



**School of Business, Public Policy
& Social Entrepreneurship (SBPPSE)**

**BULLETIN OF INFORMATION
for admission in
PhD in MANAGEMENT
(2021-22)**

Dr. B. R. Ambedkar University Delhi

(Established by the Government of the NCT of Delhi)
Lothian Road, Kashmere Gate, Delhi- 110 006

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Message from the Dean, SBPPSE



Prof. Kartik Dave
Dean, SBPPSE
Dr. B. R. Ambedkar University Delhi

The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) was launched in 2011 to impart education and promote research in the field of Business, Public Policy and Social Entrepreneurship. The school aims to engage with the latest theoretical concepts and their application in the real world. SBPPSE is committed to its vision to provide quality education through its cutting-edge programmes and to develop business professionals who address the concerns of various stakeholders including investors, the economy, ecological environment and the society through their varied roles in the industry. The school offers a Doctoral Programme in Management, two Masters of Business Administration (MBA) programmes – MBA (General Management) and MBA (Innovation, Entrepreneurship & Venture Development) and an undergraduate degree programme Bachelor of Business Administration (BBA).

The Faculty members of SBPPSE are widely recognised for their academic excellence and publications in top journals. The strong upward trajectory of the School is embedded in its rich and vibrant research environment, fostered by conferences, seminars and workshops that draw leaders from the global business community, Government and academia. This association allows the School to foster stimulating business academic partnerships for teaching and research. A mark of our commitment towards research is the PhD Programme in Management.

The PhD programme is conceptualised to address management issues across domains of society including business, education, health, environment, sustainable development, infrastructure, tourism, sports, legal system, governance, public systems and agriculture through relevant research. By addressing stakeholders' concerns related to culture, diversity, communication and human relations, the PhD programme seeks to be holistic, contemporary and integrated to the interdisciplinary approach of the university. I invite all the prospective candidates who are willing to join us in our quest for knowledge and experience the SBPPSE story in building a legacy of quality research.

University Research Vision

Dr. B. R. Ambedkar University Delhi (AUD) was set up in 2008 as a University for Social Sciences and Humanities. From the moment of its inception, Dr. B. R. Ambedkar University Delhi has been visualized as a space which combines research with teaching towards a vision of equity, social justice and excellence. In other words, the University envisages Humanities and Social Sciences as routes through which there is a role towards socially engaged knowledge production and transformation thereof. In this context, the vision of AUD has been to promote a perspective that imagines the researcher, not as a producer of abstract knowledge, but as an engaged practitioner reflecting upon the complexity of Indian realities. The process of research as AUD envisioned has never simply been about the collection of empirical facts but an empathetic and immersive understanding of people, communities, spaces or processes. The practice of research here is inherently linked to the imagination of a just and equitable society, while recognizing as well as interrogating the challenges that critical pedagogy confronts in a larger global landscape of declining importance of humanities and social sciences. It is in this reciprocity of relationship between research-researcher-society that AUD has imagined its research objective-to co-create new knowledge systems.

The University strongly believes that no knowledge becomes socially productive unless it spreads across society, transcending barriers of caste, gender, creed and class. Only then can teaching and learning become liberating undertakings, contributing to the promotion of equality, social justice and excellence. Interdisciplinary and collaborative research, therefore, is inherent to such a model of research. It is with this in mind that AUD has specialized in offering Research degrees in several disciplines that have opened out relatively new areas of enquiry. These fields are inherently contemporary and interdisciplinary in their nature—development studies, gender studies, human ecology, global studies and education studies as examples. In today's polarised world, the study of these streams, will not only play a pivotal role in improving understanding amongst cultures but also transform human experiences into lessons for the future. Further, disciplines that might traditionally fall outside the realm of social sciences such as Social Design, Management and Social Entrepreneurship, Law and Governance, Creative Expressions have been brought under the umbrella of social sciences and humanities at AUD.

About AUD

Dr. B. R. Ambedkar University Delhi (AUD) is a Public University, established by the Government of the National Capital Territory of Delhi through an Act of Legislature in 2007 and was notified in July 2008. The University was conceptualised as a unitary university to focus on research and higher education in the domain of Social Sciences, Humanities and Liberal Arts through interdisciplinary studies. Guided by Dr. Ambedkar's vision, the University aspires to bridge the concerns of equity and social justice with excellence in addressing both market demands and social needs brought about by the concurrent economic growth and social transformation taking place. The university is currently operating from four campuses located at Kashmere Gate, Karampura, Lodhi Road and Qutab Institutional Area whilst the flagship campuses at Rohini and Dheerpur are under construction.

