



School of Management (SoM)

BULLETIN OF INFORMATION

for admission in

PhD in MANAGEMENT

(2026-27)

Dr. B. R. Ambedkar University Delhi

(Established by the Government of the NCT of Delhi)

Lothian Road, Kashmere Gate, Delhi- 110006

Table of Contents

Message from the Dean, SoM	3
University Research Vision	4
About AUD	5
About SoM	7
PhD Programme in Management	8
SoM Faculty	13
Infrastructure and Facilities	21
Glimpses of AUD Campus	23
Contact Details	27

Message from the Dean, SoM



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

The School of Management (SoM), previously known as 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. SoM 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 two undergraduate degree programmes Bachelor of Business Administration (BBA) and Bachelor of Business Administration in Innovation, Entrepreneurship and Venture Development (BBA-IEV).

The Faculty members of SoM 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 addresses 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 SoM 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 fifteen schools, including

- 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 Management (SoM)
- School of Public Policy and Governance (SPPG)
- 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:

- 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 English Language Education (CELE)
- Centre for Psychotherapy and Clinical Research (CPCR)
- Centre for Publishing (CfP)
- Centre for Research and Archiving in India and Indigenous Language and Knowledge System (CRA-IILKS)
- Centre for Research Methods (CRM)
- Centre for Urban Ecology and Sustainability (CUES)

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 the university 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 SoM

School of Management

The School of Management (SoM), previously known as 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. SoM 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 SoM 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 SoM 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, SoM has launched a three year BBA programme in 2020 and a BBA in Innovation, Entrepreneurship and Venture Development in 2022. 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 Management (SoM) 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 SoM 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 SoM 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

- A. In the first academic year, **over two semesters**, the scholars will undertake the compulsory coursework worth a **minimum of 18 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 14 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 SoM. 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 SoM.

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 SoM/ other programmes at AUD at PhD/masters level	4
3. Research and Publication Ethics	2
Total credits	18

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
	Compulsory	Research and Publication Ethics	2
	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	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 the university

Pedagogy

At SoM, 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 10-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 University regulations.

or

A Ph.D. scholar must obtain a minimum of B grade in the course work to be eligible to continue in the programme and submit his or her thesis.

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, 2023.

Supervisory Arrangements

All admitted candidates in the PhD programme will be assigned Supervisors from amongst SoM faculty. Candidates are encouraged to discuss their proposed research with possible supervisors at SoM 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 SoM 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, 2023. 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, 2023. 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 SoM.

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

SoM 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 SoM. SoM 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>

Teaching and Research Profile of SoM Faculty Eligible for guiding PhD students in Academic year 2026-27



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
PhD, M L S University, Udaipur,
Area: Marketing and Retail Management
Dean and Professor, SoM
Dr. B. R. Ambedkar University Delhi
Email: kartik@aud.ac.in
<https://aud.delhi.gov.in/kartik-dave>

Prof. Kartik Dave is a PhD in Marketing Management from M L S University, Udaipur. He brings in-rich experience of more than 20 years in industry and academics. Prof Dave

is presently associated with AUD, where he has been serving as a Professor and Dean of SoM. 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
PhD, University of Lucknow,
Area: Finance, Accounting and Social Entrepreneurship
Associate Professor, SoM
Dr. B. R. Ambedkar University Delhi
Email: kanwal@aud.ac.in
<https://aud.delhi.gov.in/kanwal-anil>

Kanwal has been into teaching, training, meaningful research and institution building for the past 23 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, SoM
Dr. B. R. Ambedkar University Delhi
Email: richa@aud.ac.in
<https://aud.delhi.gov.in/richa-awasthy>

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 is author of the co-edited book Qualitative Research in Management: Methods and Experiences, 2015, Sage Publications. She has published more than 30 papers and book chapters. She served as Associate Editor of Sage Journal – Global Business Review (February 2015 – May 2016). She developed an Experiential Exercise based on Competing Value Framework. It is published in Pfeiffer Annual Consulting. She has publication in journals like Asian Case Research Journal, The Learning Organization, Asia Pacific Business Review, International Journal of Indian Culture and Business Management (IJICBM); Indian Journal of Industrial Relations. She also did a case study on NGOs to understand how NGOs experience growth challenges and challenges faced by NGOs, which was published in Indian Journal of Social Work.



