WELCOME TO BRUNEL BUSINESS SCHOOL!

Brunel Business School (BBS) offers an exciting, productive and supportive environment for your PhD. You will experience a thorough exposure to research guidance including techniques, approaches and methods. The central aim is to enable you to undertake valid, justifiable and independent high-level research which is rigorous and original. As you progress through your PhD you will be assigned to a First Supervisor who will mentor you through the formal monitoring process of the programme.

At BBS we consider PhD students as junior members of staff and as such you will be regarded accordingly with invitations and opportunities to share in regular Seminar Series talks, technical courses and conference attendance support (subject to criteria). As you work through your research programme, you will benefit from an international community of research scholars from many countries, and have access to sophisticated physical and electronic library resources on business and management topics.

You will be made to feel very welcome within BBS as you join a stimulating, rewarding and vibrant research culture. As part of your development you will be invited to contribute and participate in the annual BBS Doctoral Symposium and engage fully with your designated Business School Research Centre. BBS offers more than just professional research in business and management – it’s a community with a world profile that is continually on the rise.

Warmest regards,

PROFESSOR RAYMOND HACKNEY
Director of Doctoral Programmes
ABOUT BRUNEL BUSINESS SCHOOL

Located in West London, Brunel Business School is one of the largest schools of Brunel University and home to over 2,200 students and over 100 academic and administrative members of staff. The School offers a range of programmes covering all core business and management disciplines at undergraduate, postgraduate and PhD level.

School Rankings and Accreditations:

• Brunel Business School is consistently ranked within the 7 best Business Schools in London across major league tables;
• Brunel University has been awarded one of the most prestigious awards for its ground-breaking research – the Queen’s Anniversary Prize for Further and Higher Education;
• Brunel Business School is a member of the European Doctoral Programmes Association (EDAMBA);
• Times Higher Education ranks Brunel University 1st in London, 6th in the UK and 35th in the World;
• Brunel Business School boasts the best PhD progression rates amongst Brunel University students.

Facilities

The School is based in Brunel’s flagship Eastern Gateway building, which creates a stunning entrance to the University Campus. The £32m building has state of the art facilities over four floors to house the school’s faculty, students and leading edge research activities as well as an Art Gallery and cafeteria. The building is one of many recent investments of the University Campus which serves 15,000 students on a single campus creating an amazing community on the outskirts of London.

Brunel University – London

Brunel University was established in 1966 and is located on a single campus in Uxbridge, on the western outskirts of London, close to Heathrow Airport with excellent links to the centre of London and the rest of the UK. The recent campus master plan saw over £250 million invested in new buildings, infrastructure and environment. There is an extensive library and computer centre, with an all-encompassing book and journal collection, 24 hour computer workstations, group study areas and an assistive technology centre for disabled students. Further into the campus, the University boasts excellent student facilities: the Hamilton Centre features a modern dining space, bars, the students’ union and various retail outlets. There are also UEFA class football facilities, a competition standard athletics complex and sports and fitness centre. Eighteen halls of residence and a new residential village which brings our on-campus accommodation up to 4,751 rooms.

RESEARCH INTEGRITY

Academic research within BBS has grown both in significance and volume in recent years. All academics in Brunel Business School are research active members of at least one of the School’s six research centres covering Marketing, International Business, Entrepreneurship & Innovation, Information Systems, Accounting & Auditing, HR, Gender & Diversity, Operations and Global Supply.

The Research Assessment Exercise (RAE), now the Research Excellence Framework (REF), is a UK initiative undertaken every five years on behalf of the four UK higher education funding councils (HEFCE, SHEFC, HEFCW, DELNI) to evaluate the quality of research undertaken by British higher education institutions.

Research from across Brunel Business School’s six centres of research was submitted in 2008 for assessment and given a rank by a specialist peer review panel. The results of the 2008 RAE are evidence of the intensity and commitment to active research by Brunel Business School academics:-

• BBS achieved a four-fold increase in the number of staff who submitted research for assessment compared with the RAE of 2001, with a significant increase in research rated ‘world-class’ (4*);
• 80% of the School’s research output was rated as of international standard (4*-2*);
• 10% of the output was officially ranked as world-class.

