IIM BANGALORE PhD 2023 – AREAWISE ADMISSION PROCESS

All applicants to the PhD 2023, must meet the eligibility and test scores criterion as mentioned in the <u>Admission Procedure for 2023 batch</u> document for further consideration.

Decision Sciences

The Decision Sciences Area at the Indian Institute of Management @ Bangalore (IIM-B) seeks to recruit PhD students for the upcoming academic year. Candidates with a strong interest in Statistics, Operations Research, Business Analytics, or a closely related field are invited to apply. We are particularly interested in students who have a background in optimization theory, operations research, machine learning methods, statistical methodology, applied statistics, and big data analytics. Students who have demonstrated academic excellence and are motivated towards a career in academia and research are encouraged to apply.

1. For all applicants meeting the eligibility criterion, the criteria used for shortlisting for interviews are as follows:
    a. Academic performance: 10th standard, 12th standard, Bachelor's, and Master's (if applicable) degrees
    b. Research publications in relevant journals/conferences
    c. Statement of Purpose (SoP) and recommendation letters
    d. Overall research potential, such as Honors degree, gold medals, and other academic achievements
    e. Performance on standardized tests: GMAT / GRE / CAT (2022) / GATE / JRF (NET) / IIMB Test
2. Criteria used during interviews
    a. Understanding and conceptual clarity of the subject matter
    b. Motivation for research
    c. Communication skills
3. Final ranking of applicants for offers will be based on the composite score comprising the pre-interview and personal interview scores.

Economics

1. All eligible applicants will take an online area test. Based on performance in the area test, candidates will be shortlisted for an interview.

2. Interviewees will be evaluated on the following criteria:
    a. Research background (publications, awards, research proposal, research experience, programming skills)
    b. Clarity of concepts in Economics, Mathematics and Statistics
    c. Aptitude for research (motivation, communication skills, interpersonal skills, recommendation letters)

3. The final ranking of applicants will be based on performance in area test and interviews

Entrepreneurship

1. The PHD Admissions Committee will draw up the initial shortlist based on the following criteria:
    a. Academic performance based on marks obtained from 10th through to the highest prior qualifications obtained
    b. Performance on tests: GMAT / GRE / CAT (2022) / GATE / IIMB Test

c. Quality of work experience, if any.
d. Overall research potential based on recommendations, any prior research work and research statements.
2. Candidates from the initial shortlist above will be interviewed in a two stage process as specified below:
a. First stage
i. Participants will read a recent research paper and write a one-page summary of the research question, contribution, theoretical background, evidence, critique, and future research (one or two hour exercise).
ii. The participants will then attend a half hour seminar with a faculty discussing the research paper (this discussion will follow the typical format of a PHD seminar, with the instructor acting as a facilitator, and participants discussing key points of the paper).
iii. The first stage may be a whole day exercise to provide ample time to get the best out of this stage of the process, in which case the second stage could be carried out the next day.
b. Second and final stage
i. Participants shortlisted from the previous round will have one-on-one interviews.
ii. The criteria used for assessing performance in interview will be:
1. Communication skills
2. Motivation for research
3. Understanding of the research process and an academic career
4. Understanding of the broad area of interest
3. The final ranking of applicants will be based on performance in interview triangulated with the criteria used for shortlisting for the interview committee.

Finance & Accounting

The Finance and Accounting (F&A) Area seeks to admit students to the Ph. D. program. Our programme requires candidates to be well-versed with strong quantitative and analytical skills. We also expect candidates to be proficient in basic programming which is helpful in analyzing data. Candidates, who have demonstrated academic excellence and are motivated to become researchers are encouraged to apply.

The admission process is described below. It consists of two rounds: (i) a Shortlisting Round, and (ii) a Post-Shortlisting Round.

(i) Shortlisting Round. The applicants will be shortlisted based on the following criteria:

a. Prior academic performance in 12th standard and bachelor's degrees,
b. Performance on any one of the following tests: CAT 2022/GATE/GMAT/GRE.

(ii) Post-Shortlisting Round. The shortlisted applicants will be assessed on:

a. The relevance of their academic/professional achievements for doing high-quality research
   The assessment will be based on the strength of their application and the Statement of Purpose. Candidates are encouraged to provide all the relevant pieces of information.
b. An Area Test that will be administered on the interview date.
   Candidates will be evaluated on an understanding of basic differential and integral calculus, statistics, probability theory, and algebra. The test will also try to assess their written communication and report-writing skills, and their analytical thinking ability.

c. Personal Interview.
> Candidates will be assessed on communication skills, motivation for doing research, and conceptual clarity.

(iii) The final selection of candidates will be based on the points obtained in both the Shortlisting Round and the Post-Shortlisting Round.

Information Systems

1. The PHD Admissions Committee (IS) will shortlist candidates for interviews by assessing their potential to become academic scholars. The criteria used for making this assessment are as follows:
   a. Prior academic performance based on marks/rank in 10th standard, 12th standard, Bachelors and Masters (if applicable)
   b. Relevance and quality of work experience
   c. Prior training in Information Systems and research potential
   d. Performance on tests: CAT (2022) / GRE / GMAT / GATE / IIMB Test / JRF(NET)
   e. Overall research potential based on recommendations, any prior research work, research statements etc.
2. The criteria used for assessing performance in interview are as follows:
   a. Motivation for research
   b. Conceptual skills
   c. Prior research / writing

The final ranking of applicants will be based on criteria used above for shortlisting as well as performance in interview.