Dr. Anshu Gupta

PhD, Department of Operational Research, University of Delhi

Area: Operations Management and Decision Sciences

Assistant Professor, SoM

Dr. B. R. Ambedkar University Delhi

Email: anshu@aud.ac.in

<https://aud.delhi.gov.in/anshu-gupta>

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.



Dr. Nidhi Kaicker

PhD, Faculty of Management Studies, University of Delhi

Area: Economics and Finance

Associate Professor, SoM

Dr. B. R. Ambedkar University Delhi

Email: nidhi@aud.ac.in

<https://aud.delhi.gov.in/nidhi-kaicker>

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.



Dr. Rekha

PhD, in Management from Uttarakhand Technical University, Dehradun

Area: Marketing

Associate Professor, SoM & Dean, Student Services

Dr. B. R. Ambedkar University Delhi

Email: rekha@aud.ac.in

<https://aud.delhi.gov.in/rekha>

Dr. Rekha Dahiya is an academician, researcher, and consultant with over 19 years of experience in business management education. She holds a Ph.D. in Management from Uttarakhand Technical University, Dehradun, with specialization in Digital Marketing and Consumer Behaviour. She also possesses an MBA in Marketing and has qualified the UGC-NET in Management.

Currently, she serves as Dean, Student Services and Associate Professor at the School of Management, Dr. B. R. Ambedkar University Delhi. Her areas of expertise include Marketing Management, Consumer Behaviour, Digital Marketing, and Business Research Methods.

Dr. Dahiya has authored books on marketing and has published extensively in reputed ABDC and Scopus-indexed journals. Her research focuses on digital marketing, consumer psychology, and technology adoption, sustainability and gender equality in business. She has presented papers at several national and international conferences, including at institutions such as IIMs, MICA, and the University of Delhi.

In addition to academia, she has served as a consultant and mentor for research scholars and international students. Her contributions to teaching and research have earned her several Best Paper Awards at national and international conferences



Dr. Amogh Talan
PhD, Center for Management Studies, Jamia Millia Islamia
Area: Human Resource Management
Associate Professor, SoM
Dr. B. R. Ambedkar University Delhi
Email: atalan@aud.ac.in
<https://aud.delhi.gov.in/amogh-talan>

Dr. Amogh Talan brings over 13 years of rich academic & research experience across reputed universities.

With a strong multidisciplinary focus, his research spans Sustainable Development, Strategic Management, OB, HR, positive psychology, and knowledge management, among other emerging domains. Dr. Talan has published extensively in prestigious Scopus- and Web of Science-indexed journals.

Over the years, he has received multiple academic accolades, notably the Best Paper Award at IIM Bodh Gaya in 2024. He is frequently invited as a resource person by leading academic institutions to conduct workshops and training sessions on research methodologies and analytical tools such as SPSS, bibliometric analysis using R, Python, and Structural Equation Modeling using AMOS, SmartPLS, and ADANCO.

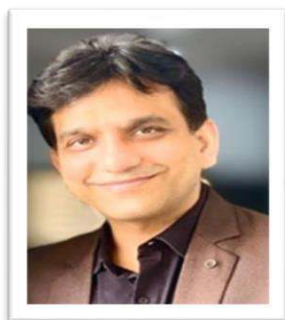


Dr. Rashmi Anand
PhD, University of Lucknow
Area: Economics and Finance
Assistant Professor, SoM
Dr. B. R. Ambedkar University Delhi
Email: ranandi@aud.ac.in
<https://aud.delhi.gov.in/rashmi-anand>

Dr. Rashmi Anand earned her B.Tech from Uttar Pradesh Technical University, Lucknow, and completed her postgraduate and doctoral degrees in Management at the University of Lucknow. She joined AUD in December 2024. Prior to joining AUD, she worked as a Consultant at Ernst & Young (December 2021- December 2024) and as a Senior Research Officer at the Indian Institute of Public Administration (January 2015- December 2021). Her academic experience includes teaching at two UPTU-affiliated institutions, Aryavart Institute of Technology and Management, Lucknow, and Northern India Engineering College, Lucknow.

She teaches courses on Supply Chain Management, Spreadsheet Modelling, Data Visualisation and Analytics, Artificial Intelligence and Machine Learning, Enterprise Resource Planning, Management Science, Sales for Founders at AUD. Her area of research is ICT and e-Governance, Artificial Intelligence and marketing, Consumer Behaviour, Digital Marketing., Emerging Technologies, Public Policy. She has actively participated and presented research papers in international conclaves and conferences. Her research has been published in several peer-reviewed national and international

journals, including Transforming Government: People, Process and Policy (Emerald).



