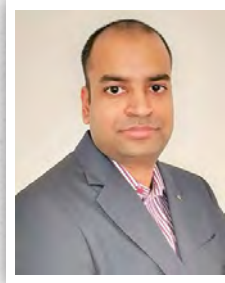
**George Varghese**  
Academic Associate of  
Finance and Economics  
School of Management



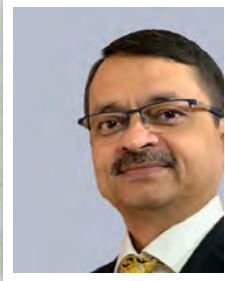
**Nilanjan Banik**  
Prof of Economics & Finance  
School of Management



**Manish Gupta**  
Asst. Professor of OB – HRM  
School of Management



**Sanjay Singh**  
Professor  
School of Management



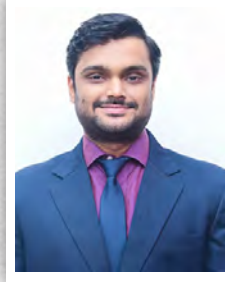
**Ayushi Tandon**  
Asst. Professor of Information  
Systems  
School of Management



**Muneer Shaik**  
Asst. Professor of  
Economics and Finance  
School of Management



**Pranjal Chandrakar**  
Asst. Professor of Data  
Science  
School of Management



# The Mahindra Edge

**Ph.D. students** at Mahindra University have opportunities for interdisciplinary research by working closely with our faculty from across subject areas within the School of Management and also from our sister schools, such as the School of Engineering, Law and Education (you may want to check the faculty profiles on our website).



**Mahindra University**, notified by the Government of Telangana vide Telangana Ordinance No. 1 of 2020 dated 20th May 2020, announces the launch of its second batch of PhD program starting Fall 2021. The first batch of the PhD Program in Business Administration (offered by the Mahindra University School of Management) will start in September-October, 2022.

The Doctor of Philosophy (Ph.D.) degree is the highest academic degree anyone can earn. The degree is conferred on doctoral students who successfully defend their Ph.D. thesis in front of a panel of experts in the field appointed by the university. During the doctoral training period, doctoral students typically spend a stipulated time conducting research which involves exploring, investigating, contemplating and extending knowledge in their area of study. PhD students document their research in a formal document called dissertation and submit it to faculty and defend their work in an oral examination. Doctoral students have the opportunity to conduct research and publish their work in top peer-reviewed journals. Students who possess a Master's degree or post-graduate diploma in the related field typically complete their PhD in four years. Those who do not have a masters/diploma in the field will take first year MBA courses for credit; hence, the period of completion of the PhD is expected to be five to six years.

## Specializations and Concentrations

- PhD in Economics
- PhD in Business Administration: Finance
- PhD in Business Administration: Decision Sciences
- PhD in Business Administration: Marketing
- PhD in Business Administration: Management (can choose from: Strategy, Entrepreneurship, Organizational Behavior, and Human Resource Management)
- PhD in Business Administration: Information Science and Technology

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### Ph.D. in Economics

The PhD in Economics focuses on Development Economics, Macroeconomics and International Trade.

The aim of the program is to produce tenure-track position faculty members to teach at leading Indian and global universities. You will have the opportunity to design and conduct impactful research. Working closely with faculty members, you can reap great benefits by being a part of our active and vibrant research hub to develop a research pipeline and publish your work in top peer-reviewed academic journals.

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### Ph.D. in Business Administration: Finance

The Finance specialization prepares students for positions in academic institutions across the world, as well as research-oriented international and national organisations, and the industry. While students from all backgrounds are encouraged to apply, the typical student holds a masters degree in economics, finance, mathematics, statistics, computer science, engineering or physics. Possible specializations within finance include corporate finance, corporate control, valuation, asset pricing, capital markets, financial economics, computational finance, portfolio theory, derivatives, market microstructure, behavioural finance, banking & financial institutions, international finance, Islamic finance, sustainable finance, fintech, micro finance, energy finance, commodities, and entrepreneurial finance.

The current research interests of the faculty at MUSOM lie in the areas of empirical finance, capital markets, market efficiency, volatility, mean reversion, and connectedness of global financial markets & asset classes. Ph.D. students will get the opportunity to work closely with the faculty and publish in top rated journals and participate in international conferences.

## Ph.D. in Business Administration: Decision Sciences

The Decision Sciences specialization is interdisciplinary and draws upon statistics, machine learning, decision theory, game theory, and operations research to study decision making by individuals and organizations.

The program aims to produce academics who are rigorously trained in mathematical and technical skills to tackle complex business problems of the modern digital era. As a PhD student of Decision Science, you are expected to work on the mathematically difficult problems of various business domains including Economics, Finance, Marketing, and Operations management. For this purpose, you will have access to superior research facilities of Mahindra University such as the supercomputer laboratory, interesting datasets, and various industry connections. Working closely with the faculty members of MUSOM, you will have the opportunity to publish your research in high-quality peer-reviewed academic journals. As a teaching assistant, you will also learn the nuances of teaching undergraduate and masters level management courses which will help you have a fulfilling academic career in various Indian and global universities.

## Ph.D. in Business Administration: Marketing

The PhD specialization in Marketing involves the use of rigorous quantitative and qualitative methods to study important, and managerially relevant marketing problems.

Aspiring students can choose to specialize in one or a combination of these core areas:

**Consumer Behavior:** develop and test theories to understand consumer behavior in a variety of marketing contexts. Students will be exposed to specialized research that draws inspiration from not only consumer behavior literature but also cognitive and social psychology. Topics that our faculty study in this domain include haptic sense and consumer responses, anthropomorphism, and branding.