With a focus on skill development through innovative practices, interdisciplinary engagement, and learning with application-based content, the university has presently housed fourteen schools, including

- School of Business, Public Policy & Social Entrepreneurship (SBPPSE)
- School of Culture and Creative Expressions (SCCE)
- School of Design (SDes)
- School of Development Studies (SDS)
- School of Education Studies (SES)
- School of Global Affairs (SGA)
- School of Heritage Research & Management (SHRM)
- School of Human Ecology (SHE)
- School of Human Studies (SHS)
- School of Law, Governance and Citizenship (SLGC)
- School of Letters (SoL)
- School of Liberal Studies (SLS)
- School of Undergraduate Studies (SUS)
- School of Vocational Studies (SVS)

The Centres at AUD are distinct locations for project based research, policy advocacy, capacity building and networking with the larger community, which include the following:

- AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE)
- Centre for Community Knowledge (CCK)
- Centre for Development Practice (CDP)

- Centre for Early Childhood Education and Development (CECED)
- Centre for Engaged Spirituality (CESPB)*
- Centre for English Language Education (CELE)
- Centre for Professional and Continuing Education (CPCE)*
- Centre for Psychotherapy and Clinical Research (CPCR)
- Centre for Publishing (CFP)
- Centre for Research Methods (CRM)
- Centre for Studies in Systems of Thought (CSST)*
- Centre for Urban Ecology and Sustainability (CUES)
- Skill Development Centre (SDC)

* To be operational

The university is progressing by establishing new Schools, Centres and new programmes with an aim to cater to all the needs of education through its core domains. The Centre for Professional and Continuing Education (CPCE), The Centre for Studies in Systems of Thought (CSST), etc. are expected to start soon. As AUD has been conceptualised as a multi campus university serving the needs of the people of NCT of Delhi, many new locations are being discussed and are sought to be established simultaneously.

About SBPPSE

School of Business, Public Policy and Social Entrepreneurship

The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) has been set up in AUD in 2011 to promote research and provide professional education and training in the field of Management, Public Policy and Social Entrepreneurship. SBPPSE is founded on the belief that there is a need to develop a holistic approach to business and profit within the larger context of the wider society and economy.

The curriculum of the programs offered at the school is designed with a professional orientation focusing on the overall development of the future professionals who are also sensitive to the wider socio-economic issues.

The programmes at SBPPSE attempt to foster an interdisciplinary environment of learning environment with a focus on practical application which has the potential to engender cross-fertilisation of ideas across knowledge formations, while transcending the artificial divisions between academia and the world of practice. Courses are designed to foster critical thinking and develop a climate of conceptual analysis and introspection to inculcate a spirit of rational inquiry among the students. The best of academic resources including the latest technologies, eclectic collection of library resources, practitioner interface and latest pedagogical tools and techniques are used in the curriculum transaction; students are provided with the relevant skills that match globally accepted standards of excellence.

In response to the growing needs for management professionals the school started off with the launch of a two year MBA programme in 2012 followed by a PhD programme in Management in 2018. The School sees immense opportunity in the creation of new knowledge in areas of contemporary relevance through its research programme. With the objective to groom competent entrepreneurs who would explore entrepreneurship as an alternative means to address a wide variety of needs, issues and challenges SBPPSE has launched an MBA programme in Innovation, Entrepreneurship & Venture Development in 2020. Continuing to address to the need of inculcating managerial skills in students from the beginning of the professional career SBPPSE has launched a three year BBA programme in 2020. Offering continuing education for adult learners and vocational training using conventional as well as non-conventional models such as online and distance education are other opportunities that the school aims to tap into, to increase the outreach of the school.

PhD Programme in Management

The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) successfully launched its PhD programme in Management in the Academic Year 2018-19 with the aim to facilitate meaningful research and applications relevant to business and society at large. The PhD programme is conceptualised to address management issues and research themes in the domain of business, public policy and social entrepreneurship along with the interdisciplinary management issues within the broader framework of social sciences. By addressing stakeholders' concerns related to culture, diversity, communication and human relations, the PhD programme seeks to be holistic, contemporary and integrated to the interdisciplinary approach of the university.

The PhD programme at SBPPSE aims to develop a research environment wherein its scholars will be encouraged to conduct original research, create new knowledge and address the real-world management issues. They shall be trained to conduct and publish independent research. Through mentorship and joint research, students would be trained for careers in research, teaching and management. The programme is developed with a well-balanced mix of rigor as well as flexibility to meet and compete globally with other similar programmes. The programme seeks to admit candidates with a yearning to learn and contribute original research to the existing body of knowledge. Academic integrity and an honest contribution to the research is the hallmark of this programme.

Research Themes

The research areas that the programme aims to focus on within the fundamental functional domains of management are organization behavior, human resource management, operations and supply chain management, quality management, finance and accounting, marketing, economics, strategic management, international business, public policy and entrepreneurship with applications in various domains like health, education, tourism, sustainable development and business practices, sports, design and innovation, environmental management, gender and entrepreneurship, law, governance and policy and public systems.