Dr. Rakesh Kumar Gupta
PhD, Chaudhary Charan Singh University, Meerut
Area: Finance, Entrepreneurship & Supply Chain Management
Assistant Professor, SoM
Dr. B. R. Ambedkar University Delhi
Email: rkgupta@aud.ac.in
<https://aud.delhi.gov.in/rakesh-kumar-gupta>

Dr. Rakesh Kumar Gupta is a distinguished academician, researcher, and entrepreneurship education expert with over two decades of experience in teaching, research, academic leadership, and innovation ecosystem development. He is currently serving as Assistant Professor and Director, Atal Incubation Centre–Ambedkar University Delhi Foundation at Dr. B. R. Ambedkar University Delhi. His research and academic interests include entrepreneurship and innovation, supply chain management, accounting and Finance, business laws and regulations, fintech adoption, financial literacy, artificial intelligence in business and education, and entrepreneurship education. Dr. Gupta has authored and edited several academic books and published research papers in reputed national and international journals, including Scopus and WoS-indexed journals. He has played a significant role in developing entrepreneurship-focused educational initiatives such as Entrepreneurship Mindset Curriculum and Business Blasters, contributing extensively to skill development, incubation support, and innovation-driven learning ecosystems.



Dr. Simran Kaur
PhD, Guru Gobind Singh Indraprastha University, Delhi
Area: Human Resource Management and Organisational Behaviour
Assistant Professor, SoM
Dr. B. R. Ambedkar University Delhi
Email: skaur@aud.ac.in
<https://aud.delhi.gov.in/simran-kaur>

Dr. Simran Kaur is an Assistant Professor in the School of Management at Dr. B. R. Ambedkar University Delhi. She possesses over a decade of teaching experience and a strong interdisciplinary academic foundation, holding a Ph.D. in Management, an MBA and BBA in Business Administration, and a Master's degree in Psychology. Prior to joining AUD, she worked with several reputed institutions affiliated with GGSIPU, Delhi, and also gained professional experience in the banking sector with two years in Retail Banking. She has an extensive research profile with more than a dozen research papers in reputed national and international journals, including Scopus, ABDC, and UGC Listed journals. Her contributions to teaching and research have earned her multiple recognitions, including Best Teacher Awards from the Society for Human Transformation and Research, as well as Best Research Paper

Awards from prestigious institutions like JNU and DTU. Additionally, she was honored as a “Star Performer” during her tenure with Axis Bank, reflecting her versatility across industry and academia. Her research interests cover a wide spectrum of management and organizational studies, including Emotional–Social Intelligence, Employee Engagement, Employee Performance, Individual and Group Behavior, Leadership, Organisational Justice (Perception and Enactment), Positive Psychology, and Organizational Development.



Dr. Pallavi
PhD, Guru Nanak Dev University, Amritsar
Area: Marketing
Assistant Professor, SoM
Dr. B. R. Ambedkar University Delhi
Email: pallavi1@aud.ac.in
<https://aud.delhi.gov.in/pallavi>

Dr. Pallavi completed her Post-Doctoral Fellowship from the Indian Institute of Management Amritsar in 2024 and earned her Ph.D. in Management from the University Business School, Guru Nanak Dev University. She completed her MBA from I.K. Gujral Punjab Technical University and holds a graduation degree in Physics, Chemistry, and Mathematics. She qualified for the UGC-JRF in 2010.

With over 16 years of experience spanning academia, research, and industry, she has been associated with institutions such as Amity University, Lovely Professional University, and GLA University. She has taught courses in Marketing Management, Consumer Behaviour, Brand Management, Service Marketing, Digital Marketing, E-commerce, and Business Research Methods.

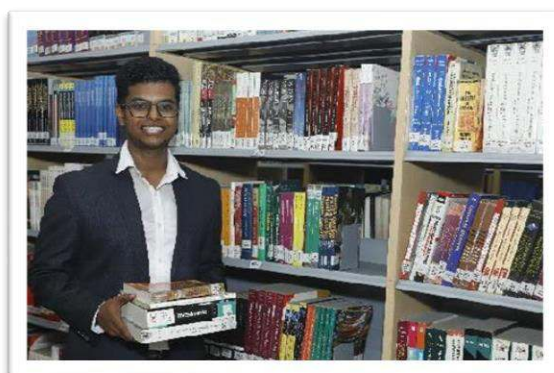
Her research interests include consumer behaviour, sustainable marketing, influencer marketing, AI in marketing, branding, advertising, investment behaviour, and digital marketing. She has published research papers in reputed journals and edited volumes and has actively participated in national and international conferences, Faculty Development Programmes (FDPs), and workshops.

