

PhD in Business

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Programme Overview and Goals

- Train future b-school professors / consultants / industry leaders
- Theoretical research with practical relevance
- Provide teaching opportunities for PhD students
- Targeted placements
 - Faculty positions in leading universities
 - Managerial positions in industry, public sector, and international organisations

PhD in Business: 5 Specialisations

- Finance
- Marketing
- Operations Management
- Organisational Behaviour & Human Resources
- Strategic Management & Organisation

Research Areas

- **Finance**
 - Asset Pricing
 - Corporate Finance and Governance
 - Institutional Investors
 - Market Microstructure
 - Hedge funds
 - Private Equity
- **Organisational Behaviour & Human Resources**
 - How Managers Make Judgements and Decisions
 - How to Predict and Improve Ethical Behaviour Ethics
 - Role of Culture in Organisational Life
 - How to Improve Performance Measurement
 - How Mindfulness Impacts Employee Wellbeing
 - How to Improve Creativity
 - Role of Trust in Organisations

Research Areas

- **Strategic Management & Organisation**

- Strategic Management
- International Business
- Organisation Theory
- Entrepreneurship
- Innovation

- **Marketing**

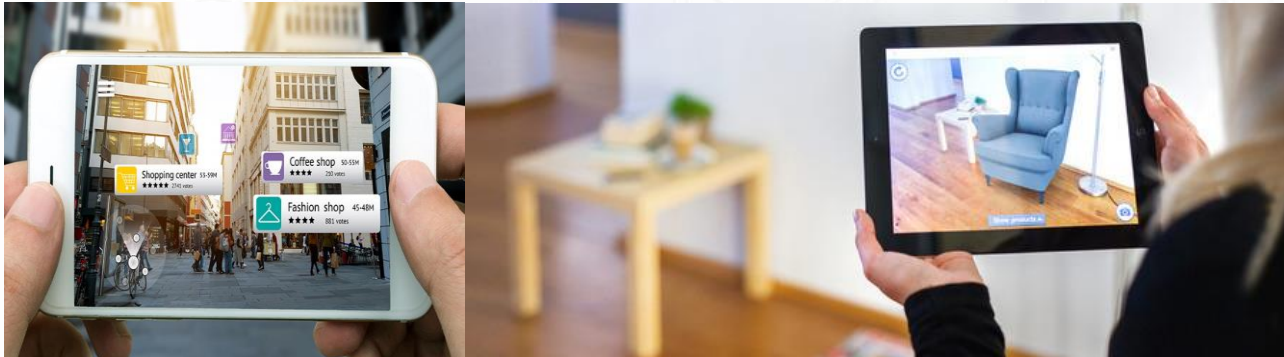
- E-Retailing
- Digital Marketing
- Role of Feelings and Emotions on Consumer Decision Making
- Financial Impact of Marketing Actions

- **Operations Management**

- E-Commerce and Marketplace Analytics
- Healthcare Operations Management
- Inventory, Logistics and Transportation Management
- Sustainable Operations including Agri-business
- Operations Planning, Scheduling and Control
- Purchasing and Sourcing Management
- Product, Process and Service Design and Improvement
- Business Analytics
- Project Management
- Operations Strategy
- Supply Chain Management

Example 1: Augmented Reality in Retail Setting

- PhD Student: Tan Yong Chin
- **Augmented Reality (AR)** opens the possibility for customers to sample products virtually, presenting a promising alternative to physical sampling.
- Research contrasts physical and virtual sampling in their ability to attract customers, engage them, and promote product exploration.
- Collaborated with an **international cosmetics retailer** and used state-of-the-art **video-sensing technology** to capture detailed data on shoppers' physical interactions with product samples.



Example 2: Women & Innovation

- Jin Mengzi's dissertation research. Examines the challenges and opportunities of women during innovation process
- "Novelty avoidance" – women systematically avoid pursuing their most novel idea.
- Women are good at collaborating with foreign women at innovation work.



Example 3: Urban Last-Mile Delivery

- PhD Student: DENG Qiyuan
- Last-mile delivery is the last leg of a supply chain that encompasses any movement of freight or products between a distribution centre and a receiver.
- Research examines how to reduce delivery time using an urban consolidation centre (UCC) bundles shipments from multiple carriers before delivering them to a city centre.

