

INDIAN INSTITUTE OF MANAGEMENT UDAIPUR
PhD Selection Process 2020
Marketing

There shall be 2 stages in the selection process:

Stage 1: Screening of Applications

Stage 2: Personal Interview + Model Critique

Stage 1: Screening of Applications:

- After screening of all applicants, only shortlisted applicants shall be called upon in person for the stage 2 process

Stage 2: Personal Interview + Model Critique:

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

- Research aptitude – Why Ph.D.?
- Domain knowledge based on previous experience
- Research area of interest and knowledge about it
- Preparedness for the program
- Long term career plans
- Communication skills

The candidates will also be given a model/ framework to critique. The report will be evaluated based on

- Depth of analysis
- Writing skills