LEAD. IMPACT. INSPIRE.
FELLOW PROGRAM IN MANAGEMENT (FPM)
JAIPURIA INSTITUTE OF MANAGEMENT, LUCKNOW
# Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>03</td>
<td>Vision &amp; Mission</td>
</tr>
<tr>
<td>04</td>
<td>Leading New Knowledge Since 24 Years</td>
</tr>
<tr>
<td>06</td>
<td>About Jaipuria Institute of Management, Lucknow</td>
</tr>
<tr>
<td>08</td>
<td>Nurtured by Research, Nourished by Stalwarts and Academicians</td>
</tr>
<tr>
<td>12</td>
<td>Be a Path Breaker in a Changing World - About FPM</td>
</tr>
<tr>
<td>14</td>
<td>Putting Knowledge on Course</td>
</tr>
<tr>
<td>16</td>
<td>Thesis Supervision</td>
</tr>
<tr>
<td>16</td>
<td>Selection Criteria</td>
</tr>
</tbody>
</table>
To provide learner centric quality education for stakeholders’ well being

VISION
To be an educational institution of choice for all stakeholders which promotes human well being through continuous learning

MISSION
To provide learner centric quality education for stakeholders’ well being
LEADING NEW KNOWLEDGE SINCE 24 YEARS
ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, LUCKNOW

KAVITA PATHAK
Director
Jaipuria Institute of Management, Lucknow

Established in 1995, Jaipuria Lucknow is committed to provide quality education and develop students into successful and responsible business leaders and entrepreneurs. Led by Dr. Kavita Pathak, Director; the Institute has a pool of highly experienced full time faculty, duly supported by experienced industry managers and academicians as visiting faculty.

Located in Gomti Nagar, the state of the art campus comprised of fully equipped conference halls / class rooms, auditorium with wi-fi facility. The library has a rich collection of on-line as well as hard bound books and journals.

24 years of excellence in Management Education

- ‘A’ Grade Accreditation by ‘NAAC’ (UGC)
- NBA Accredited PGDM Programs
- Recognized by AIU, PGDM as Equivalent to MBA
- 63rd Amongst all Management Institutes in India (NIRF, 2019), Ministry of HRD, Govt. of India
- 34th Amongst All B-Schools in India (NHRDN 2019)

OTHER COURSES OFFERED:

- Post Graduate Diploma in Management (PGDM)
- Post Graduate Diploma in Management – Financial Services (PGDM-FS)
- Post Graduate Diploma in Management – Retail Management (PGDM-RM)
NURTURED BY RESEARCH NOURISHED BY STALWARTS AND ACADEMICIANS

47+ FACULTY MEMBERS
200+ RESEARCH PAPERS IN INTERNATIONAL CATEGORY JOURNALS.
50+ PHD THESIS SUPERVISION
1000+ PGDM DISSERTATIONS SUPERVISION

DR. KAVITA PATHAK
Director

Dr. Kavita Pathak is a UGC Senior Research fellow and has two doctoral degrees to her credit in the area of marketing. Her second Ph.D. degree is from University of Queensland Business School, Australia. This doctoral thesis entitled “The role of entrepreneurship and dynamic capabilities in successfully crossing the technology chasm in high-technology start-up firms” explores the role of entrepreneurship and dynamic capabilities in context of High Tech Firms. Her areas of research interest include High-tech Marketing, Consumer Behavior, Higher Education, and Digital Technology in Teaching & Learning.
Dr. Dheeraj Misra received his Doctorate from IIT, Kanpur. His doctoral research explored Product and Efficiency Links in the context of Indian Industries. His areas of specialization are industrial economics, financial derivatives, corporate finance, investment management, corporate valuation, and corporate restructuring.

Dr. Ojha is a Doctorate from University of Lucknow in the area of Economics. His doctoral research is in the area of Marketable Surplus of Agricultural Produce in Uttar Pradesh. He has close to 150 citations on Google scholar. His areas of research interest include Economic and Financial Analysis of Development Projects, Rural Development, Poverty, Women Empowerment.

Dr. Deepak Singh completed his doctorate from Indian Institute of Technology, Kanpur. His doctoral research was in the area of Artificial Intelligence and its usage in power system economics. He has quality research publications in SCOPUS listed journals. He has close to 100 citations for his research work on Google Scholar. His core areas of research includes Real-Life applications of Artificial Intelligence and Machine Learning, cyber security and IoT.