The candidates applying for programme are encouraged to get in touch with the school's faculty in relation to their research interests and proposals prior to submitting application forms. Brief research profiles and research interests of the SBPPSE core faculty are provided in the brochure, for more details please follow the university website (<http://www.aud.ac.in>)

Programme Structure

The PhD programme in Management has two stages - **coursework and doctoral thesis**.

Course work

In the first academic year, **over two semesters**, the scholars will undertake the compulsory coursework worth a **minimum of 16 credits** which is a prerequisite to starting the research journey. The coursework guidelines are based on the regulations of Standing Committee (Research) of the Academic Council (SCR) of AUD. **The course work will comprise of 12 credits to be earned from compulsory research foundation courses and 4 credits from elective courses over a period of two semesters in the first academic year.** Credits for electives can be earned from the PhD level or Master's level courses offered across schools depending on the research interest/requirement of the candidates. The course work will be prescribed to each student by the Research Studies Committee (RSC) of SBPPSE. In addition to the minimum requirement candidates **can be prescribed supplementary bridge/domain specialization courses** on case to case basis from the courses offered either at research level or Master's level across schools in the university depending on the research interests of the scholars and nature of qualifying master's programme. Scholars can opt for additional course(s) and earn extra credits (additional credit fee payable for extra credits as per AUD rules) during their research over and above the minimum desired credits with the approval of the RSC of SBPPSE.

Coursework prescribed by the School is compulsory for all candidates admitted to the Ph.D. programme in Management. Participation in course work presumes a scholar's residence in Delhi region during the officially recognised academic year/sessions and the scholar's regular attendance of classes and related academic activities.

Table 1: Types of Courses in Course work*

Course type	Credits to be earned in the category
1. Compulsory research foundation courses	12
2. Electives (Domain specialization courses/bridge courses/supervised courses) from the basket of courses offered at SBPPSE/ other programmes at AUD at PhD/masters level	4
Total credits	16

*The course work also includes an additional course on Research and Publication Ethics mandated by UGC

Table 2: Structure of the Coursework

Semester	Course Type	Course	Credits
I	Compulsory	Philosophy of Research in Management	2
	Compulsory	Theoretical and Critical Perspectives in Management Research	4
	Compulsory	Research Methodology- I	2
II	Compulsory	Research Methodology- II	4
	Electives	Refer to Table 3	4

Table 3: List of Electives offered under PhD in Management#

S. No.	Courses	Credits
1.	Supervised/Independent study course	2/4
2.	Multivariate Data Analysis	4
3.	Qualitative Analysis Methods	4
4.	Elective courses from Master/Research Programmes offered in University	2/4

Credits for electives can be earned from the PhD level or Master's level courses offered across schools of AUD

Pedagogy

At SBPPSE, we strongly believe in learner centric teaching pedagogy with participative and collaborative approach. Learning is based on a mix of reflections from academic readings, experiential activities, case studies, field work and simulations. In order to develop higher order thinking abilities the programme encourage peer, self and active learning. Theoretical components are well complemented by practicum, and students are encouraged to apply classroom learning to various real-life situations through field-based projects. Readings in the form of research papers, articles and cases from various sources like books, journals, magazines, newspaper are prescribed.

The students are encouraged to read, search supplementary readings and discuss in groups. Classroom discussions in research programme will focus on the inquiries the students will develop while reading. The inquiry mode of discussion will sharpen their thinking and research skills and help them come up with appropriate research questions.

Assessment and Evaluation

Assessment in each course of study is continuous and evaluation is based on the 11-point grading system. Assessments components includes a mix of seminar presentations, group work, live projects, field work, reflective writings, review reports and presentations. The assessment methodology shall enable the participants to reflect on their learning and also help them in articulating the same. Minimum passing grades in each course, overall grade requirement for successful completion of coursework, duration and exemptions are as per the AUD ordinance and regulations for PhD, 2021.

Doctoral Thesis

After the successful completion of the course work, candidates will be required to submit and defend their research synopsis. On the approval of the research proposal, scholars will graduate to the research phase.

On completing all the requirements of pre-submission and conducting a pre-submission presentation research scholar will submit the thesis as per AUD ordinance and regulations for PhD, 2021. Research scholars shall be required to publish (or receive acceptance for publication) of at least one research paper in a refereed National or International Journal and make two paper presentations in conferences/ seminars before pre-submission presentation as per AUD ordinance and regulations for PhD, 2021.

Supervisory Arrangements

All admitted candidates in the PhD programme will be assigned Supervisors from amongst SBPPSE faculty. Candidates are encouraged to discuss their proposed research with possible supervisors at SBPPSE while submitting their application.

