

4.07.2026

**School of Management, IIT Mandi**

**Shortlisting Announcement**

*Ref: Advertisement for Admission to MS(R) and PhD Program at School of Management  
Additional Recruitment drive dated 19.06.2026*

The shortlisting results for admissions to the Ph.D. program in the School of Management, based on the advertisement dated 19.06.2026, have been published on the application portal.

Shortlisted candidates are invited to participate in the MS (R) and Ph.D. selection process as per the following schedule:

**Date: 8<sup>th</sup> to 10 July 2026**

**Mode: Online**

Details of the selection process have been emailed shortlisted candidates. If you are shortlisted but do not receive the email, please contact [somoffice@iitmandi.ac.in](mailto:somoffice@iitmandi.ac.in).

**Candidates meeting any one of the following criteria have been shortlisted:**

**Shortlisting criteria 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

• **MASTERS IN SCIENCE (BY RESEARCH)**

| Research Area/Themes  | Relevant areas of qualifying degree   |
|---|---|
| <b>Data Analytics, Business Analytics and AI in all functional areas of management</b> 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. |
| <b>Computational Finance:</b><br>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.                                   |
| <b>Pedagogy and Educational Technology:</b><br>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.                                  |
| <b>Marketing and Consumer Behaviour:</b><br>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.                        |
| <b>Organizational Behaviour and HRM:</b><br>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.                        |
| <b>Entrepreneurship:</b><br>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  |

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|--|---|
| <p><b>Communication for Development and Social Change:</b><br/>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.</p> | <p>Postgraduate degree in Communication/Media Studies, Development Studies, Public Policy, Sociology, Anthropology, or related Social Sciences disciplines.</p> |
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### Shortlisting criteria for 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

• **Ph.D. PROGRAM**

| <b>Research Area/Themes</b>   | <b>Relevant areas of qualifying degree</b>   |
|---|--|
| <b>Data Analytics, Business Analytics and AI in all functional areas of management</b> 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.         |
| <b>Computational Finance:</b> 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.  |
| <b>Pedagogy and Educational Technology:</b> 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.  |
| <b>Marketing and Consumer Behaviour:</b> Consumer Behavior, Digital Marketing, consumer decision making.  | Postgraduate degree in Management, Marketing, Psychology, or Commerce. Work experience in industry or academia is preferred.                             |
| <b>Organizational Behavior and HRM:</b> 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   |
| <b>Communication for Development and Social Change:</b> 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. |

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| ecosystems; participatory communication approaches; communication interventions for public policy, sustainability, and inclusive development; critical perspectives on media, development, and governance. |  |
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**For checking the shortlisting results:**

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

**NOTE:**

1. Candidates who have submitted a complete application form, satisfy the prescribed shortlisting criteria, but do not find their application shortlisted for the selection process, may contact the SOM Office at [somoffice@iitmandi.ac.in](mailto:somoffice@iitmandi.ac.in) with relevant supporting documents/proof by **10:00 AM on 7 July 2026**.
2. Please note that inclusion of a candidate's name in the list does not guarantee consideration for admission. If, at any stage, a candidate is found not to satisfy the prescribed shortlisting criteria, the candidature shall be cancelled.