Dr. Masood H Siddiqui is a Doctorate in Statistics from University of Lucknow and also a CSIR-UGC Fellow Scholar with more than 20 years of experience. His doctoral research was in the area of Mathematical Analysis of Queuing Models. He has quality research publications in various refereed international and national journals and has around 300 citations for his research work on Google Scholar. His areas of research interest include Multivariate Analysis, SEM, Decision Modelling, Performance Evaluation, Problem Structuring Methods, Soft Operations Research.
Dr. Mehrotra holds doctorate in the area of Supply Chain Management and Information Systems for University of Lucknow. His doctoral research explored the effect of Information Technology on the efficiency of Logistics and Supply Chain Management. He has authored papers on Data mining, decision making and marketing related topics, with around 250 citations on Google Scholar. His areas of research interest include Marketing Analytics, Data mining.

Dr. Ankit Mehrotra
Associate Professor (IT)

Dr. Ankit Mehrotra holds doctorate in the area of Competitive Effects of advertising in Indian Automobile Industry. His areas of research interest include Competitive Strategies, Integrated Marketing Communications.

Dr. V.V. Ratna
Associate Professor (General Management)

Dr. Shalini Nath Tripathi holds a Doctorate from Bundelkhand University. Her doctoral research was in the area of changing patterns of Advertising for successful marketing strategies. She has close to 200 citations of her research papers in Google scholar. Her areas of research interest include Services Marketing, Marketing Strategy.

Dr. Shalini Nath Tripathi
Associate Professor (Marketing)

Dr. Sushma Vishnani holds doctorate from University of Lucknow in the area of Operational Efficiency of U.P. Power Corporation. Her doctoral research is in the area of operational efficiency of U.P. Power Corporation. She has close to 300 citations of her research papers in Google scholar. Her area of research interest include Quality of financial reporting, corporate governance, and asset pricing, accounting conservatism.

Dr. Sushma Vishnani
Professor (Finance)

Dr. Manisha Seth holds a Doctorate from University of Lucknow in the area of Techno stress and coping strategies of computer users. She has close to 150 citations on Google scholar. Her areas of research interest include High Performance Human Resource Practices, Competency Mapping, Talent Management, Techno stress, and Soft Skills.

Dr. Manisha Seth
Associate Professor (HR & OB)
Dr. Saxena holds doctorate in the area of Operations Management from MDI, Gurgaon. His doctoral research explored the Impact of Enterprise Systems on Firm Performance. His areas of research interest include Sustainability aspects in Operations Management, Global Sourcing, and Assessing the Business Value of Information Systems.

Dr. Anupam Saxena
Associate Professor (Decision Sciences & Operations)

Dr. Sanjeev holds doctorate in the area of Marketing from JIIT University. His doctoral research explored Job satisfaction and turnover intention among pharmaceutical sales and marketing professionals. His areas of research interest include Health Seeking Behavior, Sales and Distribution, and Rural Markets.

Dr. M.A. Sanjeev
Associate Professor (Marketing)

Dr. Agarwal is a Doctorate from University of Lucknow in the area of Marketing. Her doctoral research is in the area of buying decision patterns in Women in Indian Households. She has more than 260 citations of her research publications in Google scholar. Her areas of research interest include Customer Relationship Management, Customer Satisfaction, Loyalty, and Repurchase Behavior.

Dr. Reeti Agarwal
Assistant Professor (Marketing)

Dr. Srivastava has earned her Doctorate from MDI, Gurgaon with a specialization in Human Resource Management. Her doctoral research is in the area of employer branding. She has more than 200 citations of her research papers in Google scholar. Her area of research interest include Employer brand, recruitment communication, HR and digital technologies interface (social media in particular), and team environment.

Dr. Pallavi Srivastava
Assistant Professor (HR & OB)

Dr. Rai is a Doctorate from IIT Kanpur. His doctoral research is in the area of Organizational Spiritual Climate, Individual Work Orientation, and Individual Spirit at Work. His areas of research interest include Consumer Ethnocentrism, Corporate social responsibility, and consumer purchase preferences.

Dr. Puneet Rai
Assistant Professor (Marketing)
FELLOW PROGRAM IN MANAGEMENT (FPM)

Research has always been an integral part of Jaipuria’s. Over 80% doctoral laureates forming the core of our faculty team and another substantial number of them pursuing doctorate, we already facilitate constant evolution of management theories and practices.

The FPM at Jaipuria Lucknow, offers a rigorous academic and research platform in diverse areas of management, designed for academicians; students and professionals alike, driven by an inherent passion to impact business management. The aim is to nurture scholarly talent equipped with analytical thinking, problem solving capabilities and ability to offer management wisdom to address the industry needs and that of the society.

