PhD PROGRAM DETAILS



School of Management Studies

University of Hyderabad

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CONTENTS

ABOUT THE UNIVERSITY 2

ABOUT THE SCHOOL 3

FROM THE DESK OF THE DEAN- SCHOOL OF MANAGEMENT STUDIES 3

FROM THE DESK OF THE PHD COORDINATOR 5

ABOUT THE PHD PROGRAM 5

STAGES OF THE PHD PROGRAM 5

ANNEXURES: COURSE CONTENT 9

RESEARCH METHODOLOGY 9

ADVANCED DATA ANALYSIS 10

RESEARCH AND PUBLICATION ETHICS 11

ABOUT THE UNIVERSITY

The University of Hyderabad (UH), a premier institution of post-graduate teaching and research in the country, was established by an Act of Parliament (Act No. 39 of 1974) on 2nd October, 1974 as a Central University, wholly financed by the University Grants Commission.

The "objects of the University" as envisaged in the Act are:
"to disseminate and advance knowledge by providing instructional and research facilities in such branches of learning as it may deem fit and by the example of its corporate life, and, in particular, to make special provisions for integrated courses in humanities and science in the educational programmes of the University and to take appropriate measures for promoting inter-disciplinary studies and research in the University."

The University's sprawling, scenic, and serene campus spreads over a vast stretch of land measuring about 2,300 acres, in Greater Hyderabad on the Prof. C.R. Rao Road, old Hyderabad - Bombay road. Amidst the scenic environment of the campus, several buildings catering to the academic needs, support facilities and residential requirements of the campus community have been constructed over the years. The University also has a city campus - 'The Golden Threshold' - the residence of the late Sarojini Naidu which was bequeathed to the University by her daughter, the late Padmaja Naidu.

ABOUT THE SCHOOL

The School of Management Studies (SMS), commenced functioning from May, 1999. It offers four MBA programmes. A two-year full-time MBA Programme (general), a MBA programme in Health Care and Hospital Management, Business Analytics, Executive MBA and a Ph.D. programme in Management Studies. It encourages faculty and doctoral research, consultancy, training, and outreach activities in various sectors.

Vision

Guiding Light – The broad Vision of the School is to continually strive to achieve excellence in management education, research, training, consultancy and outreach activities with a multi-disciplinary, multi-sectoral and developmental perspective.

Mission

The chosen path - To continually broaden the scope of application of management concepts to infrastructural, institutional, Environmental & Developmental services, Entrepreneurship & emerging areas like CRM, RETAILING, SCM, Business Incubation, University-Industry Partnership, research, training and consultancy.

FROM THE DESK OF THE DEAN- SCHOOL OF MANAGEMENT STUDIES

Greetings and Congratulations from the School of Management Studies, University of Hyderabad to all the PHD Scholars.

"The engine of today's economy - the business world is increasingly becoming demanding and dynamic. In such a challenging scenario managing people, information and technology in an integrated fashion is going to be the mantra for a successful manager. The MBA programme at School of Management Studies is an attempt to address this concern in a scientific spirit. Being an integral part of an institution of the stature of University of Hyderabad naturally helps the budding spark to imbibe all the values and ethos that have made it an epitome of excellence.

As you are aware, the School of Management Studies was established as a B-School in the year 1999. The School has been contributing to Management Education through its full-time, residential MBA course and Ph.D. in the initial years and the MBA (Health Care & Hospital Management) Program which was started in 2008, thus demonstrating the fact that, we at the School, not only understand, but also respond to contemporary demands placed on educational institutions. Nevertheless, the School is committed to achieving professional excellence in imparting management education alongside the social commitment of inclusiveness and diversity.

SMS is a proud pioneer Management School within the Central University System. In the past 19 years, it has established itself as a leading Management Institution. This year MBA batch is the 23rd

Batch. The high quality, two-year full-time residential Master of Business Administration (MBA) programme offered by SMS strikes an innovative balance between theory and practice of management. At SMS, we are ever receptive to ideas and build on them and implement them in a manner of excellence. This year MBA (Healthcare and Hospital Management) enters its 15th year while the MBA (Business Analytics) program enters its 5th year. I am happy to note that both these programs are also doing well.

