

SVKM's NMIMS (Deemed to be University)
Anil Surendra Modi School of Commerce
Ph.D. in Commerce - (Batch-2026)
Instruction Sheet

1. Introduction:

Ph.D. in Commerce program acts as a transitional phase from one's academic study to research skill development and aims to contribute for the betterment of the domain and society at large.

- (a) Extending the boundaries of existing body of knowledge through higher quality outcomes supported by innovation and integrity
- (b) Contributing new know-how or work on complex ideas by identifying the research gap and developing ability to develop and master skills related to the selected domain
- (c) Developing the abilities to contribute towards the enhancement of commerce and business through an academic and professional perspective.

Ph.D. in Commerce focuses on fundamental and applied research in the field of Commerce, Accounting, Finance, Marketing and General Management. It will facilitate students with advanced and contemporary domain knowledge, theoretical and practical know-how in the various business related domains through field specific or inter-disciplinary research.

The degree, **Doctor of Philosophy, [Ph.D.]** will be conferred upon a candidate by SVKM's Narsee Monjee Institute of Management Studies (NMIMS), ASMSOC after having satisfactorily completed the prescribed program of study and meeting other conditions laid down by NMIMS.

2. Duration of the Program: Minimum 03 years including course work & maximum 06 years

Intake: 20

a) Ph.D. in Commerce:

Area of Interest for Ph.D. in Commerce.	Branches eligible for admission	Intake
Accounting	Diverse Accounting areas like Accounting, Auditing, Management Accounting, Financial Reporting, and Accounting Ethics. Forensic Accounting and allied areas of accounting.	05

Finance	Varied Domains of finance relating to Financial Markets, Investment Banking, International Finance Financial Engineering, Corporate Finance, Behavioral Finance, Ethics, Taxation, and allied areas of finance	05
Marketing	Global Marketing, Social Media Marketing, Consumer Behavior, Marketing Strategy, Retail Marketing, Customer Relationship Management, Neuro Marketing, Brand Management and allied areas of Marketing	05
General Management	Strategic Management, Corporate Governance, Entrepreneurship, Supply Chain, Organizational behavior, International Trade, Innovation and Technology, and allied areas	05
Total		20

To be eligible to apply for **Ph.D. in Commerce** program, the candidate has to choose **Ph.D. in Commerce** in a broad area of interest as per their specialization in their Masters.

3. Eligibility:

It is the sole responsibility of the candidate to check his/her eligibility before applying for the program. The basic qualification criteria for the purpose of admission to the Ph. D. Program shall be as under:

a) **Ph.D. in Commerce:**

Candidates for admission to the program shall have a Master's Degree examination in related field of any Statutory University or equivalent there to with **at least 55% marks in aggregate or its equivalent** or an equivalent degree from a foreign educational Institution accredited by an Assessment and Accreditation Agency which is approved, recognized or authorized by an authority, established or incorporated under a law in its home country or any other statutory authority in that country for the purpose of assessing, accrediting or assuring quality and standards of educational institutions.

Note:

- Candidates appearing or waiting for the final year result are eligible to apply. The candidate must have appeared for all his subject(s) / exams before the commencement of the program. However, their admission would be considered provisional, subject to their meeting the minimum eligibility criteria after their final examination results are announced.
- Candidates whose final mark sheet of the qualified examination is not available at the time of their provisional admission, is required to submit their final mark sheet copy as soon as the result is declared. In such case, if the candidate fails to meet the required eligibility criteria, then his/her admission will be canceled and the fees will be refunded as per NMIMS refund rules.
- Candidates are required to submit mark sheets of all degrees, degree certificates, and AIU certificates (by the candidate who has completed their studies at foreign country) at the time of admission.
- Candidates who have obtained their degree by doing a part-time course or through distance learning, correspondence courses, externally, open school from recognized University are eligible to apply and register as per UGC guidelines.
- All admitted students will have to complete Ph. D. course work as prescribed by the SVKM's NMIMS (Deemed to be University). On successful completion of Ph.D. course work student will be eligible for registration for **Ph.D. in Commerce** program.

