

NIDA BUSINESS SCHOOL

PhD in Business Administration

Research Excellence. Scholarly Contribution. High Impact.

- Accounting Finance Management
- Management Information Systems (MIS)
- Marketing Operations Management





Your entry into the world of scholarly research and academic excellence

NIDA Business School is one of Thailand's premier business school that is known for its high quality research and distinguished academic training. Our PhD program's mission is to produce outstanding academic scholars that will be sought after by other leading business programs and research institutions.

Our program leverages the School's faculty from world renowned universities that have published in high impact scholarly articles, including journals listed on the Financial Times Top 50, and those ranked on the first quartile of the ISI and SciMago index. These faculty provide our PhD students with rigorous coursework and supervised and joint research so that they will continue to develop their skills and become outstanding scholars themselves.

Our program is also supported by interactive research seminars and joint supervision by acclaimed scholars from top global business schools. We also provide and have access to generous financial aids and grants for our qualifying PhD students in order to support their academic endeavor.

The world of scholarly research and academic excellence can be a long journey that requires at least 3-4 years of fulltime study. However, it will plant the seeds for a very enriching and fulfilling career. Our acclaimed faculty members are committed to guiding you through this rewarding journey.



Program structure

Our PhD program is structured to provide you with the necessary knowledge and tools so that you can develop your research agenda that will allow you to make an important scholarly contribution to the academic world. Completion of the program typically requires 3 to 4 years, on a full time mode.



Financial Support

Our PhD program has several funding alternatives for highly qualified applicants:

NIDA Business School Scholarship

This scholarship is awarded to exceptionally qualified candidates who enroll into our program. The scholarship includes tuition fee waiver and a stipend for three years, subject to satisfactory academic performance.



Royal Golden Jubilee (RGJ) PhD Scholarship

This scholarship is funded by the Thailand Research Fund (TRF). The scholarship covers tuition fee waiver, start-up grant, overseas travel assistance, and a stipend for three to four years, subject to satisfactory academic performance.

PhD applicants are also encouraged to apply for alternative support for which they are eligible (e.g. funding from their sponsoring universities).

Program specializations

Learn more about the specializations that our PhD in Business Administration offers:

Accounting

PhD specialization in accounting focuses on understanding the role of information and measurement systems in effective resource allocation within the firm and among firms. Areas of research include determinants of auditor performance and quality, financial disclosure strategies of firms, effects on IFRS adoption, financial reporting quality, corporate governance and fraud, etc.

Management Information Systems (MIS)

PhD specialization in MIS focuses on the enhancement of knowledge that relates to the management of IT-based resources and services as well as IT-based business models. Areas of research include consumer usage of social media and e-commerce, big data analytics, eLearning technology, innovation management of ICT, mobile marketing, IT strategy, etc.

Finance

PhD specialization in finance focuses on: 1) understanding the dynamics of financial markets arising from the interactions among investors, firms, and financial intermediaries; and 2) debating on issues that allows each market participant to make effective financial decisions and policy recommendations. Areas of research include asset pricing, portfolio choice, market microstructure, behavioral and empirical finance, risk management, real estate investments, etc.



Operations Management (OM)

PhD specialization in OM focuses on improving the efficiency, quality, and innovation of enterprises to create unsurpassable competitive advantages through better understandings of operational strategies, product/service development and innovation, quantitative modeling, and rigorous data analytics. Areas of research include supply chain and inventory management, decision making under uncertainty, pricing and revenue optimization, quality management, process improvement, competitiveness, etc.

Marketing

PhD specialization in marketing focuses on understanding the needs of customers, and ideas for developing and launching new products and services. Marketing is an interdisciplinary field that draws upon economic, behavioral, psychological and administrative theory. Areas of research include marketing communication, social media marketing, consumer preferences and behavior, new product introductions, electronic word of mouth, etc.

Management

PhD specialization in management focuses on understanding how firms create and sustain competitive advantage. Management is an interdisciplinary field that draws upon theories and frameworks from economics, sociology and psychology. Areas of research include institutional change, technological change and innovation, competitive strategy, corporate strategy, cooperative strategy, global strategy, behavioral strategy, corporate governance, top management team, business ethics, real options, etc.

Research activities

NIDA Business School also has three research centers to supplement PhD students' rigorous training.

Business Insight Lab

Our Business Insight Lab, which comprises of Neuroscience Lab, Behavioral Lab, Financial Lab, and Big Data Lab, will provide students with the opportunity to conduct research experimentation and analysis. (Scheduled for a roll out opening starting late 2019).

Center for Business Innovation (CBI)

Our CBI is a forum for interaction between business professionals, policy makers, and academic researchers to find solutions to actual problems faced by business entities.

Center for Enhancing Competitiveness (CEC)

Our CEC provides academic services that pertains to the competitiveness of Thai entities.









Research Seminars

Our regular research seminars allows for discussion of academic and scholarly research, and helps foster academic development and cooperation between our faculty, students, and the research community worldwide. PhD students are expected to actively participate in these seminars.



I came to NIDA Business School to prepare myself for the academic field as a university lecturer and a researcher. My expedition and exploration for knowledge has been fruitful. The PhD Program at NIDA Business School offers a vibrant and exciting curriculum that is internationally accredited. The school has high standards of teaching, strong and supportive atmosphere for studying, as well as attractive scholarships. Various research seminars and research methodology sessions have given me ample of guidance and opportunities to apply the knowledge to real world problems as well. Overall, I feel privileged to be able to integrate myself into such scholastic settings, and learn from renowned lecturers while interacting with equally ambitious and motivated classmates.

Tran Nhu Quan PhD Candidate, NIDA Business School

46

I chose NIDA Business School PhD Program because of its good reputation and interesting courses offered. During my study, I was impressed by the excellent facilities, including the wide range of database and collections of academic journals. Professors are highly active in research writing, very helpful, easily accessible, and have varieties in area of expertise.

Danai Likitratcharoen, PhD Faculty of Business Administration Chiangmai University 77





66

During my time at NIDA, I had gained in-depth training through coursework and research. The range of courses offered were helpful in developing my theoretical foundation together with research skills. In addition, NIDA had given me several opportunities such as being an exchanged student and attending conference abroad. My experience at the school had exceed my expectations. NIDA provided the qualities that I valued, including a well-structured curriculum, cutting-edge research assistant tools and a warm and caring environment.

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Suthawan Prukumpai, PhD Faculty of Business Administration Kasetsart Business School

Admission Criteria

Academic Background

· Master's degree with an excellent scholastic record

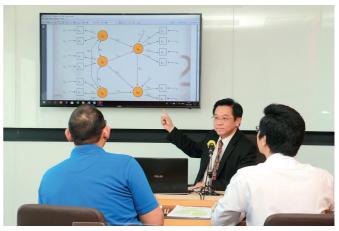
Admission exams

- GMAT score taken within the last five years, or the Business Aptitude Test administered by NIDA.
- TOEFL or IELTS taken within the last two years (Waived for native English speakers or graduates from institutions where English was the medium of instruction).



Letter of recommendation from an academic source

Interview performance



Application and Admission Timeline

Application form and all accompanying documents should be submitted by early May for entry into the PhD Program in August of the same year. Short-listed applicants will be invited for an interview.



(The application timeline may vary each year, please check our website for updates).

Get in touch

Regularly updated information about NIDA Business School PhD Program can be found on our website: http://nidabusinessschool.com/en/program/english/phd

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