Academic researchers throughout the School enjoy the challenge of maintaining the strength of Brunel Business School’s research successes and look forward to presenting fresh research insight for the 2014 REF.
My research interests in marketing relate to the saliency of brands and institutional identities in a multi-stakeholder environment, and I am especially intrigued by marketing issues at the corporate level, as well as the strategic relevance of historical references for corporate marketing. Before embarking on my doctoral research I worked in the financial services industry in various professional positions. After several years with Allianz Life Insurance in Germany, I decided it was the right time to fulfill my academic aspirations and apply for a scholarship at BBS which was successful. I am very grateful that the school decided to fund my research. The main reason I applied to Brunel Business School was the strength of their marketing research community in my field of interest and the established links with leading academics at other institutions worldwide, for example, Harvard. (The school has a good reputation in general and in my research area in particular.) As a doctoral student I was treated as a colleague and fellow academic from day one by other members of the marketing research centre (CREAM). Furthermore, research group members were always willing to give advice and feedback - which was invaluable for shaping my project and reflecting on my progress. Also, I was able to participate in and contribute to many activities of the group which helped me to develop a better understanding of the professional life of a university. During my studies, and as part of my scholarship, I worked as a Graduate Teaching Assistant at undergraduate level which was accompanied by on-the-job training by the university. In this way I gained relevant practical experience in, and knowledge about, this important part of academia which was particularly beneficial as my ambition is become an academic after finishing my PhD.

I would like to add that I received excellent support from the school during a time of personal hardship, the support I received from BBS helped me to stay on track and successfully continue my research journey. Brunel Business School provides a very supportive and lively learning and research environment for doctoral students, and as a plus, the annual Doctoral Symposium for students facilitates dialogue and reflection across the various research groups. 

Mario Burghausen, PhD, Germany.
International Student, Sara Ahmed, with her Best Year Two Paper Award from the 2012 Doctoral Symposium.

After completing my bachelor’s degree with distinction from King Abdul-Aziz University in Saudi Arabia, I received a scholarship from the Ministry of Higher Education of Saudi Arabia to fund an MSc, which was later upgraded to a PhD. I initially came to Brunel with my husband and four children to study MSc in Human Resource Management—filled with hopes and dreams. After several challenges, I successfully passed the MSc in December 2010 and progressed to the PhD.

The teaching and supervision at BBS is excellent, motivating and encouraging— in addition to the encouragement I continually receive from my family and the Saudi government. I was fortunate to be able to publish my MSc dissertation in a 3* journal with my supervisors, who are always available to provide excellent guidance and support. My ambition is to work as an academic lecturer after the completion of my PhD and to continue doing research which I greatly enjoy. I also look forward to collaborating with academics from different disciplines to develop new skills and solve new challenges.

I found Brunel University to be all that I need, from its unique environment, multi-cultural community, high-quality teaching, excellent supervision, to the University’s great location close to Heathrow Airport. Not only that, I have been able to place my children in an outstanding school and connections to central London are excellent.

BBS’s reputation as a world-class research institution is well earned. I initially heard about Brunel University from friends whilst studying English in the North of England and decided to visit on an official Open Day. As well as the excellent support network within BBS, the Brunel Graduate School provides additional support and services to Brunel Postgraduates and Early Career Researchers through the provision of a comprehensive skills development programme, workshops and networking events; research prizes, and 24/7 study and social facilities. The focus of my HRM thesis is “Applicant Reactions to Selection Procedures,” where I am investigating fairness within internet-based selection procedures from the applicants’ perspective, along with the antecedents and consequences of selection fairness in other selection events. In March 2012, I was delighted to win the Best Year Two Paper award at the BBS Doctoral Symposium. I thoroughly enjoy being a PhD student at BBS and would recommend it highly.

Sara Ahmed, PhD, Saudi Arabia.

CENTRES OF RESEARCH EXCELLENCE

In the Research Assessment Exercise (RAE) of 2008, BBS achieved a four-fold increase in the number of staff who submitted research for assessment to 2001, with a significant increase in research rated ‘world-class’ (4*); 80% of the School’s research output was rated as of international standard (4*–2*); 10% of the output was officially ranked as world-class.