OPERATIONS



Recent Placement Records

- Sang Bo, Assistant Professor, 2021, **University of Bristol**
- Deng Qiyuan, Assistant Professor, 2020, **Chinese University of Hong Kong, Shenzhen**
- Tong Li, Assistant Professor, 2019, **Peking University**
- Zou Tengjian, Assistant Professor, 2019, **Zhejiang University**
- TAN Yong Chin, Assistant Professor of Marketing, 2018, **City University of Hong Kong**
- MOON Sungkyun, Assistant Professor of Marketing, 2018, **Bocconi University**
- JIN Mengzi, Assistant Professor, 2018, **Peking University**
- GUO Li, Assistant Professor of Finance, 2018, **Fudan University**
- SONG Wanshan, Assistant Professor of Finance, 2018, **Shanghai University of Finance and Economics**
- Pooja MISHRA, Assistant Professor of OB, 2018, **Indian School of Business**
- LIM Leon Gim, Assistant Professor of Marketing, 2017, **Tilburg University**

Why SMU?

- **Research environment**

- Asia-focused research agenda; economic power shifts to Asia.
- Top scholars and journal editors
- Globally recognized research capabilities
 - **UTD Research ranking for business schools : #42 Globally**
- Active interaction with other schools (through seminars, summer camps, research collaboration) e.g. NUS, NTU, SUTD and INSEAD (Singapore campus)

Why SMU?

- **Financial supports**

- Research grants available from MOE, A*STAR, NRF, etc.
- Supports for extra stipends, conference travel, computers, etc.

- **Industry relationships**

- Active engagement with various industries and public organisations in Asia
- Institute of Innovation and Entrepreneurship, Institute of Service Excellence, UOB-SMU Asian Enterprise Institute, Living Analytics Research Centre, etc.

Program Structure & Curriculum

- 4 to 5 years (min 3 years)
- Curriculum
 - 6 Foundation Courses
 - 2 Elective Courses
 - 4 Advanced Research Topics (ART) Courses

Program Structure & Curriculum

Year	Term 1 (Aug - Nov)	Term 2 (Jan - Apr)	Term 3 (May - Aug)
1	Foundation Courses Elective Courses	Foundation Courses Elective Courses	Research
2	ART Courses Research Prepare Dissertation Proposal	ART Courses Research Pass PhD Qualifying Exam Form Dissertation Committee	Research
3	Dissertation Research Submit Dissertation Proposal Oral Defense of Dissertation Proposal	Dissertation Research	Dissertation Research
4	Dissertation Research	Dissertation Research (i) Submit Dissertation Report (ii) Oral Defense of Dissertation Report	Dissertation Research (i) Revise and/or re-submit Dissertation Report (ii) Submit final Dissertation for approval

Admission Requirements

- Undergraduate Bachelor's degree
- GRE or GMAT
- TOEFL or IELTS if undergraduate medium of instruction was not in English
- Cover letter (1 page)
- Curriculum Vitae
- Statement of purpose (1 page)
- 2-3 referee reports

SMU Scholarship

- 4 years, waiver of the registration fee and tuition fee
- Living stipends

Citizenship	Before Qualifying Exam	After Qualifying Exam
Singapore Citizen	S\$2,800	S\$3,300
Singapore Permanent Resident	S\$2,400	S\$2,900
Foreign Student	S\$2,200	S\$2,700

- SMU Presidential Doctoral Fellowship/Interdisciplinary Doctoral Fellowship (after QE)
 - Singapore Citizen (S\$3,600)
 - Singapore Permanent Resident (S\$3,400)
 - Foreign Student (S\$3,100)
- 5th year onwards
 - Graduate Instructor (GI) or Teaching Assistantship (TA)

Program Website and Contact

- Our program websites
 - Finance: smu.sg/phd-business-finance
 - Marketing: smu.sg/phd-business-marketing
 - Operations Management: smu.sg/phd-business-om
 - Organisational Behaviour & Human Resources: smu.sg/phd-business-obhr
 - Strategic Management & Organisation: smu.sg/phd-business-smo
- Contact information
 - Tel: (65) 6828 9585
 - Email : msc_phd_lkcsb@smu.edu.sg

THANK YOU