

GEPEA University -
Global Educational & Professional Excellence Academy



Name of the Program(s): - PhD in Business Management, PhD in Business Administration, DBA (Doctor of Business Administration), Professional PhD, Professional PhD in Management (Regular Program), Professional Doctorate in Business (PDB), Executive Doctorate in Business and Management (DBM).

Why DBA or PhD in Business Administration/Business Management?

If you're aiming for the highest level of business management education, a Doctor of Business Administration (DBA) or PhD in Business Management from a leading European Institution can open doors to advanced leadership & strategic management skills, and academic careers. Accredited Institution is home to some of the world's most respected DBA and PhD programs, blending rigorous research, practical business management insights and global networking. This rigorous DBA/PhD program sharpens your leadership and analytical skills, enhances critical thinking, and empowers you to master a specific business management field through advanced research.

The graphic is a promotional image for GEPEA University. It has a dark blue background. On the left, there is a white rounded rectangle containing the text 'GEPEA University'. Below this, the text 'GEPEA :' is in white, followed by 'DBA and PhD in' in white, and 'Business Administration Management' in large yellow letters. On the right, a person in a suit is shown from the chest up, holding a tablet. The tablet screen displays various business analytics, including bar charts, line graphs, and the text 'BUSINESS ADMINISTRATION'. The overall theme is business and technology.

DBA or PhD Digital program is designed for senior professionals or business entrepreneurs who are keen to gain research experience and future-proof their leadership with a deep digital and analytics groundwork. Core areas of study are digital business

transformation, Leadership Management, ethical leadership, and operational strategy. Candidates are accompanied by an international faculty panel and access to the cloud research labs at EAMAC. The delivery system for DBA or PhD program at EAMAC is:

- Digital DBA or PhD in Business Management: Fully online, flexible format
- International DBA: Courses held in various countries (e.g., Europe, Asia, Africa)
- Customized DBA: Personalized supervision based at the GEPEA campus
- Supervisor Assign: GEPEA will assign you a dedicated and supportive Supervisor

Doctor of Philosophy in Business Management (PhD) [Any major available]. Alternative terms can be used during certification – Executive Doctorate in Management or DBA (Doctor of Business Administration).

The GEPEA professional doctorate in education (EdD) is a program of advanced study and research, with a focus on valuing professional practice and engaging in research in Business leadership, management and development; technology-enhanced learning, as well as other chosen fields.

The program offers you the chance to enhance your professional career to doctoral level, through making a unique and original contribution to your profession, while continuing to work and progress in your respective field.

GEPEA Doctoral program tailored for experienced leaders in higher education.

This professional/executive program in higher education management brings together cohorts of senior leaders from higher education, government, nonprofit organizations, and the private sector to study with a world-renowned faculty – all without career interruption. In just two or two and half years, you will earn a Professional Doctorate in Business Management Leadership. By completing all coursework and dissertation requirements in an intensive professional learning community. The intellectually rigorous program is a springboard for career advancement and access to a lifelong professional learning community. Our alumni are senior leaders shaping the future of higher education.

The executive DBA/PhD program is designed for senior working professionals, featuring convenient scheduling, highly-specialized course offerings, and research projects that are directly tied to a student's professional life. The program provides a structured and systematic approach to the curriculum and dissertation, enabling students to complete their work and earn their degree within two or two and half years.

Admission Requirements: Candidates are recruited from all over the world via distance learning. You may apply if you have following skills & status:

- a) Master Degree or MBA/MPhil in Business Administration/ Commerce or Management or other compatible subjects.
- b) English Language Proficiency
- c) Able to communicate through Email and Internet Meetings.
- d) If you have high-level professional status, such as managers or executives or consultant or Accountant or Project Manager etc. with advanced degrees in business disciplines.

Program Structure: DBA, PhD (Professional Doctorate in Business Management and Leadership, Professional Doctor of Leadership and Business Administration, Professional Doctor of Management) [Any major available] program is divided into four stages:

Program Duration: 2.50 Years / 30 Months (*Full time studies*), **or** maximum of 5 years/ 60 months (*Part time Studies*).

