JNSMS: Assam University
Department of Business Administration

Ph.D. Course Work:
(to be effective from 2020)

Paper-501: Research and Publication Ethics. 2 credit
To be adopted from the paper framed by the university.

Paper-502: Research Methodology – I. 4 credit
4 questions of 25 marks each. 25 x 4 = 100 marks, 3 hours examination. Pass Marks: 60.

Course Contents:


Suggested Readings:

- K. N. Krishnaswamy et. el.: Management Research Methodology. Pearson Education.
- Mukul Gupta & Deepa Gupta: Research Methodology. PHI.
- S, Mark, L. Philip and T. Adrian, : Research Methods for Business Students, Pearson Education.

Paper- 503: Research Methodology. II.4 credit. (2 credit research methodology + 2 credit area specific). 2 sections 4 units. 2 questions from each unit, 4 questions of 25 marks each. 25 x 4= 100 marks, 3 hours examination. Pass Marks: 60.

Course Contents:

A: Research Methodology.

I. Quantitative Methods. 15 hours


Practical: Application of Statistical Software Packages for Tabulation and Analysis of data.
II. **Qualitative Methods.** 10 hours.

B. **Area Specific: Marketing/Finance/HRM/Operation.**

**Marketing: 30 hours.**

I. **Attitude Measurement:**
General methods of collecting attitude data, Specific Methods of Measuring Attitude Data and Multidimensional Scaling

II. **Marketing Research:**
Scientific Methods and non-Scientific Methods, Market Research and Marketing Research, Product Research, Advertising Research, Market and sales analysis Research.

**Suggested Readings:**

- Harper w. Boyd, Jr, Ralp Westfall & Stanley F. Stasch: Marketing Research Text and cases, Recardo D Irwin, INC
- David J. Luck, Ronald S Rubin: Marketing Research, PHI, New Delhi
- Paul E. Green, Donald S. Tull & Green AlBaum: Research For Marketing Decisions, PHI, New Delhi
Finance : 30 hours.


Suggested Readings

• Levin R I & Rubin D.S : Statistics for Management. PHI, New Delhi.
• David Silverman: Qualitative Research. Sage South Asia
• Uwe Flick: An Introduction to Qualitative Research. Sage South Asia.
• Arch W. Woodside: Case Study Research- Theory Methods and Practice. Emerald Books, India.
• John W Cresswel: Qualitative Enquiry and Research Design- Choosing Among Five Approaches. Sage Publication.
HRM: 30 hours


VI. Quality of Work Life and its measures, Behaviours at Work-Civility and Incivility, HRM in the Global Context, Retention Strategies – Need for talent development and retention, HRD Practices, HRD Audit, HRD Culture & Climate, Strategic HRD, Comparative and International HRD. Dynamics of HRM in Multinational Corporations. Cross Cultural and Comparative HRM; Examining organizational outcome of HRM, Human Relations Challenges of the Future

Suggested Reading List:
Operations Management: 30 hours

VII. Operations Management across the Organization


VIII. Advances in Technology and Operations

Supply Chain Digitization, Supply Chain Solutions in Cloud, Omni Channel Supply Chain, Circular Supply Chain, Internet of Things, Big Data Analytics in Logistics and Supply Chain, Artificial Intelligence and Machine Learning, Robotics and Automation in Logistics.

Suggested Readings:

- Chopra, S, “Supply Chain Management”, Pearson Education, India

Paper-504 : Term Paper(with a aim to coverage to research title for registration) 6 credit. Total Marks: 100.

The objective of the Term Paper is to enable the Ph.D students apply in practice their acquired understanding of the principles and methods of research by way of their undertaking and carrying out researches of short duration (preferably of 30-45 days). Each student will choose under the scheme a relevant theme/topic of his interest and prepare and submit to the Department a brief research report (preferably not exceeding 40 typed pages) on the chosen topic after conducting a survey. The survey may involve collection of primary and/or secondary data. The reports will be evaluated by a Committee of Experts consisting of the RAC members. The Ph.D. student has to defend the synopsis before the experts.

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