This weekend session program FPM focuses on quality research through continuous mentoring process. Successful completion of the program is dependent on two requirements – one, participant must pass all the courses prescribed in the course curriculum, and two, submission and successfully defending the thesis within the rules and regulations of the program.

AREA OF SPECIALISATION
Scholars are required to complete their thesis in any one of the areas of specialization;
• Marketing
• Finance
• Human Resource Management and Organizational Behaviour
• Operations Management
• Information Technology
• Decision Sciences and Business Analytics
• General Management and Strategy
PUTTING KNOWLEDGE ON COURSE

PROGRAM STRUCTURE

The candidature of an admitted candidate is expected to progress as follows:

<table>
<thead>
<tr>
<th>FPM MILESTONE</th>
<th>PRESCRIBED TIMELINE FOR COMPLETION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Work</td>
<td>1 year ‘(on weekends)</td>
</tr>
<tr>
<td>Research Proposal</td>
<td>Within 9 months of Course-work completion</td>
</tr>
<tr>
<td>Submission of Thesis</td>
<td>3 years from date of admission**</td>
</tr>
</tbody>
</table>

*Not to exceed 2 years | **Not to exceed 5 years
Extension of candidature can be made for additional period of two years based on the review of the case by FPM Committee, as per AICTE and Institute norms

COURSE STRUCTURE

The Program is designed for developing the required proficiency in general management and an in-depth knowledge in research methodology and the area of specialization. All FPM participants, are required to complete following courses:

<table>
<thead>
<tr>
<th>TRIMESTER</th>
<th>SUBJECT</th>
<th>CREDIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRIMESTER-I</td>
<td>Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Research Methodology-I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Compulsory Course-I</td>
<td>3</td>
</tr>
<tr>
<td>TRIMESTER-II</td>
<td>Qualitative Research</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Compulsory Course-II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective-I</td>
<td>3</td>
</tr>
<tr>
<td>TRIMESTER-III</td>
<td>Research Methodology-II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective-II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective-III</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Review of Literature related to Thesis (ROLT)</td>
<td>3</td>
</tr>
</tbody>
</table>

TOTAL 30 CREDITS

After completion of the mandatory course work with stipulated grades the students expected to spend the next two years in research, under the guidance of a PhD supervisor. The research work shall be closely reviewed and monitored by a Fellow Program Monitoring and Assessment Committee on a regular basis. The end result of the research shall be an original thesis and publications as stipulated by the institute. On successful completion of the same the student shall be awarded the FPM degree

Note: The fellow may have to undertake additional courses as mandated by the research committee. The Fellow will also undergo courses on scholarly writing, case writing and pedagogy in management teaching.
PROGRESSION IN FPM PROGRAM

<table>
<thead>
<tr>
<th>MILESTONE 1</th>
<th>CANDIDATURE STATE</th>
<th>PREREQUISITES</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candidature</td>
<td>Confirmation Seminar</td>
<td>- Successful Completion of Course Work</td>
<td>Within nine months of completion of course work</td>
</tr>
<tr>
<td>Milestone 2</td>
<td>Mid-Candidature Seminar</td>
<td>- Attainment of Milestone 1</td>
<td>At the end of second year of candidature</td>
</tr>
<tr>
<td>Milestone 3</td>
<td>Thesis Defense Seminar</td>
<td>- Attainment of Milestone 2</td>
<td>At the end of the third year</td>
</tr>
</tbody>
</table>

CONDUCT OF CLASSES

The course-work classes shall be conducted on weekends (Saturday & Sunday).

CONDUCT, DISCIPLINE AND ACADEMIC INTEGRITY

The participants enrolled in the FPM are expected to maintain the highest standards of conduct, discipline and academic honesty. Academic dishonesty includes, but limited to, the following:

- Compliance to plagiarism policy: The thesis, all project reports and course-related assignments, etc. need to be submitted through dashboard interface within the prescribed time limits. All submissions will be screened for plagiarism check and will call for resubmission/rejection (within the extended time frame as will be notified) in case of submission found plagiarized for more than 20 percent.

- Cheating: Giving or receiving unauthorized assistance in any academic exercise of examination which includes using or attempting to use any unauthorized materials, information or study aids in an examination or academic exercise.

- Falsification: Falsifying or inventing any information, data or citation in an academic exercise.

- Multiple Submissions: Submitting substantial portions of any academic exercise more than once for credit without the prior authorization and approval of the current instructor.

