

Last Date Extended to May 7, 5:00 PM

6.05.2026

School of Management, IIT Mandi

**Applications Invited for
MS (Research) in Management**

and

Ph.D. in Management

For July 2026 Semester

The School of Management (SOM) invites applications for admission to the M.S.(Research) and Ph.D. program from eligible candidates. The applicants are requested to read the instructions carefully and apply through online application portal only.

MASTERS IN SCIENCE (BY RESEARCH)

Research Area/Themes	Relevant areas of qualifying degree
Data Analytics, Business Analytics and AI in all functional areas of management including Marketing, HR, Finance, and Entrepreneurship.	Qualifying degree in Management/ B.Tech/BE/Mtech/MS/ME in Sciences/Engineering/Technology. Work experience in industry or academia is preferred.
Computational Finance: Portfolio optimization; algorithmic trading; financial time series forecasting; Big data analytics, decentralized finance, derivative pricing, and smart contracts.	B.Tech/BE/Mtech/MS/ME in Sciences/Engineering/Technology. Work experience in industry or academia is preferred.
Pedagogy and Educational Technology: Technology-assisted assessment in education; Artificial Intelligence in Teaching and Learning; Virtual, Augmented Reality, and Metaverse in Education and Research; Gamified Learning; Future Technologies in Education.	B.Tech/BE/Mtech/MS/ME in Sciences/Engineering/Technology. Work experience in industry or academia is preferred.
Marketing and Consumer Behaviour: Consumer Behavior, Digital Marketing, Consumer decision making, other areas in marketing	Qualifying degree in Management, Marketing, Psychology, or Commerce. Work experience in industry or academia is preferred.
Organizational Behaviour and HRM: Leadership, unethical behaviour, employee engagement, equality, diversity and inclusion, culture, knowledge management, gender, personality, mentoring and careers, cultural intelligence, international human resource management, employability, other areas in OB & HR	Qualifying degree in Management, Marketing, Psychology, or Commerce. Work experience in industry or academia is preferred.

Entrepreneurship: New Venture Creation Dynamics; Student Entrepreneurship; Entrepreneurship Education; Entrepreneurship Climate, and other areas in Entrepreneurship	Qualifying degree in Entrepreneurship, Management, Economics, or Commerce or any other relevant area
Communication for Development and Social Change: Strategic communication in development contexts; behaviour change communication; digital and social media for development; rural and alternative media ecosystems; participatory communication approaches; communication interventions for public policy, sustainability, and inclusive development; critical perspectives on media, development, and governance.	Postgraduate degree in Communication/Media Studies, Development Studies, Public Policy, Sociology, Anthropology, or related Social Sciences disciplines.

Notes:

1. The school reserves the right to select or not select candidate(s) in the advertised area(s).
2. The application form mandates the applicants to specify a priority order for all advertised research areas. **Note that the selection committee will consider only the first priority area specified by the candidate.**

Eligibility for Masters in Science by Research (full time and part time)

CATEGORY 1: CGPA BASED ADMISSION

- M.E or M Tech. or equivalent from a recognized institute with CGPA 6 (on 10-point scale) or equivalent
OR
- B.Tech./BS/BE or equivalent from CFTI with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent
OR
- B.Tech./BS/BE or equivalent from NIRF Top 100 (Overall Category) institutes with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent
OR
- B.Tech./BS/BE or equivalent from Government Institutes in Himachal Pradesh with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent
OR
- MA/MBA/MSc/BS-MS or allied disciplines from IIT/IIM/IISc/IISER with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent
OR

- MA/MBA/M.Sc./BS-MS or allied disciplines from NIRF Top 100 (Overall Category) institutes with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent

CATEGORY 2: NATIONAL LEVEL TEST BASED ADMISSION

- B.Tech./BS/BE or equivalent from a government-recognized institute with CGPA 6 (on 10-point scale) or equivalent AND GATE/NET
- OR
- MA/MBA/M.Sc./BS-MS or allied disciplines from a government-recognized institute with CGPA 6 (on 10-point scale) AND GATE/NET

Ph.D. PROGRAM

Research Area/Themes	Relevant areas of qualifying degree
Data Analytics, Business Analytics and AI in all functional areas of management including Marketing, HR, Finance, and Entrepreneurship.	Qualifying degree in Management/ B.Tech/BE/Mtech/MS/ME in Sciences/Engineering/Technology. Work experience in industry or academia is preferred.
Computational Finance: Portfolio optimization; algorithmic trading; financial time series forecasting; Big data analytics, decentralized finance, derivative pricing, and smart contracts.	B.Tech/BE/Mtech/MS/ME in Sciences/Engineering/Technology. Work experience in industry or academia is preferred.
Pedagogy and Educational Technology: Technology-assisted assessment in education; Artificial Intelligence in Teaching and Learning; Virtual, Augmented Reality, and Metaverse in Education and Research; Gamified Learning; Future Technologies in Education.	B.Tech/BE/Mtech/MS/ME in Sciences/Engineering/Technology. Work experience in industry or academia is preferred.
Marketing and Consumer Behaviour: Consumer Behavior, Digital Marketing, consumer decision making.	Postgraduate degree in Management, Marketing, Psychology, or Commerce. Work experience in industry or academia is preferred.
Organizational Behavior and HRM: Leadership, unethical behavior, employee engagement, equality, diversity and inclusion, culture, knowledge management, gender, personality, mentoring and careers, cultural intelligence, international human resource management, employability.	Postgraduate degree in Management, Marketing/OB, Psychology, or Commerce. Work experience in industry or
Communication for Development and Social Change: Strategic communication in development contexts; behaviour change communication; digital and social media for development; rural and alternative media	Postgraduate degree in Communication/Media Studies, Development Studies, Public Policy, Sociology, Anthropology, or related Social Sciences disciplines.