Co-supervisory arrangements are possible in case the research interest/proposal of the candidate is such that it requires substantial interdisciplinary input or guidance. Co-supervisor arrangement can be made with SBPPSE faculty, other Schools or Centres in the university or from another university or institution. Allocation of supervisor/Co-supervisor will take place with due approval of SCR and shall be guided by AUD ordinance and regulations for PhD, 2021. A Research Advisory Committee (RAC) of at least 3 members including supervisor and co-supervisor (if any), will be constituted for each scholar in accordance to AUD ordinance and regulations for PhD, 2021. RAC shall monitor, assist and review the research progress of the scholars. Overall monitoring and management of the doctoral program will be done by the RSC of SBPPSE.

Workshops

Across the university several workshops and conferences are organized for research scholars to equip them with the supplementary skills required for the research such as proficiency of language, preparing the research proposal, academic writing and methodological skills. The workshops also provide a platform for researchers to exchange knowledge from diverse perspectives in social science domain, foster interdisciplinary research and research collaborations. The university has setup a specialized Centre, the Centre for Research Methods (CRM) to facilitate interdisciplinary research and provide research support to the scholars. As part of the PhD programme in Management a number of non-credit workshop courses are organized for scholars to furnish supplementary skills for research based on their research interests. Some of the areas of focus for the workshops include

- Review of literature
- Proposal writing
- Guided reading
- Introduction to e-resources
- Academic writing
- Cases writing
- Presentation skills
- Software(s) for data analysis
- Data analytics
- Methodology workshops
- Motivational workshops

Stipend for Research Scholars

- PhD candidates who are not drawing any other scholarship/ fellowship can avail a stipend of Rs. 16,000/- per month for a period of 3 years, subject to satisfactory work progress in every semester. An extension of one year is available in the stipend period subject to the condition that the scholar publishes at least one research paper in the UGC- care listed journal. The amount and duration may be revised by the University from time to time.
- 'AUD Research Excellence Scholarship' will be awarded to 25 meritorious candidates in the University, commensurate with UGC-JRF (Social Sciences and Humanities) fellowships. Other scholarships and research internships may be announced by the university from time to time.
- PhD candidates may be employed as Teaching Assistants subject to need of the School and the approval of their supervisors and the Chair of RSC. Teaching Assistants will be paid a remuneration as per University norms.



Admission

Eligibility

Candidates who have obtained a Master's degree in Management/allied area/a professional degree declared equivalent to the Master's degree by the corresponding statutory regulatory body with at least 55% marks in aggregate or its equivalent grade from a recognised University (incorporated by an act of the central or state legislature in India, or other educational institutions established by an act of parliament or declared to be deemed as a university under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by AIU or an equivalent qualification from an institution approved by AICTE) are eligible to apply for admission.

A relaxation of 5% of marks, from 55% to 50%, or an equivalent relaxation of grade, is allowed for applicants belonging to SC/ST/OBC (non-creamy layer)/ Persons with Disability categories.

Diploma courses considered equivalent to Master degree recognized by AICTE/UGC shall only be considered in determining the eligibility. In such cases candidates would be required to produce the necessary certificate(s) from the competent authority.

- The candidates who are in the mid-career with experience of working in industry, academia, research institutions, NGOs and the Government and are keen to pursue research are encouraged to apply for the programme. However, they must also fulfil the eligibility criteria.
- Candidates in regular employment are required to furnish a No Objection Certificate from their employer with approval for leave for the requisite period and this must be provided at the time of the interview.

Number of Seats & Reservations

6 seats for Indian Nationals and 1 seat for foreign students (Supernumerary) are open for admission in the academic year 2021-22. Reservations are as per rules of the university and orders of the Government of NCT of Delhi, as applicable from time to time. For more details on reservations please follow https://aud.ac.in/admissions/phd_admissions/2022

Foreign Students' Admission

Details related to eligibility, selection process, Fee etc. under this category are available on the foreign student's admission page on the AUD website (<http://www.aud.ac.in>). For other information and requirements the applicants can get in touch with the Student Services Division and Deputy Dean, International Affairs Division (dydeania@aud.ac.in).

Application Procedure

Interested eligible candidates can apply for the PhD programme in Management by filling online application form available on AUD website. No hardcopy form is required. For application, login to the university website (www.aud.ac.in). Instruction for filling the form and updates are also available on this link. Applicants are required to submit an **original Research Proposal (RP)** and a **Statement of Purpose (SOP)** along with the online application form.

The **application fee is Rs. 1130.00 (Rs.565.00 for SC/ ST/ PwD candidates)** and has to be paid online at the time of application.

Selection Procedure

The admission to the PhD program is based on a two-stage process consisting of an **Entrance Test and a Personal Interview**.