The institute is committed to creating an ambience for nurturing innovation, creativity and excellence in our students. SMS is a highly preferred destination for national and multinational organizations that have recruited our students in large numbers. These organizations find our students analytically strong, conceptually sound and highly sensitive to the context – qualities that are essential to deal with the complexities and dynamism of leadership roles in this era.

Learning at SMS is exciting, challenging and enriching. A balanced and contemporary curriculum benchmarked against that of the best management schools ensures that students complete their management education on the back of a rewarding learning curve.

The PHD Programme at SMS has a balanced focus on producing meaningful research outputs to solve the cutting-edge industry and social problems from the lens of management research.

On behalf of the University of Hyderabad and SMS fraternity, it is my pleasure to invite you to be a part of this phenomenon called Brand SMS.

The University provides a serene ambience for learning and reflection. The University of Hyderabad is now ranked fourth among the Indian universities in 2019. UoH is ranked in the range of 591-600 in the World by QS Rankings 2019. In the 2019 edition, the UoH performed among the top 59% in the QS World University Rankings.

The University of Hyderabad has been ranked 10th in the prestigious Institutes of National Importance and central universities category in the Union Education Ministry's Atal Ranking of Institutions on Innovation Achievements (ARIIA) 2020 and is the only Central University in the list of top 10 Institutes of National Importance and ranked first among the central universities. It is also Awarded top grade of A + by NAAC (National Assessment and Accreditation Council of the University Grants Commission.

We welcome you to the University and the School of Management Studies and wish you a pleasant, joyous learning experience.

Prof. G.V.R.K. Acharyulu,
Dean School of Management Studies

FROM THE DESK OF THE PHD COORDINATOR

Our school is 26 years old and so far, produced more than 130 PhD holders. The PhD program at the School of Management Studies focuses on solving industry and social problems from the lens of management research. We endeavour to prepare scholars for careers in research and teaching. Our scholars engage in world-class research with faculty support. We have a diverse group of faculty members working on various research problems related to OB/HRM, Operations, finance, accounting, entrepreneurship, marketing, business analytics and healthcare management. The entire program is phased at five stages (coursework, proposal submission, research work, pre-submission, and thesis submission). Since you know that ours is a multidisciplinary university, we suggest that you make use of the resources available from other schools and departments as well.

Dr. P. Murugan
Ph.D. Coordinator

ABOUT THE PHD PROGRAM

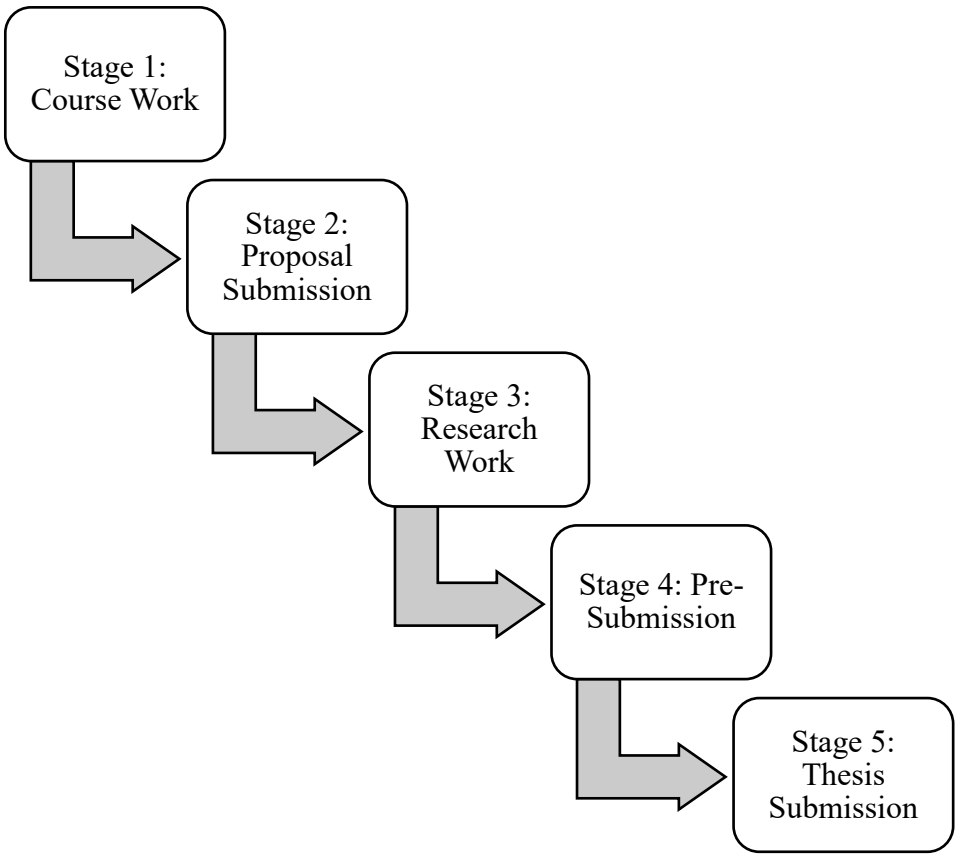
The school offers a PhD programme in Management Studies. The scholars are expected to produce a dissertation and academic research papers of international quality based on the research work conducted in the following areas:

- Finance,
- Accounting,
- Strategy,
- Organizational behaviour,
- Human resources,
- Marketing,
- Business analytics,
- Information systems,
- Production and operations management or any contemporary and other areas of management.

Hostel accommodation for full-time Research Scholars is available. We also provide additional resources (online and offline) through the IGM library.

STAGES OF THE PHD PROGRAM

The overall stages of the PhD program are given below:



STAGE 1

1. Every scholar is allotted a research supervisor to guide him/her keeping in mind the research area as well as the vacancies.
2. A Research Advisory Committee (RAC) will be constituted once the scholars are enrolled in the PhD program. The RAC members will be identified by the supervisor based on the area of the research work.
3. The scholars must complete their course work within the stipulated time mentioned in the table given below:

S. No.	Semester	Core/ Elective	Courses	Credits
1	Semester 1	Core	Statistics for Management Research	4
2		Core	Research Methodology	5
3	Semester 2	Core	Advanced Data Analysis	4
4		Core	Research & Publication Ethics	2
6		Elective	Elective 1	3
7	Semester 3	Elective	Elective 2	3
8		Elective	Elective 3	3
			Total credits	**23**

			Workshop mode courses (Depending on the Scholars interest and requirement) - Systematic literature review - Qualitative Research methods - Causal Inference - R or Python - Structural equation modelling - Mediation and moderation analysis - Multilevel modeling - Panel data analysis - Forecasting techniques - Social relation modeling - Social network analysis - Pedagogy in management - Case teaching and writing - Text mining, etc.	

The scholars can choose their elective courses based on the advice and consent received from their supervisors/RAC. The elective courses can be picked from any of the courses from MBA-General, MBA- Business analytics and MBA-Health care and Hospital management programs.

In addition to the mandated courses scholars are advised to take additional courses from other schools of the university. Some of the recommended courses are listed below:

1. Econometrics and forecasting techniques
2. Qualitative research methods
3. Philosophy of science
4. Machine learning techniques
5. Text and web analytics
6. Operations research
7. Optimisation algorithms / techniques
8. Business analytics
9. Big data analytics
10. Sustainability
11. Social psychology
12. Theories in psychology or sociology
13. Psychometric testing and assessment
14. Psychological testing
15. Neuroscience
16. Cognitive science
17. Applied Mathematics, etc.

As per the UGC mandate, the scholars should earn 12-14 credits within two years. However, the school advises the scholars to also complete additional course work listed in the table above from serial numbers 1 to 8. In addition, the scholars are required to take up such courses as may be required/advices by their supervisor's in order to strengthen their domain knowledge.