Marketing

The Marketing Area seeks to admit students to the PHD program who have demonstrated academic excellence and are motivated to develop a career in academics/research. We encourage candidates with a strong background in disciplines such as engineering, economics, psychology, statistics, and social sciences to apply for the program. The PHD program in marketing prepares students for an academic/research career in the broad areas of analytical/quantitative marketing, consumer behaviour, marketing strategy. Current research interests of marketing faculty include consumer emotion, information processing, digital marketing, cause-related marketing, public policy and marketing, strategic communication, branding, behavioural decision making, service quality, structural choice models, durable pricing, bundling, retail strategy, strategic intent, and customer relationship management.

1. The applicants will be shortlisted for interview, based on the following criteria:
   a. Prior academic performance in 10th standard, 12th standard, Bachelor's and Master's (if applicable) degrees
   b. Professional qualifications (if any)
   c. Overall research potential based on recommendations, any prior research work, and research statement
   d. Performance on tests: GMAT / GRE / CAT (2022) / IIMB Test / GATE

2. Shortlisted applicants will be called for a Personal Interview:
   a. The applicants will be assessed on the following during the interview: communication skills, motivation for research, conceptual clarity

3. The final ranking of applicants will be based on criteria used above for shortlisting as well as performance in interview

Organizational Behaviour & Human Resource Management

1. The applicants will be shortlisted for interview based on the following criteria:
    a. Academic performance
    b. Work experience and quality
    c. Performance based on tests: GMAT/ GRE/ CAT (2022) / GATE/ JRF (NET)/IIMB Test
    d. Overall research potential based on any prior research work, research statements, publications (please attach a copy if any), Recommendation letters or other available information

    For shortlisting, we also screen applications to see if the candidate has a Master's level degree from institutions such as the IIMs, MDI, TISS, XLRI and other reputed institutions. We do welcome applications from diversity of schools and from abroad.

2. The criteria used for assessing performance in interview are as follows:
    a. Motivation for Research and Academic Work: For example, can the candidate conceptualize a research problem, outline ways to operationalize (or measure) conceptual ideas.
    b. Ability to communicate: For example, can the candidate outline coherently how they may want to teach, carry out research projects, their motivations to join IIMB.
    c. Conceptual skills: For example, formulating ideas, understanding relationships between ideas, ability to analyse.
    d. Area specified test

3. The final ranking of applicants will be based on the performance in the interview and Area Test Score.

Production & Operations Management

1. The applicants will be shortlisted for interview based on the following criteria:
    a. 10th marks, 12th marks, Max (Bachelor's, Master's)
    b. Research Publications in relevant journals
    c. Work Experience: Ideally 2 to 5 years.
    d. Statement of Purpose (SoP) and Recommendation letters:
    e. Overall research potential (honors candidates, gold medals, doing well in relevant courses in class 10, 12, bachelor' and Master'; *nature / quality of experience*)
    f. Test scores in GMAT / GRE / CAT (2022) / GATE / IIMB Test

2. The criteria used for assessing performance in interview are as follows:
    a. Communication Skills
    b. Motivation for Research
    c. Conceptual skills

3. The final ranking of applicants will only be based on performance in interview.

Public Policy

1. The applicants will be shortlisted for Public Policy area interview based on the following criteria:
    a. Prior academic performance: 12th marks, Bachelor's and Master's (if applicable) degrees
    b. Quality of Work Experience

c. Overall research potential based on Statement of Purpose (SoP) and Recommendation letters
d. Test scores in GMAT / GRE / CAT (2022) / GATE / JRF(NET) / IIMB Test
e. Broad fit with interests of current public policy faculty's research interests and/or expertise

2. Shortlisted applicants will be called for an Area Test to be administered at IIMB Campus

3. Based on performance in the Area Test, candidates will be further shortlisted for interviews

4. The criteria used for assessing performance in interviews are as follows:
   a. Communication Skills
   b. Motivation for Research
   c. Conceptual clarity

5. The final ranking of applicants will be based on performance in the area test, interviews and the criteria used for shortlisting for the interview.

*The CPP area might consider alternatives to the Area Test in case the process has to be conducted online (because of COVID or other unforeseeable factors)

Strategy

1. The PHD Admissions Committee (Strategy Area) will shortlist candidates for interviews by assessing their potential to become academic scholars. The criteria used for making this assessment are as follows:
   a. Academic performance based on marks/rank in 10th standard, 12th standard, Bachelors and Masters (if applicable)
   b. Quality of work experience (if applicable)
   c. Performance on tests: GMAT / GRE / CAT (2022) / IIMB Test
   d. Overall research potential based on recommendations, any prior research work, and research statements

2. The criteria used for assessing performance in interview are as follows:
   a. Communication skills
   b. Motivation for research
   c. Conceptual skills

3. The final ranking of applicants will be based on criteria used above for shortlisting as well as performance in interview.

Last updated on August 31, 2022

This admission process is applicable for the PhD 2023 admissions cycle only. IIMB reserves the right to change/modify any part of the process, with due notice, at any stage of the admission process.