Stage I: A) Training in Doctoral Research in Management Sciences

Philosophy, Methods and Tools (**Duration: 12 to 24 months i.e. 1 to 2 Years, part-time study**)

*During this **stage I**, ideally candidates will learn and train themselves in the areas of how to start and conduct his/her Professional PhD research, train themselves in Research Methodology/Methods of Research, Tools of Research, Preparing Questionnaires, Field work/Survey data gatherings/Data Collections, Research Framework, Literature Review, Discussion, Research Findings & Results, Recommendations, Future research scope in the respective fields and so on.*

Subjects will be thought: The A to Z Research, Research Methodology, Advanced Research Methods, Research Methods and Techniques, Qualitative Research, Research Design, Research Design (Qualitative and Quantitative Approaches), Questionnaire Design/Designing Quality Survey Questions, Survey Research Methods/Survey Methodology,

B) Subjects: Candidates have to select at least 3 subjects from below list(s) of core areas such as Critical Thinking in Business Management, Contemporary issues in Business & Management and Administration, Business Modeling, Business & Ethics, Strategic Management, Entrepreneurship & Innovation, Leading Digital Transformation, Value based strategy, Data Analysis, Research Approached and Designs: (**Duration: 6 Months to 12 months i.e. Half year to One Year, part-time study**)

Critical Thinking in Business Management:

1. Critical Thinking in Business
2. Critical Thinking Skills
3. Critical Thinking for Managers
4. Business Analytics: Data Analysis & Decision Making

Contemporary issues in Business & Management and Administration:

1. Contemporary Management
2. Contemporary Business
3. International Business: Globalization Challenges
4. Digital Transformation Industry

Management:

1. Innovation Management
2. Strategic Management
3. Value based Management
4. Total Quality Management in Education.

Optional Subjects (Any additional subjects from below can be chosen for any of the above three core areas):

Core Modules for Management: Foundational subjects covering strategic management, leadership, finance, marketing, and research methodology. **Elective Modules:** Domain-specific courses such as digital transformation, innovation management, or international business, allowing customization of the DBA/PhD path.

Stage II: Thesis

(**Duration: 12 to 24 months i.e. 1 to 2 Years, part-time study**)

*During this **stage II**, ideally candidates will write and research their original research work based on their practical field work and studies in the concerned areas respectively. Here in this stage they'll get huge time for preparing their original Thesis through Innovations and Modern Management sciences.*

Stage III: Thesis Defense (Through Video Conference/Zoom/Skype etc.) or Physical conference (If conference can be arranged, its depend on situation and other issues).

(**Duration:** 8 weeks to 24 weeks i.e. 2 to 3 months, part-time study will be allowed in order to prepare his/her to face their Thesis Defense officially)

Stage IV: Result Announcement.

Professional PhDs/DBA in Business Management: Research Topics

- Business model innovation in post-pandemic retail startups
- Digital Transformation and Business Model Innovation
- Sustainable Business Practices and Corporate Social Responsibility (CSR)
- Leadership Strategies in Remote and Hybrid Work Environments
- Global Business Politics and Regulatory Challenges
- Artificial Intelligence (AI) in Strategic Decision-Making
- Enhancing Business Accountability and Ethical Practices
- Financial Technologies (FinTech) and the Future of Banking
- Change Management Strategies in Multinational Corporations
- Consumer Behavior in the Digital Age
- Cultural Diversity and Its Impact on Team Performance
- Strategic agility in mid-sized tech firms
- Growth strategies in family-run businesses across the UK
- Adapting legacy business models in the face of AI disruption
- Competitive positioning through eco-labelling in fast fashion
- How subscription models are reshaping customer retention
- Strategic implications of mergers in the energy sector
- AI adoption challenges in logistics companies
- Blockchain-based supply chains in international trade
- The role of predictive analytics in business decision-making
- Cybersecurity investment trends among UK-based SMEs
- Impact of automation on workforce structure in manufacturing
- Integration of digital twins in production management
- Cloud migration strategies and business continuity in banks
- How Gen Z influences brand communication strategies
- Consumer trust and data privacy in digital advertising
- Social proof vs. influencer marketing in online conversions
- Neuromarketing and its influence on ad design
- Ethical branding and its impact on customer loyalty
- Rebranding strategies post-crisis: A consumer perception study
- Role of augmented reality in shaping in-store experiences
- The impact of remote work on employee engagement
- Measuring productivity in hybrid workplaces
- HR analytics and performance review systems
- Gen Z expectations from workplace culture
- Managerial response to workplace burnout in high-pressure roles
- Inclusion policies and employee satisfaction levels
- The link between leadership style and retention in startups
- Funding challenges faced by women-led startups
- Measuring success in purpose-driven startups
- Entrepreneurial decision-making under uncertainty
- Impact of startup incubators on early-stage growth
- Digital platforms and entry barriers for micro-entrepreneurs

