

Doctoral programme of SDMIMD commences

SPECIAL CORRESPONDENT

MYSURU: The first batch of the doctoral programme (Ph.D.) of SDMIMD conducted by its research unit —SDM Research Centre for Management Studies (SDM RCMS)— commenced on Saturday.

The programme is recognised by the University of Mysore. The institute, which has been offering its flagship programme—Postgraduate Diploma in Management (PGDM) — for the last 22 years has widened the scope by offering doctoral research programme in management studies. N. R. Parasuraman, Director, SDMIMD, while addressing the gathering,

emphasised on the need for original research in the field of management.

He also pointed out that a research scholar should look at things differently and accept changes in perspectives while conducting the research work. Mousumi Sen Gupta, Chairperson, SDM RCMS, welcomed the scholars and emphasised that a researcher must be self-driven in conducting a meaningful research work.

The Ph.D. programme seeks to build on the current strengths and activities of the institute in terms of conferences, publications, research and interaction, with scholars from across the world, stated a press release.