

**SVKM's**  
**Narsee Monjee Institute of Management Studies**  
**Ph.D. Management**  
**SoP Format - 2**

**Answer the following questions.**

1. Why do you want to pursue doctoral program in business/ management?
2. What in your background, academic and/or professional, prepares you for a doctoral program?
3. Please describe to the committee one of your academic and / or professional outputs which is illustrative of your interest in research in general. While responding to this question, please comment on the following points :
  - a) What was the core issue you dealt with?
  - b) What approach did you take to resolve this issue?
  - c) Was there any data collected and if so, how did you go about this?
  - d) Did you conduct any systematic analysis? If so, please explain.
  - e) What was the final conclusion?

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