- Conduct and Discipline: The institute’s rules and regulations related to conduct and discipline as enshrined in handbook/service book or otherwise will be applicable to FPM candidates as well.
THESIS SUPERVISION

After completion of the coursework, the participants will submit their preference for appointment of the thesis supervisor. In addition to supervisor a candidate can also request for a co-supervisor also (subject to approval by FPM Committee). The FPM committee will recommend thesis supervisors to the director for approval. The institute reserves the right to select supervisor outside the list of preference submitted by the candidate.

THESIS SUBMISSION AND EVALUATION

<table>
<thead>
<tr>
<th>STAGE</th>
<th>PREREQUISITE</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Draft thesis submission</td>
<td>Academic Integrity clearance</td>
<td>Completion of third year</td>
</tr>
<tr>
<td>Thesis Defense Seminar</td>
<td>Attainment of Milestone 2 Submission of thesis</td>
<td>Within one month of submission of draft thesis</td>
</tr>
<tr>
<td>Thesis Examination</td>
<td>6 copies of the thesis 2 duly approved examiners</td>
<td>Within two-three months of these defense seminar</td>
</tr>
<tr>
<td>Thesis Award</td>
<td>Recommendation of award by both examiners Three publications in Scopus Indexed Journals</td>
<td>On fulfilment of pre-requisites</td>
</tr>
</tbody>
</table>

ELIGIBILITY

Candidate must have consistent academic performance with a master degree* or equivalent in one or more of the following domains:
- Engineering
- Technology
- Management
- Economics
- Psychology
- Commerce
- Humanities
- CA & ICWA

* Those appearing for their final examination in the respective discipline may also apply. Candidature in such cases would be provisional and will be treated as per the norms of AICTE.

SELECTION CRITERIA

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>WEIGHTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Test</td>
<td>25%</td>
</tr>
<tr>
<td>Work Experience (Industry/Academia)</td>
<td>15%</td>
</tr>
<tr>
<td>Academic Achievements and Previous Research Work</td>
<td>20%</td>
</tr>
<tr>
<td>Personal Interview and Research Proposal</td>
<td>40%</td>
</tr>
</tbody>
</table>
FEE STRUCTURE

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>FIRST YEAR</th>
<th>SECOND YEAR</th>
<th>THIRD YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Fee*</td>
<td>90000</td>
<td>100000</td>
<td>110000</td>
</tr>
<tr>
<td>Admission Fee</td>
<td>10000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Synopsis Registration</td>
<td>-</td>
<td>5000</td>
<td>-</td>
</tr>
<tr>
<td>Examination Fee</td>
<td>50000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Thesis Evaluation</td>
<td>-</td>
<td>-</td>
<td>25000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>150000</strong></td>
<td><strong>105000</strong></td>
<td><strong>135000</strong></td>
</tr>
</tbody>
</table>

*Each year’s tuition fee has to be paid in three installments. The details of the same shall be informed at the time of admission.

Candidates unable to complete the program within three years (including those receiving scholarship) are liable to pay an annual tuition fee of 120000 rupees for the fourth year and 132000 for the fifth year.

Additional fee rebate will be given to meritorious alumni.

SCHOLARSHIP

YEAR 01 - 20000 PER MONTH

YEAR 02 - 20000 PER MONTH

YEAR 03 - 25000 PER MONTH

The scholarship shall be provided only for the first 3 years of the candidature only. The Fellows receiving scholarships will also have waiver of annual tuition fee. Candidates receiving scholarship would be required to discharge academic responsibilities assigned to them.

RESEARCH SUPPORT

Incentives, grants, opportunities for participation in conferences and FDPs shall be available to FPM candidates.

SCHEDULE OF ADMISSION PROCESS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last date for filling online application</td>
<td>July 19, 2019</td>
</tr>
<tr>
<td>Written Exam &amp; Personal Interview</td>
<td>July 21, 2019</td>
</tr>
<tr>
<td>Declaration of results</td>
<td>July 22, 2019</td>
</tr>
<tr>
<td>Last Date of Fee Submission</td>
<td>August 03, 2019</td>
</tr>
<tr>
<td>Commencement of the Program</td>
<td>August 05, 2019</td>
</tr>
</tbody>
</table>

*Dates are tentative and institute reserves the right to change them.
Dr M.A. Sanjeev  
(Chair-FPM Program)  
M: 99107 32743

Dr Puneet Rai  
(Co-Chair FPM Program)  
M: 98385 46952

Prof Masood Siddiqui  
(Dean Research)  
M: 91404 16897