STAGE 2

After successfully completing the course work, the scholars are advised to work on their proposal and complete their proposal submission by the end of 4th semester. If the scholar's research work involves human subjects it is mandatory to obtain the ethical clearance from the university ethical clearance committee. The research proposal submission involves the following steps:

1. The research proposal should be submitted to the supervisor, who goes through and gives necessary suggestions and changes.
2. The supervisor calls for the RAC meeting for clearing the research proposal. The scholar should submit the research proposal to the RAC well in advance. There must be a gap of at least a week between the presentation to the school and submission before the RAC. To enable the scholar to incorporate suggestions given by the RAC.
3. Finally, the proposal submission presentation will happen in the presence of all school faculty members and scholars. The scholars may be of 30 to 40 minutes duration, followed by a question and answer or discussion session.

STAGE 3

Once the proposal is submitted, the scholars are expected to work on their main thesis work. Scholars are strongly advised to publish their papers in ABDC/ ABS /CNRS / Web of Science /Scopus listed journals during this stage. However, UGC 2022 regulation is not mandating the scholars to publish a paper before the submission of their thesis. But by considering the amount of competition that exists in the job market, the school is suggesting the scholars to publish their papers in top journals.

During this stage, the scholars are advised to make at least two conference presentations in national/international conferences/doctoral seminars/ doctoral colloquiums. The scholars are also advised to participate in research methodology/case writing and teaching workshops conducted globally through online/offline mode. Attending the workshops and summer school programs are not mandated but advised by the school.

STAGE 4

In stage 4, the scholars are expected to make their pre-submission presentation. This should be preceded by their presentation to the RAC at least a week before. This presentation may go up to 45 minutes and 15 minutes for questions and answers/discussion.

STAGE 5

During this stage, the scholars should prepare their thesis documents as per the guidelines given by UOH and the School of Management Studies. The thesis document should be based on the APA 6th Edition format. Before submitting the thesis work, scholars should do plagiarism checks of their entire thesis through Turnitin software. The similarity index should be less than 10 %. The school follows the guidelines mandated by UGC /UOH on similarity index/plagiarism for time being in prevalence.

List of Faculty Members

To know more about the faculty members, visit this page:
https://sms.uohyd.ac.in/people/

ANNEXURES: COURSE CONTENT

RESEARCH METHODOLOGY
CREDITS: 4
Unit 1
Introduction to management research, nature of science, science vs common sense, fundamentals of the scientific method, normal science vs. social science, positivism, post-positivism, interpretivism, realism, pragmatism, stages in the research process.
Unit 2
Characteristics of an interesting, important, and relevant research question. Generating research questions through gap spotting and problematization- questioning the in-house assumption of the theory, root metaphor, paradigm, ideology and field assumptions.
Unit 3
Choices in research design; comparing the strengths and weaknesses of different research designs and methodological approaches; qualitative versus quantitative methods; secondary data research, observational research, survey research, action research, case method, Experimental research-Quasi, randomized control trials (RCTs), field experiments, natural experiments, qualitative research methods, mixed method research.
Unit 4
What is theory? The role of theory in social science research, inductive logic, deductive logic, abductive logic, elements of a theory, criteria for evaluating theory, hypotheses vs propositions, using theory to develop propositions and hypotheses, understanding theoretical contributions in management research, theory borrowing and theory integration approaches.
Unit 5
Locating relevant research, computerized literature search, integrating research findings using narrative reviews and meta-analysis, writing systematic literature review papers.
Unit 6

Populations versus samples, methods of sampling, representativeness vs. practicality, sampling bias, determining required sample size.

Unit 7

Conceptual and operational definitions, defining the construct, domain delineation, scale development process, evaluating item characteristics, determining measurement format and type of scale.

Unit 8

Designing an interview schedule, setting the stage for the interview, motivating the respondent, using probes and follow-up questions, focus group, one on one interview.

Unit 9

Classical test theory, sources of measurement error; methods for estimating reliability, correction for attenuation. Distinguishing between different forms of validity, the central importance of construct validity, the assessment of convergent and discriminant validity.

Unit 10

Introduction to data analysis, Overview of data analysis techniques. Introduction to statistical software- IBM SPSS, R, Python, BlueSky Statistics, JAMOVI, JASP.

