

**INDIAN INSTITUTE OF MANAGEMENT UDAIPUR**  
**PhD 2023 Selection Process for Marketing Area**

There shall be 4 rounds in this year's selection process for PhD applicants in Marketing area:

**Round 1: Screening of Applications**

The Marketing area faculty will screen the submitted application packets by the candidates, and only shortlisted candidates will be invited to participate in Round 2.

**Round 2: Model Critique**

The candidates will be given a simple conceptual model/framework to critique. The critiques submitted by the candidates will be evaluated on:

- Depth of analysis
- Writing skills

**Rounds 3 and 4: Personal Interviews**

Candidates shortlisted based on their performance in round 2 will be invited for a virtual interview with a panel of Marketing area faculty (round 3). Selected candidates, those who are shortlisted based on performance in round 3, will be called physically to IIMU campus for a final interview with the entire Marketing area faculty group (round 4).

In both the interview rounds, the candidates will be evaluated on their research aptitude, domain knowledge, motivation and preparedness for the PhD program, long-term career plans, and communication skills.