- All Candidates who apply for the programme and shortlisted on the basis of eligibility shall be required to appear for an entrance test. The Entrance Test shall be qualifying with qualifying marks as 50%.
- Candidates shall be selected (subject to the number of available seats) on merit basis of combined score of the entrance test and Interview. Weightage of the different components (as per AUD ordinance and regulations for PhD, 2021) is as follows.
 - Entrance Test: 70%
 - Personal Interview: 30%
- Candidates will be required to make a presentation of 7-10 minutes (to be submitted to the school before the interview date) with respect to their *research proposal/statement of purpose submitted along with the online application*, which will be followed by the personal interview. The

interview/viva voce to be conducted by the university shall consider the following:

- whether the applicant possess the competence of the proposed research area
- whether proposed research work can be undertaken in the school
- whether the proposed area of research can contribute to the new / additional knowledge.

Candidates are encouraged to consult faculty profiles to check the availability of expertise to supervise research in their area of interest. They can also get in touch with the faculty at AUD before beginning the application process with regard to their research interest.

Exemptions

- Applicants who have qualified UGC-JRF/CSIR-JRF/DBT-JRF or equivalent as specified by UGC, may directly appear for the interview.
- Applicants who are employed as Group A officers by the Central Government or the State Government or as Group A officers of AUD or as full-time/ regular Assistant Professors of AUD, may also appear directly for the interview.
- For the candidates who may directly appear for the interview the marks obtained in interview i.e. 30% weightage for the performance in interview will be scaled to 100% for determining the merit list

Entrance Test

The entrance test paper will be of 70 marks and have **2 sections**. Section 1 will be **objective** in nature consisting of 40 questions. Section 2 will be **subjective** of 30 marks. The **duration of exam will be 2.5 hrs**.

Section 1:

Each question will be of 1 mark. For each incorrect answer there will be a negative marking of 0.25 marks. There will be no penalty if a question is not attempted. Syllabus for the Entrance exam shall consist of 50% research methodology and 50% from management domain.

Section 2:

This section will include essay type questions from research methodology and management domain to be answered based on an article/case study.

Research Proposal (RP)/Statement of Purpose (SOP)

The Research Proposal (RP)/Statement of Purpose (SOP) is to be submitted with the online application form. The RP/SOP should not exceed 1000 words and should be typed.

Specifications for RP

RP should include a well-articulated argument related to the interest of applicant in management research and area(s) in management the candidate wishes to pursue research. Further the RP should include the rationale for the proposed research, with reference to existing literature on allied themes; key questions and objectives, and the research methods that the candidate proposes to use.

Specifications for SOP

SOP should include a well-articulated argument as to why the candidate wishes to pursue research at AUD with special reference to research in management and social sciences. It should also include details and rationale on the area(s) in management in which the candidate wishes to pursue research.

Fee Structure

All candidates who will be provisionally offered admission to the programme will be required to deposit the fee within the time stipulated in the admission notice.

The fee structure for the PhD programme in Management is as follows

Table 5: Fee Structure

Fee Details	Amount (INR)
Coursework fee (per credit, for minimum 16 credits to be paid during coursework)	2,640.00
Research/Dissertation fee per semester (payable from III semester onwards)	6,370.00
Extra mural fee per semester (for course material/ database/ non-credit workshops and other activities)	6,000.00
Student Welfare Fund per semester	500.00
Security Deposit (Refundable)	5,000.00
Life time Alumni Membership Fee	5,000.00

Fee Waiver

The vision guiding AUD is the commitment that prospective students learn to value and appreciate the social privileges they enjoy because of the heavy subsidy that goes into public institutions of higher education in India. Therefore, a minimum proportion of the cost actually to be incurred by the University for each of its students is reflected in the fee being set for the programme. It is also the stated policy of the University that no deserving applicant, as far as is possible, is denied the opportunity of studying at AUD merely due to her/his inability to pay the fees and is supported by means of fee waiver and welfare fund. *The University offers full or partial fee waivers to students who are in need of support given their economic background as per the university rules. For more details follow university website www.aud.ac.in.*

Student Welfare Fund

The University has created a Student Welfare Fund with the objective of making financial assistance available for meeting the welfare needs of students in need, such as emergent medical assistance, purchase of books and study material, meeting the boarding and lodging expenses equivalent to the amount that is required to avail of AUD hostel facilities, and any other comparable needs of students. An amount of Rs. 500/- per semester is collected from all students towards the Student Welfare Fund and an equal amount is contributed by the University. The Fund is managed and monitored by a Committee which includes nominees from among the student community. For more details follow university website www.aud.ac.in.

Refund of Fees

After being admitted, if a student withdraws admission before the closing of the admission cycle during which the student took admission, Rs. 1000 will be deducted from the fees. After the announcement of closing of admission cycle only caution deposit will be refunded.