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1. Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). The craft of research (3rd ed.). Chicago: University of Chicago Press.
2. Malhotra, N., Nunan, D., & Birks, D. (2017). Marketing research: An applied approach. Pearson.
3. Pedhazur, E. J., & Schmelkin, L. P. (1991). Measurement, design, and analysis: An integrated approach. Hillsdale, NJ: Erlbaum.
4. Saunders, M., Lewis, P., & Thornhill, A. (2009). Research methods for business students. Pearson education.
5. Singleton, R. A., Jr., & Straits, B. C. (2009). Approaches to social research (5th ed.). New York: Oxford University Press.
6. Viswanathan, M. (2005). Measurement error and research design. Sage.
7. Williams, J. M., & Bizup, J. (2013). Style: Lessons in clarity and grace. New York: Longman
8. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business research methods. Cengage learning.

ADVANCED DATA ANALYSIS

CREDITS: 4

Unit 1

Introduction to Multivariate Statistics-Degree of Relationship among Variables-Review of Univariate and Bivariate Statistics-Screening Data Prior to Analysis-Missing Data, Outliers, Normality, Linearity, and Homoscedasticity.

Unit 2

Multiple Regression- Linear and Nonlinear techniques- Backward-Forward-Stepwise, Hierarchical Regression-Testing interactions (2 way interaction), dominance analysis. Dummy variable regression.

Unit 3

Analysis of Variance and Covariance (ANOVA & ANCOVA) - Multivariate Analysis of Variance and Covariance (MANOVA & MANCOVA). Repeated measures ANOVA and MANOVA models.

Unit 4

Logistic regression, Multinomial Logistic regression, Assessing classification accuracy. Conjoint analysis, Poisson regression.

Unit 5

Principal Component Analysis -Factor Analysis- Orthogonal and Oblique Rotation, Factor Score Estimation-Cluster analysis.

Unit 6

Latent Variable Models - CFA, Path, and Structural Equation Modelling - Common Method Bias.

Unit 7

Introduction to multilevel analysis, diary study data analysis, introduction to causal inference techniques, introduction to machine learning techniques.

Unit 8

Forecasting techniques, Time series data analysis (ARIMA model).

Unit 9

Panel data analysis**,** fixed effect and random effect models. Propensity score matching, Instrumental variable, Difference in difference.

Unit 10

Content analysis and NLP techniques.

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2. Gujarati, D. N., Porter, D. C., & Gunasekar, S. (2012). Basic Econometrics. Tata McGraw-Hill education.
3. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2017) Multivariate data analysis, Cengage.
4. Malhotra Naresh, K., & Dash, S. (2015). Marketing Research-An Applied Orientation, 7e. Pearson India.
5. Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2007). Using multivariate statistics, Pearson.
6. Andreß, H. J., Golsch, K., & Schmidt, A. W. (2013). Applied panel data analysis for economic and social surveys. Springer Science & Business Media.
7. Hox, J. J., Moerbeek, M., & Van de Schoot, R. (2017). Multilevel analysis: Techniques and applications. Routledge.

RESEARCH AND PUBLICATION ETHICS

CREDITS: 2

RPE 01: Philosophy and Ethics

1. Introduction to Philosophy: definition, nature and scope, concept, branches
2. Ethics: Definition, moral philosophy, nature of moral judgments and reactions.

RPE 02: Scientific Conduct

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

RPE 03: Publication Ethics

1. Publication ethics: definition, introduction and importance
2. Best practices/standards setting initiatives and guidelines: COPE, WAME etc.
3. Conflicts of interest
4. Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

Practice

RPE 04: Open Access Publishing

1. Open access publications and initiatives

2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU: UGC-CARE list of journals
4. Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

RPE05: Publication Misconduct

1. **Group discussions**
2. Subject specific ethical issues, FFP, authorship
3. Conflicts of interest
4. Complaints and appeals: examples and fraud from India and abroad

Software tools

Use of reference management software like Mendeley, Zotero etc. and anti-plagiarism software like Turnitin, Urkund

RPE 06: Databases and research metrics

1. **Databases**
2. Indexing databases
3. Citation databases: Web of Science, Scopus etc.
4. **Research Metrics**
5. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
6. Metrics: h-index, g-index, i-10 index, altmetrics



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