4. Admission process.**4.1 Online registration & Payment of Registration Fees:**

- Visit www.nmims.edu for online registration
- Before filling the online form, please read all the instructions carefully mentioned in the instruction sheet, important dates and also Terms & Condition given in the online application form.
- Online Registration Fee of Rs.2500/- (Please refer online registration for payment details.)
- Registration Fee is non-refundable/ non-transferable.
- Kindly keep below details available:
 - ABC ID (Academic Bank of Credits)" (Please visit website for creating ID: <https://abcdcard.co.in/>)
 - AADHAAR NUMBER.

- AADHAAR NAME (Name as mentioned in Aadhaar card)

Note: The name on the Aadhaar card and NMIMS registration / admission form should be identical. Original/s documents will be required for verification before program commencement

4.2 Call letter.

Call letter for entrance test and personal interview will be made available to candidates at candidate's dashboard as per important dates on website.

- List of Documents to be uploaded to appear for Entrance Test & Personal Interview :
 - Copy of duly filled online application form
 - 10th mark sheet & passing certificate
 - 10+2 or equivalent mark sheet and passing certificate
 - Degree mark sheet (all semesters) & Degree certificate
 - Post-Graduation marksheet (all available semesters) & certificate
 - Statement of Purpose (SOP) should describe the "Area of Research" (format available on website)
 - Competitive exam certificate if any (based on which candidate is exempted from NMIMS Entrance Test)
- **Candidate's application form will not be considered, if they fail to upload the above-mentioned documents till last date of registration.**
- The Interview will be scheduled as per the important dates mentioned on the website.
- The candidate must be available in person as per the mentioned date & time given in the call letter.

5. Selection Process: Entrance Test & personal interview

- a) **Entrance Test:** (100 marks, 90 minutes), will be conducted at Mumbai campus only.

Section A: 50% Research methodology

Section B: 50% Area / Domain Specific

The candidate must have qualified written test with qualifying marks as 50% conducted by the SVKM's NMIMS Deemed to be University. Only entrance test qualified candidate will be called for Personal Interview.

Note Candidates qualified in NET/SET in Commerce or Management or any other examination of the apex bodies in higher educations are exempted from the written test conducted by SVKM's NMIMS and their selection would be through interview only.

Candidates with any research fellowship from Government agencies are exempted from the written test conducted by SVKM's NMIMS and their selection would be through interview only.

b) Personal Interview:

- Presentation based on Statement of Purpose will be followed by Personal Interview.
- During interviews, candidates are expected to discuss their research interest/area.
- Final merit list will be based on entrance test & personal interview marks.
- Admission offer is given as per the merit and vacancy available. WAITLISTED candidates can check their merit list status as per the date given on the website. SELECTED candidate should upload necessary required documents and pay the full program fees at the link given in respective candidate's log-in within the stipulated given time frame. Kindly note that only those candidates who complete the process by paying fees will be admitted to the program.

c) Weightage

- Entrance Test : 100 marks (70%)
- Personal Interview : 50 marks (30%)

6. Program Fees: (for Batch 2025 as below. This is only for information. Fees for Batch 2026 will be informed at the time of admission)

Effective fees for all Ph.D. in Commerce students will be Rs. 50,000/- p.a.

Annual fees: Rs. 2, 50,000/-

Annual Scholarship: Rs. 2, 00,000/-

The scholarship form will be made available on the website.

The duly filled scholarship form (hardcopy) should be submitted at the following address along with the copy of registration form, copy of SOP, complete resume, admission form and the admission offer letter copy (which is available on student's dashboard):

201, 2nd Floor, SBM Phase II Building,
Opp. Cooper Hospital, JVPD Scheme,
Bhakti Vedant Marg, Vile Parle (W),
Mumbai. - 400 056. Maharashtra, India.

Note:

- Scholarship will be provided for up to 05 years or completion of PhD program, whichever is earlier.
- If student is found indulging in any unlawful activity, the scholarship will stand cancelled with immediate effect.

- PhD student will not be entitled to avail the scholarship if he/she re-registers for PhD or take re-admission for the PhD program.

