Mahindra™ University
Global Thinkers. Engaged Leaders.

SCHOOL OF
MANAGEMENT

Ph.D. Brochure
2024

THE MAHINDRA UNIVERSITY SCHOOL OF MANAGEMENT
(MUSOM) Ph.D. Program

Pursue your Intellectual Passion

The Ph.D. 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 Ph.D. students and provide mentorship on research projects. Our Ph.D. 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 Ph.D. 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. Pradeep Racherla

Assistant Dean & Program Head, UG Programs
Professor of Marketing

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 Ph.D. granting institutions and have published in the leading journals in their fields

FACULTY
(SOM) Ph.D.

Pradeep Racherla
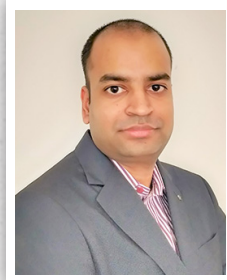Professor of Marketing
School of Management

George Varghese
Academic Associate
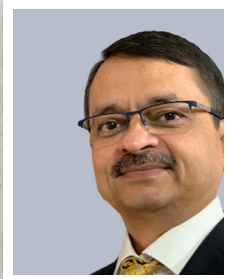Finance and Economics
School of Management
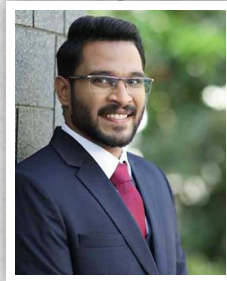
Nilanjan Banik
Professor of Economics and Finance
School of Management

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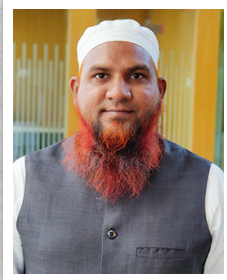Asst. Professor of OB – HRM
School of Management

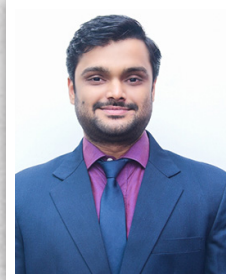**Sanjay Singh**
Professor
School of Management

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. The first batch of the Ph.D. Program (offered by the Mahindra University School of Management) started in September, 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. Ph.D. 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 Ph.D. 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 Ph.D. is expected to be five to six years.

Specializations and Concentrations

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

Ph.D. in Economics

The Ph.D. 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.

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 Ph.D. 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 Ph.D. 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, anthromorphism, 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 Ph.D. 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
somPh.D.admissions@mahindrauniversity.edu.in

Important Dates (* Subject to revision):

Last Date for submission of applications	30th June, 2024
Shortlisting candidates	7th July, 2024
Online interviews for selection	14th-17th July, 2024
Announcement of Results	25th July, 2024
Commencement of the Spring 2024 Semester Teaching	Sep-Oct, 2024

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 Ph.D. program accepts UGC-NET score. Candidates with GMAT, GRE, and Junior Research fellowship scores are also eligible to apply, however, they will need to take a written test conducted by the Mahindra University (MU).
	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 30000/- PER MONTH* (plus Boarding & Lodging)

*8 hours/week TA duty is mandatory

ADMISSION PROCEDURE

◘ All admissions will be made on the basis of UGC-NET Score/ the Written Test to be conducted independently by the Mahindra University (MU), which will have weightage of 60 marks and an interview with a weightage of 40 marks. The written exam will have essay-type questions, each question with a maximum of 300-words limit. Seventy percent of the questions will be drawn from the candidate's chosen subject area, with the remaining 30% covering mathematics and statistics. Merit list for admission to MU's PhD program, will be drawn by drawing total marks obtained by a candidate at these two components out of a total of 100 (60+40) marks.

◘ For the candidates having cleared and having valid UGC-NET examination score, for admission purpose their UGC-NET performance would be given a weightage of 30/60, by default.

◘ If, however, any UGC-NET cleared candidate wishes to improve his/her written test component score beyond 30/60, he/she can take the written test (to be conducted by MU) and best of the two scores will be used for admission purpose besides the marks in the interview to be conducted by MU for all candidates seeking admission to MU's PhD program.

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: somPh.D.admissions@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.

The MU Campus

Mahindra™ University
Global Thinkers. Engaged Leaders.

SCHOOL OF MANAGEMENT

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

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