SBPPSE Faculty

AUD mandates concurrent teaching among Schools and provides opportunity for learning from a diverse set of faculties. Currently there are nine permanent faculty members with SBPPSE. SBPPSE also draws visiting, temporary and adjunct faculty from the national, international academia and industry practitioners. For detailed profiles of the faculty please follow <https://sbppse.aud.ac.in/faculty>

Permanent Faculty Members at SBPPSE

Prof. Anu Singh Lather

Prof. Kartik Dave

Prof. Mohd. Sharique Farooqi

Dr. Kanwal Anil

Dr. Richa Awasthy

Dr. Anshu Gupta

Dr. K Valentina

Dr. Nidhi Kaicker

Dr. Kritika Mathur

Dr. Kalindi Maheshwari

Teaching and Research Profile of SBPPSE Faculty Eligible for guiding PhD students in Academic year 2021-22



Prof. Anu Singh Lather

PhD, Punjab University, Chandigarh,

Area: Organisational Behaviour

Vice Chancellor and Professor,

Dr. B. R. Ambedkar University Delhi

Email: vc@aud.ac.in

<https://aud.ac.in/faculty/dr-anu-singh-lather>

Prof. Lather is passionate for teaching and research. She has published 200+ research papers in International & National Journals and conference proceedings. She has been the Senator at IIT, Roorkee and has been academically associated with various prestigious academic institutions such as IIT (Delhi), IIM (Ahmedabad), IIM (Bangalore), School of Planning and Architecture, Defence Institute of Psychological Research, DRDO, All India Management Association (AIMA), Delhi Management Association (DMA-Member Managing Committee), FICCI – HRD for academics, research, consultancy & training assignments. Prof. Lather's field of specialization is Strategic Human Resource Management, Organizational Behaviour, and Organizational Development and Change Management, Business Communication and Technology & Innovation Management.



Prof. Kartik Dave
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Area: Marketing and Retail Management
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<http://www.aud.ac.in/faculty/permanent-faculty/detail/141>

Prof. Kartik Dave is a PhD in Marketing Management from M L S University, Udaipur. He brings in-rich experience of around 20 years in industry and academics. Prof Dave is presently associated with AUD, where he has been serving as a Professor and Dean of SBPPSE. He had been associated as visiting professor at Neoma Business School, France and ETEA, Spain. He has developed new courses like Challenges in Marketing in Emerging Markets, Services Excellence etc. His areas of teaching are Services Marketing, Marketing Management, Marketing Strategy, Retail Marketing, Branding, Social Media Marketing etc. His research interest lies in Marketing Management, Services Marketing, Branding, Luxury Marketing, Human dimension in Marketing, Inclusive Marketing, Green Marketing, Social Media Marketing, Interdisciplinary issues in Marketing, Marketing to kids, Employability, Wellness Marketing, Retailing and Shopping, Customer analysis, Internationalization in Higher Education, Management Education in India, Quality and Accreditation issues. Professor Dave has published two books and many research papers, cases and articles in academic journals and newspapers in India and abroad. He has been writing in International journals of repute published by Wiley, Inderscience Publications, Emerald, Springer Gabler, ScienceDirect etc. He has been serving as an advisor and member in many editorial and review boards of reputed journals.



Dr. Kanwal Anil
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<http://www.aud.ac.in/faculty/permanent-faculty/detail/116>

Kanwal has been into teaching, training, meaningful research and institution building for the past 22 years now. Her major areas of teaching are Accounting, Corporate finance, Micro Finance and Social Entrepreneurship in which she has developed and taught a number of courses, conducted various management development programmes and published research work nationally and internationally. She is an avid researcher and has served as paper discussant, reviewer, presenter and session chair at various national and international academic platforms. Her focus has been to

contribute meaningful research in the form of relevant articles, papers, cases and projects to feed into the body of knowledge. She pursued her PhD in the area of Securitization & Structured Finance. She holds a Master's degree in Finance as well as Commerce and qualified UGC-NET in the year 1999. She has also earned a certification for the Faculty Development Programme from IIM Ahmedabad where she developed a keen inclination towards the areas of Micro Finance and Social Entrepreneurship. Kanwal has served at reputed B-schools in the space of management education and has handled and delivered to the fullest important administrative assignments. She has guided two PhD scholars in the area of Corporate Finance and Micro Finance. She has effortlessly coordinated and presided over various national and international seminars and conferences. Her current research areas are Alternate Finance with special reference to P2P platforms emerging in India, Responsible Finance, and Social Entrepreneurship. She is also keenly interested in Ayurveda, art, creativity and vertical farming and believes in creating value in all forms. She has provided research assistantship at the Cambridge Centre for Alternate Finance, Cambridge University UK and worked on a UN report with them. She received a partial scholarship & went on to attend an international training programme on Social Enterprise for Inclusive Local Economies 2019, Coady International Institute, St. Xaviers University Canada. Presently she is serving on the board of an NBFC as an independent director.



