



భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్  
भारतीय प्रौद्योगिकी संस्थान हैदराबाद  
Indian Institute of Technology Hyderabad

## INDIAN INSTITUTE OF TECHNOLOGY HYDERABAD

### Ph.D. Admission in the Department of Entrepreneurship and Management

Indian Institute of Technology Hyderabad (IITH) invites applications for admission to the PhD program in the Department of Entrepreneurship and Management.

#### **Areas of Specialisation**

For the January 2026 admission, we invite applications in the following areas:

#### **1. HR, Team Management, and Leadership**

- Entrepreneurship Teams, Dynamics in startup teams (UGC-JRF)

#### **2. Strategic Management**

- Strategic Alliances and Joint Ventures (MHRD/UGC-JRF)
- Startup management, Competitiveness of Startup (MHRD/UGC-JRF)
- Management of Technology, Innovation Management (MHRD/UGC-JRF)
- Organizational Misconduct (MHRD/UGC-JRF)
- Management of Cooperatives and FPOs (MHRD/UGC-JRF)
- Organization Crisis (MHRD/UGC-JRF)
- Knowledge Management (MHRD/UGC-JRF)
- Strategic Leadership (MHRD/UGC-JRF/External)

#### **3. Operations and Supply Chain**

- Logistics and Supply Chain Management (MHRD/ UGC-JRF)
- Operations Management and Applied Operations Research (MHRD/ UGC-JRF)
- Supply Chain Strategy (MHRD/ UGC-JRF)
- Supply Chain Management for Effective Entrepreneurship (MHRD/ UGC-JRF)
- Supply Chain Finance and Portfolio Optimization (MHRD/ UGC-JRF)
- Behavioral Operations (MHRD/ UGC-JRF)
- General Management and Operations (only for UGC-JRF).

#### **4. Finance**

- Venture Capital Investments, Sustainable Finance, Corporate Finance, Financial Derivatives, FinTech, Digital Finance, Financial Risk Management, Financial Economics, and Strategic Finance (MHRD/UGC-JRF).

#### **5. Innovation and Entrepreneurship**

- Business Model Innovation in Startups (JRF, MHRD, External)
- AI and Entrepreneurship (JRF, MHRD, External)
- Design Thinking and Innovation in Organizations (External, JRF, MHRD)
- Lean Startup and Uncertainty (External, JRF and MHRD)
- Product Management (External, JRF and MHRD)
- Entrepreneurial Ecosystems (JRF, MHRD, External).

## **6. Business Analytics and Information Systems**

- Performance Evaluation of Online Platform-based business models (External, JRF, MHRD)
- Workforce Sustainability in Digital Ecosystems (External, JRF, MHRD)
- Applications of Analytical methods (including text-mining) in business contexts, including Sports & HR (External, JRF, MHRD)

## **7. Marketing and Consumer Behaviour**

- Technology Marketing (Metaverse, AI & Avatar Marketing, AR & VR Marketing) (MHRD/UGC-JRF)
- Marketing Management (Consumer Behaviour, Services Marketing, Experience Management, Consumer Engagement) (MHRD/UGC-JRF)
- Entrepreneurial Marketing (Go-To-Market Strategies, New Venture Marketing, Startup Branding) (MHRD/UGC-JRF)
- Marketing And Public Policy (Promoting Government Policies, Consumer Awareness Marketing, Healthcare Marketing) (MHRD/UGC-JRF, External)
- Neuromarketing (Marketing Research, Consumer Lab Experiments) (MHRD/UGC-JRF)

### **Categories for Admission**

1. **MHRD:** The institute will provide the fellowship to students enrolled and selected in this category.
2. **UGC-JRF or Equivalent:** Fellowships awarded by external agencies, not IIT Hyderabad.
3. **External (Part-time):** Sponsored by the organisation where the candidate works.

### **Eligibility Criteria for PhD Admission**

#### **1. MHRD Fellowship**

- Qualified UGC NET or Valid GATE Score. Candidates must provide documentary evidence of qualifying UGC NET or GATE at the time of application.
- 60% marks or equivalent CGPA in the Undergraduate and Master's degree.
- Shortlisted candidates must pass a written test and/or interview conducted by the Department of Entrepreneurship and Management, IITH.
- Failure to provide final proof of the qualifying Master's degree (MA, MSc, MBA, M.Tech etc.) at the time of registration at IIT Hyderabad will lead to the cancellation of the applicant's admission.

#### **2. UGC-JRF or Comparable Fellowship**

- 60% marks or equivalent CGPA in the Undergraduate and Master's degree.
- Shortlisted candidates must pass a written test and/or interview conducted by the Department of Entrepreneurship and Management.
- Candidates must also provide documentary evidence of qualifying for UGC-JRF or comparable fellowship.
- Failure to provide final proof of the qualifying degree (MA, MSc, MBA, M.Tech etc.) at the time of registration at IIT Hyderabad will lead to the cancellation of the applicant's admission.

#### **3. External (Part-time)/Industry Sponsored**

- The candidates should be currently employed in an organization and must have a minimum of 7 years of work experience.

- The applicants must submit a No Objection Certificate from their employer at the time of the interview.
- 60% marks or equivalent CGPA in the Undergraduate and Master's degree.
- *Shortlisted candidates must pass a written test and/or interview conducted by the Department of Entrepreneurship and Management, IITH.*
- Failure to provide final proof of the qualifying Master's degree (MBA, M.COM, MA, MSc, M. Tech, etc.) at the time of registration at IIT Hyderabad, will lead to the cancellation of the applicant's admission.

### **Procedure for Submitting the Application**

Please fill and submit the **online application form** available on the Institute website: <https://www.iith.ac.in/>.

Applicants are urged to select the appropriate category (1. MHRD (Institute Fellowship), 2. UGC-JRF or Comparable Fellowship, 3. External (Part-time)/Industry Sponsored) as their first choice based on their eligibility in the application form. **Kindly choose UGC-JRF or Comparable Fellowship only if you possess a valid UGC-JRF or Comparable Fellowship at the time of filling in the application.**

Please ensure that the application form is complete in all respects. Upload all relevant documents, including UGC-JRF or Comparable Fellowship certificates, when prompted for in the online application.

### **Sélection**

Mere fulfilment of the minimum educational qualifications does not necessarily entitle applicants to be called for a written test/interview. The Institute reserves the right to call only the requisite number of Ph.D candidates based on qualification and suitability.

### **Réservations**

The reservation of seats in admissions under SC, ST, OBC, EWS categories and for persons with disability (PWD) will be as per Government of India rules.

### **Other Relevant Information**

The written tests/interviews are tentatively scheduled to be conducted in November 2025. Shortlisted candidates will be notified about the exact schedule of the test/interview via email. Shortlisted candidates will also be required to submit a research proposal on their intended topic of research within a few days of receiving the notification of being shortlisted.

Shortlisted candidates will be required to arrange two letters of recommendation to be sent directly to [phd.admissions@em.iith.ac.in](mailto:phd.admissions@em.iith.ac.in)

**Contact:** For all queries regarding the application process, please email to [phd.admissions@em.iith.ac.in](mailto:phd.admissions@em.iith.ac.in)