7. Fellowship: Fellowship will be provided to Students in line with UGC.

8. Important Instructions:

- Candidate has to check website for all details. Please check the important dates. All announcements from the SVKM's NMIMS (Deemed to be University) will be through its website www.nmims.edu
- For cancellation/ withdrawal of admission: Withdrawal / cancellation means voluntary withdrawal / cancellation by candidate for any reason. Candidate has to upload cancellation form duly filled and signed, fees paid receipt copy & cancelled cheque (personal account) to mentioned link : <https://upload.nmims.edu/admission/cancellation/>
- The candidate who is pursuing PhD at SVKM's NMIMS (Deemed to be University), should not take PG / PhD admission in any other University.
- If at any stage, it is found that a candidate does not satisfy the eligibility criteria or the information furnished by him/ her in the application form is incorrect, his/her application for the admission to the program, even if selected, will stand cancelled and fees will be refunded as per SVKM's NMIMS (Deemed to be University) refund rules.
- Candidate's document/s will be verified at the time of admission (if selected) and if found not eligible, admission will be cancelled and fees will be refunded as per SVKM's NMIMS (Deemed to be University) refund policy.
- It is the sole responsibility of the candidate to ascertain whether they possess the necessary and requisite qualification for the admission at SVKM's NMIMS (Deemed to be University), as verification of the documents is done at the time of final admission.
- SVKM's NMIMS (Deemed to be University) has full right to disqualify a candidate at any stage of admission process if found ineligible.
- Candidates whose final mark sheet of the qualified examination is not available at the time of their provisional admission, is required to submit their final mark sheet copy as soon as the result declared. In such case, if the candidate fails to meet the required eligibility criteria, then his/her admission will be cancelled and the fees will be refunded as per SVKM's NMIMS (Deemed to be University) refund rules.
- Admission to program is considered as "**Provisional Admission**" till all required and mandatory documents are submitted by the candidate and the same are verified and approved. If it is found that the candidate is not eligible at any stage (even after the program commencement), admission will be

cancelled and fees will be refunded as per refund rule clauses even if selected/ admitted to the program. Candidate's admission will be cancelled by the university if they do not voluntarily withdraw.

- Canvassing in any form will disqualify the candidate.
- All matters of dispute will be subject to the legal jurisdiction of Mumbai only.
- The admission information handout's eligibility requirements will serve as the only document for program eligibility. School's brochure or prospectus will only be used as a guide and not be used to refer eligibility.

9. Contact Information:

NMIMS Admission / Application / Technical related queries:

- (a) Toll- Free No.: 18001025138 - Monday to Friday (except public holidays),
Saturday (only 2nd and 4th Saturday) Time: 09:00 - 18:00 hrs
- (b) For any support and assistance kindly login to the dashboard
<https://apply.nmims.edu> & raise a query in my query section.

Anil Surendra Modi School of Commerce
Format for preparing SOP

Title: The Title of the project should be concise (with sub-title, if any) reflecting the scope of the investigation.

Aim of the Project: The broad aim of the project emphasizing the overall thrust of the proposed investigation should be clearly mentioned.

Statement of the Problem: The problem to be investigated should be clearly contextualized in the theoretical framework of the discipline.

Overview of Literature: The problem identified should be logically linked to other studies on the theme in the literature delineating the need for the present investigation.

Conceptual Framework: The concepts to be used, their relevance and applicability to the study and their operationalization should be indicated.

Research Questions or Hypotheses: The research questions to be answered/ addressed need to be unequivocally stated.

Research Methodology:

- (a) **Coverage:** The proposal should clearly indicate the rationale/scope of the study, sampling frame, sampling methods, sampling size, units of observation etc.
- (b) **Data Collection:** The proposal should indicate sources of data types of data, tools and techniques for collection of various categories of proposed data.
- (c) **Data Analysis:** It should indicate the statistical techniques, if any, proposed to be used in data processing, specific packages for data analysis, content analysis, indices/scaling techniques proposed to be used etc.

Implications: The proposal should state whether this research would bring forth any implications for policy making either for the region concerned or the country, any methodological innovations or contribute to theory building.

References: The proposal should include a 'List of References' mentioned in the text along with other important recent additions to the literature on the theme. The references should indicate the author, title, publisher and year of publication.

Note: If all the candidates scores in NMIMS written test are below 50%, then only qualified UGC-NET /SET/JRF or other equivalent examinations candidates will be called for a Personal Interview.