Dr. Pallavi was selected for the Summer Faculty Research Fellow Programme at the Indian Institute of Technology Delhi in 2015. She was also invited as a speaker for the Roundtable on Privacy & Security with Google Assistant in 2022, organized by Google. She is proficient in analytical and research tools such as SPSS, AMOS, PROCESS, PLS-SEM, and Advanced Excel.

Infrastructure and Facilities

Library

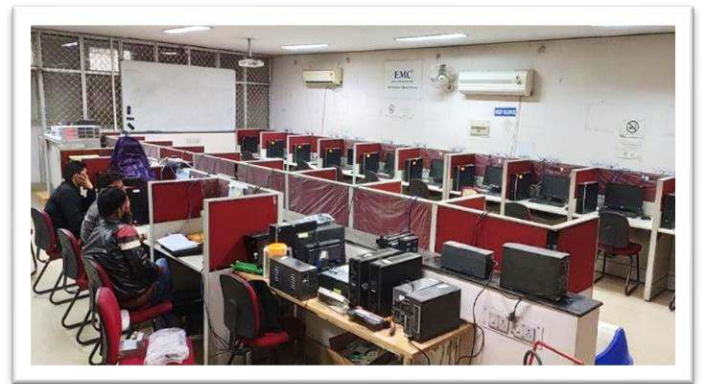
AUD has built user-centric academic libraries with eclectic collection of world class publications in all its campuses. Huge collection of core text, reference and classic books, and peer reviewed journals in social science and management domains in hard copy are readily accessible in the air-conditioned 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

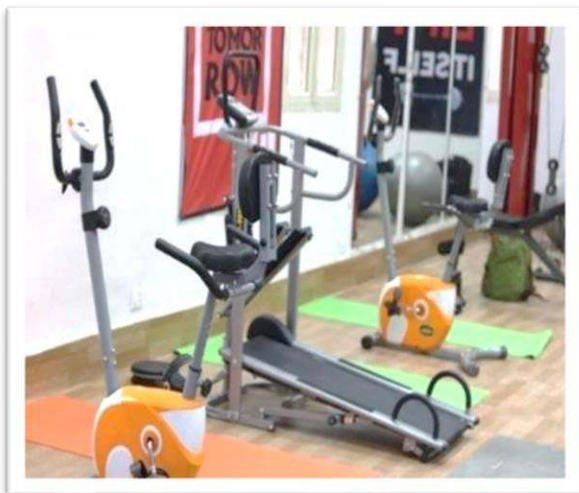
AUD campuses have well equipped computer labs with more than 100 latest computers, access to internet and other hardware equipment. The University has subscribed to several licensed software for academic and research purposes. The lab facility is open for students seven days a week. IT Services division 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.

