

Jagdish N. Sheth Award for Best Thesis

Professor Jagdish N. Sheth is a world renowned professor of Marketing at Emory University, USA. He has contributed theories and global practices through his researches and mentoring to the corporate around the world. His focus area has been marketing, consumer behaviour, and global business. This award is founded to acknowledge the research produced by Indian/ foreign doctoral students enrolled at BIMTECH.


This award is for INR 50,000 and will be awarded annually to a doctoral student of BIMTECH who has produced the best doctoral work. The selection of the award will be based on the work produced in the thesis. It will be judged on following criteria –

- The relevance of the problem in economic and business practices
- The methodology adopted to research the problem
- The outcomes of the issues and its relevance in the economic and business practices

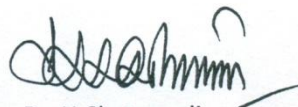
The selection will be on the proposed steps:

- Call for submission of proposals for the award
- Formation of the selection committee
- Screening of application with executive summary of thesis, on acceptance criteria
- Call for presentation of selected thesis
- Award declaration on review of all candidates

If during a particular year, no candidate is found suitable or none has completed thesis, the backlog may go to next year to two candidates instead of one.



Professor Jagdish N Sheth



Dr. H Chaturvedi

Signed on: 20 July 2011