Dr. Richa Awasthy
PhD, Jamia Hamdard University, Delhi
Area: Organisational Behaviour
Associate Professor, SBPPSE
Dr. B. R. Ambedkar University Delhi
Email: richa@aud.ac.in
<http://www.aud.ac.in/faculty/permanent-faculty/detail/165>
https://www.researchgate.net/profile/Richa_Awasthy2

Richa did her MA in Psychology with a specialization in Organizational Behaviour from University of Delhi and PhD in Management (with specialization in Organizational Behaviour) from the Jamia Hamdard University. Her current recent interests are cross-cultural studies, intercultural relations, organizational culture, organizational diagnosis, organizational learning, organizational change, Indian MNCs, Transfer of Practices in MNCs, and indigenous constructs like Lajja. She has conducted studies in these areas in government, public & private sectors and MNCs. Her dissertation was based on capturing experience in MNCs operating in India. The study adopted qualitative approach to analyze data. One of the emerging issues in doctoral research was Non-work Practices. A paper based on Non-work practices and its impact on Organizational Commitment was published in Organizations and Markets in Emerging Economies. She

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Dr. Anshu is MSc, MPhil, PhD in Operational Research (OR) from University of Delhi, Delhi, India. She has been into teaching, research and institutional development activities from more than 12 years. Her teaching interests include quantitative methods, management science, operations management, operations research, supply chain management and total quality management. She has published more than 50 research papers in refereed international and national journals published from Taylor & Francis, Wiley, Springer, Emerald, Inderscience, Elsevier, etc., conference proceedings and edited books. She is co-author of the book *Software Reliability Assessment with OR Applications*, published by Springer, co-edited a book *Retail Marketing in India: Trends and Future Insights*, published by Emerald Publishing and contributed a co-authored chapter in *Wiley Encyclopaedia of Operations Research and Management Science*. She is also serving as member of review boards of several reputed journals. Her research work focuses on multi-criteria decision models, quantitative methods, supply chain management, quality management, innovation diffusion modelling, optimization for promotion and media planning models, software reliability modelling and optimization. She is life a member of the Society for Reliability Engineering, Quality and Operations Management (SREQOM) and Operational Research Society of India. She has attended and been part of organizing several national and international conferences, seminars and capacity building programme. She has received young author of the year award, 2009 by SREQOM.



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Dr. Nidhi is an Economics Graduate from St Stephens College, and did her postgraduate and doctoral degrees in Management from Faculty of Management Studies, University of Delhi. She is also an FDP Certificate holder from Indian Institute of Management, Ahmadabad. Prior to joining AUD, she has worked with an Investment Bank for a year, and also did short term projects with several private equity firms. She has been teaching courses such as Managerial Economics, Macroeconomics, Business Valuation and Corporate Restructuring, Spreadsheet Modelling, Structured Thinking and Problem Solving and Business Research at AUD since 2012. Her area of research is Managerial Economics and Decision Making, Business Valuation, and analysis of Household Decisions of Diets and Nutrition. She has published widely in these areas in peer reviewed journals, edited books, and news dailies. She has also participated and presented her work in various national and international conferences on Economics and Econometrics. She is proficient in quantitative research methods and techniques.



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Dr. Kritika did her PhD in Finance from Faculty of Management Studies, University of Delhi. She obtained her Master's Degree in Economics from Department of Economics, Jamia Millia Islamia, Delhi. She has a teaching experience of more than years and corporate experience of a year. She has been teaching electives of Finance and Economics at the Undergraduate and Postgraduate Level at the university. Her research interests include Commodity Markets, Electricity trading, Taxation, and Financial Econometrics. She is a life member of The Indian Economic Association and The Indian Econometric Society. She has presented her work at National and International conferences.

Infrastructure and Facilities

Library

AUD has built user-centric academic libraries with eclectic collection of world class publications in all its campuses. Huge collection of core text, reference and classic books, and peer reviewed journals in social science and management domains in hard copy are readily accessible in the air-conditioned library with sufficient reading space. Apart from the books, the library has also subscribed to several technology based tools, databases and e-resources such as Bloomberg Terminal, Harvard Business School Publishing Case Studies and simulations, IIMA Cases, ProQuest, Euromonitor Passport, Emerald Emerging Markets Case Studies, Cambridge Books Online, Taylor & Francis journals, JSTOR collection, Wiley-Blackwell journals, Capitaline Plus Software Program, Springer, Statistical Data repository of Socio-Economic and Industrial Data through INFLIBNET, and many more in the list. The library also has a film section for academic use. The library is fully automated with KOHA open source software for daily housekeeping operations of library across all campuses. All campuses are well connected with web and can be accessed everywhere. The Library users can access all the resources offline as well as online mode. Library plays an important role to support the vision and mission of university through its resources and services. Library is managed by professional staff who is also very supportive to its users. Special orientation classes are also organised at different platforms for students to help them access the library resources.



Computer Lab and IT Services

AUD campuses have well equipped computer labs with more than 100 latest computers, access to internet and other hardware equipment. The University has subscribed to several licensed software for academic and research purposes. The lab facility is open for students seven days a week. IT Services division actively engages with the students and provides all IT related support as needed. Internet access in the campuses and off campus VPN access is readily available for the students round the clock. An integrated Enterprise Resource Planning (ERP) system is in place for recording the entire student life cycle.



