

# INDIAN INSTITUTE OF MANAGEMENT UDAIPUR

## PhD Selection Process - 2021

### Marketing

There shall be 3 stages in the selection process:

#### **Stage 1: Screening of Applications**

After screening of all the applicants, only the shortlisted applicants will be invited for the stage 2 process.

#### **Stage 2: Research Aptitude**

Ability to think, writing skill, data analysis skill

The candidates will be given a model/ framework to critique and data to analyze. The report will be evaluated based on the depth of analysis and writing skills. Only shortlisted candidates from stage 2 will be invited for the stage 3 interviews.

#### **Stage 3: Personal Interview**

The candidates will have one or two rounds of personal interviews. The candidate will be evaluated based on:

- Research aptitude – probes based on submission in stage 2
- Why research?
- Domain knowledge based on previous experience
- Research area of interest and knowledge about it
- Preparedness for the program
- Long term career plans
- Communication skills