

INDIAN INSTITUTE OF MANAGEMENT UDAIPUR
PhD Selection Process - 2022
Marketing

There shall be 3 stages in the selection process for the marketing area:

Stage 1: Screening of Applications

Stage 2: Model Critique

Stage 3: Personal Interview

Stage 1: Screening of Applications

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

Stage 2: Model Critique

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

- Depth of analysis
- Writing skills

Stage 3: Personal Interview

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

Good luck!