Sports at AUD

Sports, and Physical Activity are integral part of student's life at AUD. AUD Sports Day is held twice in a year. These are Indoor Sports Meet in Monsoon Semester and Outdoor Sports Meet in Winter Semester. AUD has also built a sports room wherein students can spend their free time playing table tennis, carom and chess etc. Located near the ground, the Sport room has a range of cardiovascular machines, resistance machines and a selection of barbell and dumbbell weights. Equipment also includes spin bike and treadmill.



Glimpses of AUD Campus





AUD Kashmere Gate Campus

Location and Hostel Accommodation

Currently four campuses of AUD are functional - Kashmere Gate, Karampura, Lodhi Road and Qutab Institutional Area. SBPPSE is presently located at Kashmere Gate campus, Lothian Road, Kashmere Gate, Delhi – 110006 within walking distance of Kashmere Gate metro station (near G.P.O. Kashmere Gate).

AUD at present has limited hostel facilities. A few seats are available for girl students in the Kashmere Gate and Karampura campus. Students can apply for hostel accommodation once they have secured admission. The application form and details for hostel accommodation will be available at the Student Service division and on the AUD website at the time of admission.

Gender-Sensitive Campus Spaces

Building 'gender-sensitive and healthy' campus spaces is crucial for creating an enabling environment where students and faculty, as individuals and as groups, can unfold their creative potential. The acts that constitute harassment are often general and diffused in our life. It is, therefore, important to understand what constitutes sexual harassment and how it affects our everyday lives in both public and private spheres, in educational institutions and work environments. AUD attempts to generate a consciousness amongst the university community that treats the experience of sexual harassment as a violation of one's dignity as well as freedom of mobility, speech and expression. We are committed to providing a creative and stimulating academic culture and healthy and safe campus life to our students and staff. We welcome all those who join us in the coming year to become a part of this process of creating a campus environment with a unique and fulfilling experience.

Zero Tolerance for Ragging

As per the directions of the Honourable Supreme Court of India, no form of ragging is tolerated within or outside the University campuses. Fresh students are advised to desist from doing anything, willingly or against their will, even if ordered to do so by a senior or any other student, and any attempt at ragging should be promptly reported to the Anti-Ragging Squad or to the Dean or to the Head of the Institution, as the case may be. All students have to abide by the "Code of Discipline for students" of the University.

For more university specific information please follow the university website: www.aud.ac.in

Important Notes

- Visit Dr. B. R. Ambedkar University Delhi website for online application and payment of fee (https://aud.ac.in/admissions/phd_admissions/2022)
- All updates, changes and information related to admissions (entrance dates, lists of eligible candidates for entrance and interview, merit lists, venue for admission process, etc.) shall be uploaded on the website.
- In view of the Covid-19 pandemic, the entrance test, interview and admission process will follow the format (online or offline) as decided by the University from time to time. Applicants are advised to regularly check the [University Admissions Page](#) regularly for details, updates and modifications.
- Any other information not available in the Admission Brochure shall also be uploaded on the University website. The candidates seeking admission are hereby advised to regularly visit the [University website](#) for all announcements related to PhD admissions.
- The PhD program is guided by the research studies ordinance and regulations of the University available at https://aud.ac.in/admissions/phd_admissions/2022
- PhD programme at SBPPSE, AUD presumes full time engagement by doctoral candidates with the PhD programme, their research and activities organized at the University related to research including seminar presentations by invited scholars, workshops etc. During the coursework, the candidates' residence is presumed to be in Delhi.
- Admissions will be made in accordance with the reservation policies of the Government of the National Capital Territory (NCT) of Delhi in respect of various social groups and other categories as applicable to institutions of higher education. Applicants claiming the benefit of reservations will have to produce the requisite certificates from the competent authorities.
- Candidates are encouraged to consult faculty profiles on the AUD website to check the availability of expertise to supervise research in their area of interest. They can also get in touch with the faculty at AUD before beginning the application process in regard to their research interest.
- Final selection of candidates will be on the basis of merit (merit list to be prepared from the combined score of the entrance and interview (including SOP/RP presentation) having the weightage 70% and 30% respectively).
- Successful candidates will be required to submit attested copies of the certificate of their date of birth, transcript of marks and certificate of the last examination passed, as also certificates of belonging to a reserved category, where applicable. They will be required to bring their original certificates for verification at the time of admission.

- Fee Waivers (Full or Partial) are available as per the university policy.
- The University reserves the right to revise, update or delete any part of this brochure without giving any prior notice. Any change made shall be updated on the University website.
- The jurisdiction of any dispute will be limited to the NCT of Delhi.

Contact Details

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