**Marketing Strategy and the Digital world:** The world is now digital, and marketing is increasingly relying on myriad digital channels. Students adopting this stream will study consumer behavior in the digital age as well as the digital strategies of firms in this modern era. Specific topics that our faculty focus upon include digital transformation, digital marketing strategy, digital business model innovation, and marketing measurement/analytics.

## Ph.D. in Business Administration: Management

The doctoral specialization in management (MGMT) will prepare you to conduct and publish scholarly research in the fields of strategy, organizational behavior, entrepreneurship, and human resource management. It primarily involves applying social science disciplines and research methods to management problems.

The Management specialization focuses on Strategy, Entrepreneurship, Organizational Behavior, and Human Resources. Current topics being researched by faculty members are the role of luck in strategy and entrepreneurship, business model innovations, opportunity recognition, corporate entrepreneurship, engagement at work, gamification, and positive deviance.

# PhD in Business Administration: Information Science and Technology

The doctoral specialization in Information Science and Technology is designed to train scholars to teach and conduct interdisciplinary research that meets industrial, organizational, societal needs. A PhD in Information Science and technology prepares students to excel in both academia and industry. The Information Science and Technology specialization focuses on human computer interaction and management information systems. Our faculty use a range of research approaches: experimental designs to ethnographic studies. Aspiring students can choose to specialize in one or a combination of the following core areas:

**Human Centered Digital Transformations:** Computers and digital technologies are increasingly used to support human endeavors. Students in this stream will be exposed to theories and cases on computer-supported collaborative work and learning, human-computer interaction, and sciences and technology studies. Areas of work of faculty research include mobile-learning platforms, remote healthcare platforms, and critical investigation of machine learning and artificial intelligence systems.

**Management Information Systems and Organizational Change:** Over the years many industries and organization have adopted information systems, such as, Enterprise Resource Planning, Hospital Management Information Systems, Decision Support Systems. Students opting for this stream will study various theories and cases on economics of information systems, organizational and behavior change for technology adoption, strategic management and business policies. Empirical contexts that our faculty research in this domain includes health information systems, education technology, and e-government.

For more information/queries/questions, please contact us at  
[somphdadmissions@mahindrauniversity.edu.in](mailto:somphdadmissions@mahindrauniversity.edu.in)

## Important Dates (\* Subject to revision):

Last Date for submission of applications	30th June, 2022
Shortlisting candidates	7th July, 2022
Online interviews for selection	14th-17th July, 2022
Announcement of Results	25th July, 2022
Commencement of the Spring 2021 Semester Teaching	Sep-Oct, 2022



# ELIGIBILITY

## Eligibility Criteria

Applicants with the following qualification are preferred:

MBA or Master's Degree or PG Diploma in any business-related discipline, with at least 55 percent marks.

Applicants whose Masters degree is not in a business-related discipline can also apply. If granted, admission, they will need to take the first year MBA courses at MUSOM.

The PhD program takes 4 years; however, those who come from a non-business background are likely to take 5 years or more as they will be required to take business courses in their first year of the program.

**Graduate Admissions Tests:** Applicants must provide a valid (five years or fewer) admission tests scores. The PhD program accepts any one of the following test scores:

- 1) The GMAT scores
- 2) The GRE scores
- 3) NET score
- 4) Qualifying scores in the National Eligibility Test-Junior Research Fellowship(NET-JRF) of the UGC

To have official test scores sent, the GRE institutional/program code for the Mahindra University School of Management's PhD programs is 3333, while the GMAT code is **JXX**. There is no minimum score requirement for the GMAT/GRE/NET – we take a holistic view of the applicant.

## FEE STRUCTURE & Ph.D. ASSISTANTSHIP:

**INR 50000/-**  
PER ANNUM

**INR 20000/-**  
SECURITY DEPOSIT  
(ONE TIME PAYMENT)

**Ph.D. Assistanship**  
(for full time scholars)  
**INR 25000/- PER MONTH\*** (plus Boarding & Lodging)

\*8 hours/week TA duty is mandatory

# APPLICATION

Please access the application portal and fill out your application online.

To expedite the processing of your application, upload digital pdf copies of the following documents within the online application:

- Transcripts and degree certificates (if applicable) from all colleges/universities attended. Unofficial copies of your original documents are acceptable for admission review. Please submit your official documents only after admission
- Graduate Admission Test scores (GRE, GMAT or NET)
- Resume
- Three Letters of recommendation: Hard copies can be scanned and uploaded as part of the online application. Alternatively, recommenders can choose to email the recommendation letters to the following email ID: [somphdadmissions@mahindrauniversity.edu.in](mailto:somphdadmissions@mahindrauniversity.edu.in)
- Submit your online application and fees using the "apply now" link on our website.
- Application fee of Rs. 1000/- to be paid online through Net banking. The Applicant can transfer the Application Fee into the following account using Net Banking option and enter transaction details in the Application Form.

## Bank Account details for Online Transfer

Name of Account	Mahindra University
Name of Bank	ICICI Bank
Bank Account Number	404101000071
Branch	Tech Mahindra Bahadurpally Village, Rangareddy District, Hyderabad - 500043
Type of Account	Savings
IFSC Code	ICIC0004041



# The MU Campus



**SCHOOL OF MANAGEMENT**

Survey No: 62/1A, Bahadurpally, Jeedimetla, Hyderabad - 500043 - Telangana, INDIA.

Website : [www.mahindrauniversity.edu.in](http://www.mahindrauniversity.edu.in) | Email : [admissions@mahindrauniversity.edu.in](mailto:admissions@mahindrauniversity.edu.in) | Phone : 040 - 6713 5100

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