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Ranked #2 in
Management**

VISION

To be a global, renowned academic institution fostering excellence in management, innovation and entrepreneurship for business, government and society

Doctoral Programme in Management

A five-year full-time programme leading to PhD Degree that strives to:

- Provide rigorous training in cutting edge inter-disciplinary research in management, and
- Train the next generation of academics that can inspire future business leaders and policy makers.

Areas of Specialization

- Decision Sciences
- Economics
- Entrepreneurship
- Finance and Accounting
- Information Systems
- Marketing
- Organizational Behaviour and Human Resource Management
- Production and Operations Management
- Public Policy
- Strategy

Programme Highlights

- Two years of specialized Doctoral courses
- Structured progress towards degree
- One-on-One research experience with faculty
- Over 100+ full time faculty with international reputation
- Publications in leading international journals
- **Over 300+ alumni working as faculty in leading institutes**
- **Over 60% recent graduates hired as faculty in IIMs**
- Access to leading journals and datasets

RESEARCH FACILITIES

Centres of Excellence

- Management Communication
- Public Policy
- Capital Markets & Risk Management
- Corporate Governance & Sustainability
- Israel Centre
- Mizuho India Japan Study Centre
- NSRCEL
- Software & IT Management
- Supply Chain Management
- Teaching & Learning


IIMB Initiatives


- Behavioural Sciences Lab
- Consumer Insights
- Data Centre & Analytics Lab
- Real Estate Research


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 **Programme:** doctoralprogramme@iimb.ac.in
+91.80.2699 3056

 **Contact:** marketing@iimb.ac.in
+91.80.2699 3382 / 2699 3383



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Financial Support and Fellowships

- Full waiver of tuition fees
- Monthly stipend of INR 42,000 to support living expenses.
- Startup and contingency grants for computers, software, and books (upto INR 1 Lakh spread over two years).
- Single seater hostel accommodation is provided for five years of the programme.
- Travel grants to attend multiple international and national conferences (upto INR 3.6 Lakh).
- Several milestone-based awards and merit-based scholarships.

Marketing

The Doctoral Programme in Marketing focuses on a wide range of topics using a variety of research methods and tools. Faculty members have the expertise in a variety of areas including Product Management, Brand Management, Marketing Decision Models, Consumer Behaviour, Marketing Strategy, Services Marketing, Retailing, and Business to Business Marketing. The coursework includes courses on marketing management, marketing models, and research methods.

Sreelata Jonnalagedda

Professor in Marketing

Faculty in Marketing aims to construct a theoretical and empirical basis to understand the incentive structures that drive pricing (on the sellers' end) and purchase behavior (consumers' end). Structuring the price of innovative durable products, and understanding how bundles, retail prices and assortment choices influence consumer perceptions are among her research interests. Her wider areas of research include pricing, channel structures, information diffusion (word-of-mouth), and the application of gametheoretical modeling techniques to marketing problems.



Jose Manu M A, PhD scholar

His focus area is online review and growing importance of reviews on buying behaviour leading to a deeper understanding of customer engagement. In his thesis he tries to explore the effects of characteristics of online customer engagement, engagement with opinions that are made by social media in variety of ways, this includes liking, upvoting, commenting or sharing opinions. His research explores how and why customer engagements occur and how the presence of others in the network motivates customers to engage in online review.

Findings of the study are expected to contribute to the literature on customer engagement legally and eventually higher level of customer engagement preferably with positive values.



Dhriti Mahadevan, PhD scholar

Conceptualises and identifies specific drivers of customer experience for access-based services like Uber, AirBnB, Swiggy, Zomato etc. She uses her framework to investigate how the interactions between customers, platform and third-party providers affect the overall customer experience, which in turn affects the performance of both the third-party providers as well as the platform.



Core Courses in Marketing

- Advanced Marketing Management
- Research Methods: Surveys and Experiments
- Marketing Models
- Research Perspectives in Consumer behaviour
- Marketing Models and Estimation
- Services Marketing

Recent Dissertations

- 2023: Exploring Emerging Market Heterogeneity
- 2023: Essays on Customer Experience in Access-Based Services
- 2022: Under the Influence - Three Essays on How Social Influence Impacts Behaviour on Online Platforms
- 2022: Cultural Effects on Perceived Affordances of Visual Branding
- 2021: Essays on Online Shopping Behaviour



तेजस्वि नावधीतमस्तु

भारतीय प्रबंध संस्थान बंगलूर

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Marketing Faculty and PhD Research at IIMB:



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