



**International Centre for Cross Cultural Research and
Human Resource Management (ICccR & HRM),
University of Jammu**

**DETAILED SYLLABUS
(Ph.D. International Business, Entrance Examination – 2026)**

Section A:

International Business Environment: An overview of International Business Environment, Analysis of Global Environment, Managing the multinational Enterprises- Problems and Potential- Multinational Service Organizations. Rise of new Economies like Brazil, Russia, India and China (BRIC) and Association of Southeast Asian Nations (ASEAN) Countries. Trade Blocks, Types of Integration- Theory of custom Union, European Union, Regional Groupings, SAARC and SAPTA.

Managing International Technology Transfers, Foreign Direct Investment (FDI), Types of FDI, Policy Framework to Promote Foreign Direct Investment and FDI Trends in India.

Cross Culture/ Diversity and International Human Resource Management:

Culture:, Foundations of Culture, Cultural Orientations, Elements of Culture, International Dimensions of Organizational Behaviour: Managing Across Cultures, Understanding and Managing Individual Behaviour: Individual Differences and Work Behaviour, Attitudes, Emotions, Personality, Perception, Attitudes, Learning, Motivation. Leadership across cultures. Self Growth and Interpersonal Effectiveness: Transactional Analysis; Fundamentals of Cross-Cultural Interaction: Social Cognition, Stereotypic Expectations, and Differential Attributions; Cohesiveness and Diversity, Organization Structures and Design: Cultural influence on Organizational Design

International HRM, Definition, concepts and approaches. Forms of international HRM. The comparative nature of HRM. Differences between domestic and international human resource management. HR contribution towards global strategic alliances, International recruitment and selection, Expatriation and repatriation-issues and concerns. Cross Cultural Training. Performance management in multinational corporations and international assignees-evaluation issues and guidelines, Approaches to international

compensation. Managing people in international context- India, China, Japan, EU, USA, UK. Research in HRM.

International Marketing Management and Consumer Behaviour: Concept of International Marketing; Differences between International and Domestic Marketing; Local Responsiveness Vs Global Integration Grid; Marketing in Transitional Economies and Third World Countries; International Market Entry Strategies. International Product Positioning, International Product Life Cycle; Brands in International Market. Grey Market goods; Transfer pricing; Global Pricing Policy; Global Advertising and Branding. International Marketing Channels.

Consumer Behaviour Models; EPRG Framework for understanding Global Consumer ; Culture as Key Determinant of Consumer Behaviour - Wallace's Theory; Cultural Reinforcement. International Consumer Involvement in Purchase Decision, Diffusion of innovations in different Global Markets; Consumer Motivation; Personality and Self Concept; Consumer Perception; Consumer Learning; Consumer Attitude Formation and change; Life Style Marketing.

International Financial Management and Financial Markets: Concept of International Financial Management, International Financial Environment; Balance of Payment Framework; Different types of Risks in International Transactions, Forward Contracts, Future Contracts, Options and Swaps, Techniques of Foreign exchange Rate Projection, Foreign Exchange depreciation. Multinational Capital Budgeting, Acceptance Criteria in Foreign Investments; International Mergers and Acquisitions; Sources of Financing of International Trade.

International Financial Institutions: World Trade Organisation (WTO), International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), International Financial Corporation (IFC) and International Development Association (IDA), Asian Development Bank (ADB). Special Drawing Rights (SDR).

SECTION B:

An overview of Research Methodology; Research Process; Scales and Measurements - Rating Scales, Attitude Scales, Thurston Scale, Likert scales, Hypothesis - Basic concepts, Semantic Differential scale; Questionnaire Design and Survey Research - Methods of data collection- Interviews, observation, schedule, Questionnaire; Other Methods of Data Collection and measures of Central Tendencies.

Designing Qualitative Research - Literature Review, Research Questions and Purpose, Qualitative Data Collection, Qualitative Analysis. Quantitative Research - Research Hypotheses; Type I and Type II errors, One tailed and Two tailed tests, Tests of significance for Attributes; Tests of significance for Variables; Chi square test of independence and goodness of fit; F - Tests.

Correlation - Meaning, Significance and Types; Karl Pearson coefficient of correlation; Spearman's rank correlation method; Regression Analysis - Introduction, Uses and Types; Simple Linear Regression Model; Regression Coefficients; Regression Equations; Standard Error of Estimate; Coefficient of Determination; Analysis of variance (ANOVA), One way and Two Way Classification.

Plagiarism: Concept and implications; Ethical issues in research; Basic concept of sampling and types of sampling, sampling design, sampling and non-sampling errors, Sample size determination: Criteria of choosing an appropriate sampling method; Designing and pretesting of questionnaire; Scaling techniques; Method of data collection, Processing of data, Validity and reliability of data.

Marketing Research - Framework for International Marketing Research; Demand Forecasting - Consumer Survey Methods, Opinion Poll Methods, Trend Projection Methods, Perceptual Mapping; Human Resource Research Methods - Human Resource Accounting and Audit Research - HR Valuation Methods; HR Scorecard, HR Audit Research and Cross Cultural Research.

C. Entrance Test (Details as per Ph.D Statutes)

- 1) In case of disciplines where NET is not conducted and/or wherever required, an entrance test may be conducted by the departments with prior approval of the competent authority. In such cases, the notification inviting applications to appear in the Ph.D. entrance test shall be issued by the concerned department/s. All the candidates eligible under Statutes governing Doctor of Philosophy (Ph.D.) in various faculties shall apply to appear in the entrance test for admission to Ph.D. programme in such department/s against notification.
- 2) Such department/s through Departmental Research Committee (DRC) shall devise its independent syllabi for the Ph.D. Entrance Test which shall be made available to all the eligible candidates desirous of taking the test on the day they submit their applications. The syllabus of the Entrance Test shall consist of questions that test research/ analytical/ comprehension/ quantitative aptitude of the students.

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3) The paper shall have the following two components: -

- i. Research Aptitude Component/Methodology- 50 marks
- ii. Academic Component – 50 marks (as per Post-Graduate Syllabi of the University of Jammu)

4) Research Aptitude/Methodology questions shall be of descriptive nature and there shall be eight questions in this section. Every candidate shall attempt five questions out of the given eight questions. Each question shall carry 10 marks and the candidate shall answer every question in about 300 words. The section shall cover all the areas/specialization in a particular discipline as recommended by the Departmental Research Committee. In the academic component there shall be 50 multiple choice objective type questions (with four alternative responses) covering the syllabi of the post-graduate courses of the University of Jammu. Each question shall carry one mark and candidate shall attempt all the 50 questions of this component. The Entrance Test shall be qualifying in nature.

- 5) The duration of the test shall be three hours, and the qualifying marks in the entrance test will be 50% in aggregate of the Ph.D. Entrance Test to appear in the interview, provided that a relaxation of 5% of marks (from 50% to 45%) shall be allowed in the entrance test for the candidates belonging to SC/ST/OBC (Non-creamy layers)/Differently-abled category, EWS and other categories of candidates as notified by the UGC and UT of J&K from time to time.