- Post-Brexit trade strategies for UK exporters
- Cultural intelligence in global business negotiations
- Role of digital marketplaces in cross-border B2B transactions
- Currency fluctuation risk management in multinational firms
- Impact of regional trade agreements on emerging market investments
- Sustainability compliance in global supply chains
- Foreign market entry strategies in saturated sectors
- ESG investing trends in UK-based financial institutions
- Influence of CEO pay transparency on shareholder trust
- Cryptocurrency taxation policies and investor behaviour
- Cash flow forecasting practices in volatile markets
- Risk-based auditing in multinational corporations
- Corporate board diversity and firm performance
- Private equity exit strategies in uncertain economies
- Resilience strategies in disrupted supply chains
- Local sourcing vs global outsourcing in retail chains
- Inventory optimisation through AI-based forecasting
- Green logistics and cost-efficiency analysis
- Vendor relationship management in lean operations
- Seasonal demand planning in e-commerce
- Effects of port delays on automotive production planning
- Circular economy strategies in consumer electronics
- Sustainable reporting practices in construction firms
- Greenwashing: Misleading claims or marketing necessity?
- Carbon offset initiatives in airline business models
- Business ethics training and its measurable impact on conduct
- Measuring long-term ROI of sustainability initiatives
- Marketing performance metrics for SaaS companies
- The impact of discount culture on brand image
- Employee-owned businesses and their decision-making dynamics
- Managing talent in rapidly scaling startups
- Cross-functional collaboration in remote-first teams
- Consumer behaviour shifts in eco-conscious millennials
- Data-driven pricing strategies in the hospitality sector
- Franchise vs. independent business growth patterns
- Buyer behaviour in live-stream shopping platforms
- The effect of pop culture partnerships on brand reach
- Role of internal communication during corporate restructuring
- Reputation recovery strategies after public controversies
- Comparing leadership models in crisis vs. growth phases

Why GEPEA Professional PhD in Business Management?

The GEPEA Professional PhD / DBA enables students to:

- Understand state-of-the-art research in their fields of study;
- Acquire the necessary understanding and expertise in methods and techniques for research design, data collection, and data analysis;
- Conduct, write, and disseminate high quality professional Doctoral level research;
- Achieve a greater level of effectiveness as a professional practitioner in managing technology, innovation in Education Administration or Educational Leadership, and change management; and

- Gain legitimacy as International professional researchers and faculty members in both academic and non-academic environments.

Potential Career Scope for our GEPEA PhD/ DBA doctorates:

- Quality inspection
- Consultancy
- Local Authority senior management
- Department for Education senior management
- Journalism/writing
- Educational charity work
- Educational policy
- Social work
- Local government
- Higher education

COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- **Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.
- The focal point of GEPEA study materials is enhancing Practical Education. GEPEA Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-explanatory & easy to understand.
- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

EXAMINATION

GEPEA Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of GEPEA. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by GEPEA panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or theory in order to complete the respective Diploma Program.
- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing students to display their potential.
- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to GEPEA office or GEPEA directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many GEPEA exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

BENEFITS AND FETURES:

- (i) **Flexible Programs & Curriculum:** You can earn and study at the same time! From GEPEA International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.
- (ii) **Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.
- (iii) **MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples of Indian and International companies. Allowing the students to put their theoretical knowledge to practice.
- (iv) **Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) **Saves Money:** These courses are almost always cheaper as compared to their on-campus counter-parts. You also cut down on the costs incurred while commuting etc.
- (vi) **Personal Fulfillment:** An DBA/PhD is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can build lifelong business and personal achievements. The GEPEA DBA/PhD program is designed to enrich your personal life, as well as to keep you informed about a constantly changing industry.
- (vii) **Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!
- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.
- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence DBA/PhD program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business topics.

ACCREDITATIONS AND RECOGNITIONS:

EIEAS, IEQAB, BIHEB and ITQSM Accredited & International Partnered Professional Academies.

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

PROFESSIONAL FACULTIES:

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.



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