

**SVKM's NMIMS (Deemed to be University)**  
**School of Business Management**  
**Ph.D. in Management admission of Batch-2026**

**Guideline for Statement of Purpose Writing**

The statement of purpose is one of the most important things for a doctoral aspirant to convey information about the capabilities, goals and commitments behind a decision to pursue a doctoral program. It should be a concise document that should at least address the following points (and may address any additional points that the candidate may optionally bring, subject to a strict word limit):

1. Why does the candidate want to pursue a doctoral degree? Here, candidates are expected to address their understanding of what a doctoral degree represents, what their career goals are, what their influences are, and how does a doctoral degree help them in achieving their career goals.
2. Why is the candidate interested in pursuing the degree from SBM NMIMS? Here, candidates are expected to discuss why and how pursuing a doctoral degree from SBM NMIMS aligns with their circumstances/interests/goals.
3. What skills does the candidate bring to the program that will enable them to successfully complete a doctoral degree from SBM NMIMS? Here, candidates are expected to discuss their degree of familiarity with research process, and discuss any previous experience in research (pursued during earlier studies at Master's/Bachelor's degree level, or at work in professional capacity) that will enable them to pursue research.
4. Why is the candidate choosing the specific area of study (e.g., finance, marketing etc.)? Here, the candidates are supposed to discuss a general problem that they may take up during their research study at SBM NMIMS, and also their degree of familiarity with the chosen field of study as an academic and/or practitioner. Any recent reading of scholarly work (academic research articles, commentary by academics in print/electronic media) in the relevant area may be elaborated upon.
5. How committed is the candidate towards finishing the doctoral degree in time? Here, candidates may discuss how much time can the candidate devote towards doctoral studies on a weekly basis based on their circumstances at work/home/other engagements etc., and their commitment in terms of attending classes on a regular basis and continuing the work once coursework is over.

Please ensure that your SOP is written clearly, and do not exceed 1000 words in MS word 12-point Times New Roman font.