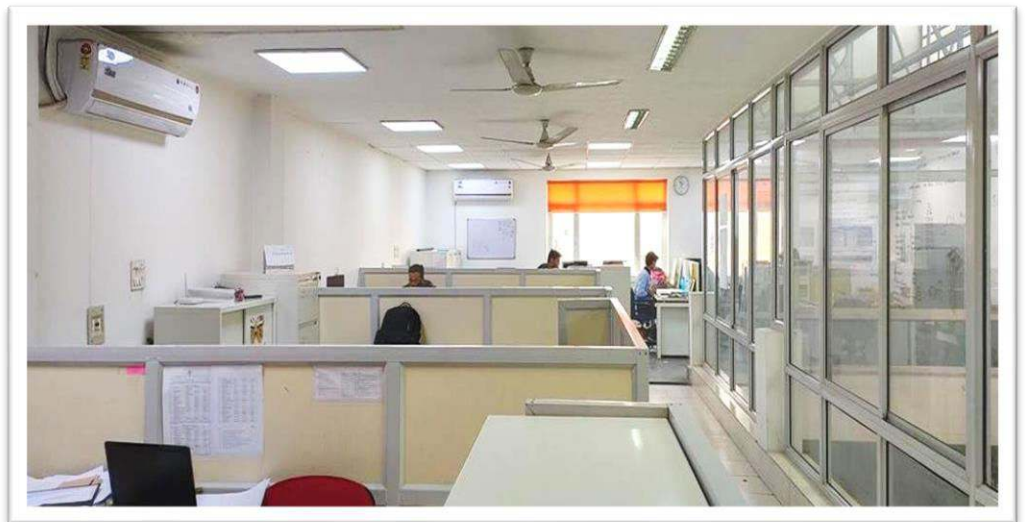
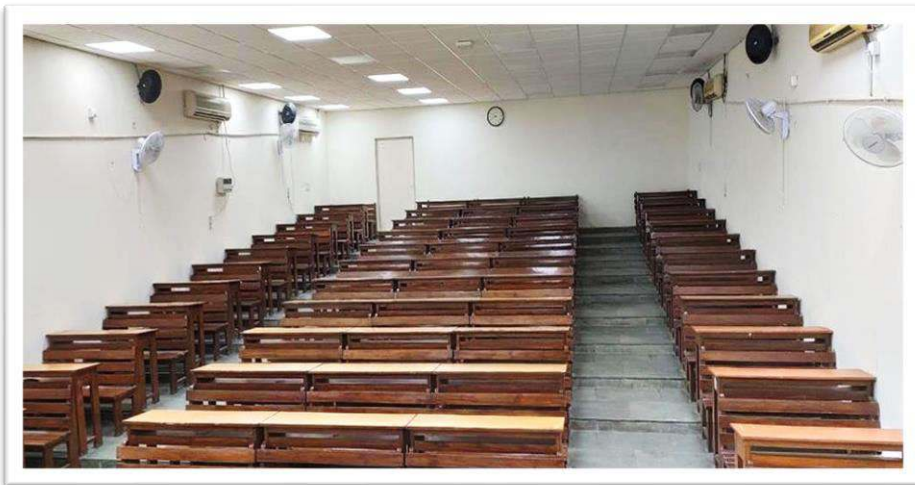


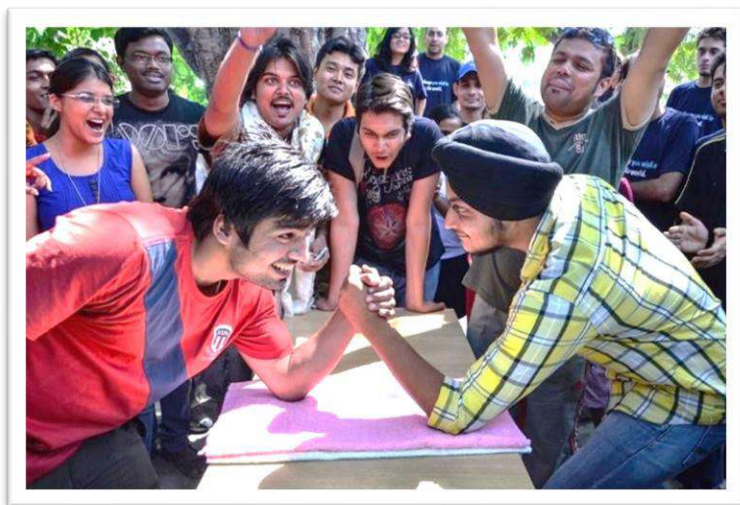
Glimpses of AUD Campus



AUD's Music Society in action at Kashmere Gate Campus







AUD Kashmere Gate Campus

Location

Currently four campuses of AUD are functional - Kashmere Gate, Karampura, Lodhi Road and Qutab Institutional Area. SoM 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).

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:
<https://aud.delhi.gov.in/>

Link for detail about the Admission Notice and Common Bulletin of Information (BOI);
https://aud.delhi.gov.in/sites/default/files/admissions/2024/phd/common_bulletin_of_information_for_ph.d_admission_2024-25.pdf

Contact Details

Dr. Amogh Talan

PhD Programme Coordinator

School of Management

Dr. B. R. Ambedkar University Delhi

Lothian Road, Kashmere Gate, Delhi –110006

Email: pcphdmanagement@aud.ac.in

Website: www.aud.ac.in;

Email: phdadmissions@aud.ac.in

SoM office Phone no: 91-011-23864064 (9:00 am - 5:00 pm on working days.)