ecosystems; participatory communication approaches; communication interventions for public policy, sustainability, and inclusive development; critical perspectives on media, development, and governance.	
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Notes:

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2. The application form mandates the applicants to specify a priority order for all advertised research areas. **Note that the selection committee will consider only the first priority area specified by the candidate.**
3. For program details, refer to the program ordinance on IIT Mandi website:
<https://iitmandi.ac.in/ordinances>

Eligibility:

Full-time PhD program and institute fellowship under HTRA:

CATEGORY 1: CGPA BASED ADMISSION

- M.Tech. or equivalent from a recognized institute with CGPA 6 (on 10-point scale) or equivalent
OR
- B.Tech./BS/BE or equivalent from CFTI with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent
OR
- B.Tech./BS/BE or equivalent from NIRF Top 100 (Overall Category) institutes with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent
OR
- B.Tech./BS/BE or equivalent from Government Institutes in Himachal Pradesh with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent
OR
- MA/MBA/MSc/BS-MS or allied disciplines from IIT/IIM/IISc/IISER with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent
OR
- MA/MBA/M.Sc./BS-MS or allied disciplines from NIRF Top 100 (Overall Category) institutes with CGPA 7.5 (7 for OBC-NCL, 6.5 for SC/ST/PwD) (on 10-point scale) or equivalent

CATEGORY 2: NATIONAL LEVEL TEST BASED ADMISSION

- B.Tech./BS/BE or equivalent from a government-recognized institute with CGPA 6 (on 10-point scale) or equivalent AND GATE/NET

OR

- MA/MBA/M.Sc./BS-MS or allied disciplines from a government-recognized institute with CGPA 6 (on 10-point scale) AND GATE/NET

CATEGORY 3: WORK EXPERIENCE BASED ADMISSION

- MA/MBA/MSc/BS-MS or allied disciplines from a government-recognized institute with CGPA 6 (on 10-point scale) AND Two years of relevant professional work experience

Part time PhD program without fellowship:

- Masters in relevant discipline with CGPA of 6 (on 10-point scale) AND 2 years professional work experience in academia or industry

OR

- B.Tech./BS/BE in relevant discipline with CGPA of 6 (on 10-point scale) AND 2 years professional work experience in academia or industry

Note: Part-time Ph.D. applicants are encouraged to contact potential guides and discuss the research topic before applying for admission.

Salient Points for Part-Time Applicants for Ph.D. Program

- Co-guide from the candidate's organization is not mandatory for part-time candidates
- Part-time candidates may be extended relaxation of completing course work online. However, at least 50% evaluation of the coursework will take place in person mode.
- Part-time candidates will need to spend a total period of 16 weeks on campus which can be either at one stretch or visits of a minimum of two weeks each on multiple occasions during the program tenure.
- Part-time candidates within a 60 km radius of campus will be treated as day scholars and will not have residential requirements.

SELECTION PROCESS FOR MS (RESEARCH) AND PHD PROGRAMS

Step 1: Interested candidates should apply on the application portal before the last date. No applications in hard copy are acceptable. Application portal:

<https://iitmandiadm.samarth.edu.in/admission/index.php>

Step 2 [Mandatory]: After submitting application, the applicants **MUST** confirm their participation by filling in required information and uploading required documents on the following link: <https://forms.gle/DjyrzwXpoKTWfuYi9>

Note: The applicants must ensure their eligibility before arriving for the selection process. Those who do not meet the criteria will be not be considered for selection process. For any questions related to eligibility, please call SoM office: 01905267119

IMPORTANT DATES

Last date of receipt of applications: **May 05, 2026 + May 07, 2026, 5:00 PM**

Dates of the selection process: **Third Week of May (Tentative)**

The selection process may include a written test and/or personal interview based on number of applicants.

APPLICATION FEES FOR PHD AND MS (RESEARCH)

Category	Amount in ₹
General/EWS/OBC/OBC (NCL)/Transgender/Foreign Nationals	200
Women/SC/ST/PD	100

Note: The application fee is the same for the full time and part time programs. Fee is to be paid through the application portal.

IMPORTANT INFORMATION

- Ordinances for Ph.D. and MS (Research) Program: <https://iitmandi.ac.in/ordinances>
- Program Fee details: <https://academics.iitmandi.ac.in/fees>
- Candidates are required to produce original testimonials/certificates at the time of interview.
- In case of two applications by the same candidate for the same research area, the latest application will be considered.
- Applications for areas not invited by the institute or not matching interest areas of potential guide may be rejected.
- Incomplete applications will not be entertained for further processing.

- The candidate should choose the research area carefully. A candidate should submit a separate application for each area he/she wants to apply for.

Note:

1. For any other queries regarding programs, please contact the SOM office through email: somoffice@iitmandi.ac.in. For any problems regarding filling-up of online applications, please contact it_helpdesk@iitmandi.ac.in
2. For more information about the programs at School of Management, visit: <https://som.iitmandi.ac.in/>