CENTRE FOR RESEARCH IN MARKETING (CREAM)

CREAM provides a platform for research into the strategic, practical and creative aspects of marketing to effectively marry the “practical with the cerebral.” The Centre’s ethos is to continually produce international level research with wide institutional and societal utility. CREAM enjoys an outstanding international research profile in the fields of corporate marketing, corporate identity, and corporate brand management. CREAM members are prolific in published output relating to international marketing, B2B marketing, CSR/ethical marketing, and heritage/luxury brand identities, amongst others. For further details on CREAM research, please visit www.brunel.ac.uk/bbs/research/research-centres/cream.

Current research areas include:
- Corporate Branding and Marketing
- Monarchical Marketing
- International Marketing
- Heritage/Luxury Brands and Identities
- CSR/Ethical Marketing

INFORMATION SYSTEMS EVALUATION AND INTEGRATION GROUP (ISEING)

ISEing undertakes rigorous and relevant interdisciplinary research into the evaluation of Information Systems & Communication Technologies to improve the efficiency, effectiveness and performance of individuals, organisations and society. Research embraces electronic processes for enhancing and transforming government, business and pedagogy. ISEing investigates, evaluates and communicates solutions to these managerial issues. Research efforts are directed at ensuring and improving successful organisational transformation, as well as examining change management processes in both the public or private sector. ISEing is the first multi-disciplinary research group to receive government funding in the areas of Information Systems Evaluation, Enterprise Integration and eGovernment. For further details on ISEing research, please visit www.brunel.ac.uk/bbs/research/research-centres/iseing.

Current research areas include:
- eBusiness
- eGovernment
- eLearning
CENTRES OF RESEARCH EXCELLENCE

BBS PhD students are part of a stimulating, rewarding and vibrant research culture. Academic researchers throughout the School enjoy the challenge of maintaining the strength of Brunel

Business School’s research successes and look forward to presenting fresh research insight for the 2014 Research Assessment Framework (REF).

OPERATIONS AND SUPPLY CHAIN SYSTEMS GROUP (OASIS)

OASIS carry out and disseminate research into all aspects of operations and supply chain management across a diverse range of product and service-based industries. International expertise seeks to inform practical and applied responses to critical operational as well as strategic business challenges across sectors such as manufacturing, healthcare, aviation and information technology.

The Centre analyses all aspects of operations and supply chain management and related areas. Its work combines operations research, management science, information systems, general management and strategic management approaches in order to evaluate product and service based business operations within and across public and private industry sectors.

Oasis regularly brings together Brunel and external academics and practitioners to investigate, evaluate and communicate solutions to the systemic and managerial components within modern business contexts and scenarios. For further details on OASIS research, please visit www.brunel.ac.uk/bbs/research/research-centres/oasis.

Current research areas include:
- Operations and Supply Chain Management Strategy
- Multi-agent Systems for Supply Chain Management
- Logistics and Distribution Management
- Global Operations and Procurement
- Development of Supply Chain Networks

WORK AND ORGANISATION RESEARCH CENTRE (WORC)

WORC undertakes applied research into all aspects of performance in the workplace, individual well-being and performance, and Human Resources Management in its broadest sense. Using a wide range of quantitative and qualitative research methodologies, research investigates current and pressing issues in performance at three levels – the individual, the work team, and the wider organisation.

The Centre seeks to generate innovative scientific understanding and professional practice in a diverse set of topics. The Centre’s four main areas of research are human resource management, performance at work, social identity, and organisational processes. Other important research themes include gender and diversity, which look at gender and career dynamics; succession issues in small firms, diversity in human resource management, and inequality management and the role of social capital.

The Centre’s research interests also extend to technology and work, including eBusiness and diversity, diversity management and systems analysis, IT careers and identity. For further details on WORC research, please visit www.brunel.ac.uk/bbs/research/research-centres/worc.

Current research areas include:
- Innovation and Creativity at Work
- Social Identity
- Gender
- Diversity Management and Equal Opportunities
- Organisational Processes
RESEARCH EVENTS

Business Research Seminar Series
Part of the ethos of any successful research institution is the collaborative nature of research projects and findings. Brunel Business School runs a successful weekly Seminar Series that comprises presentations by eminent guest speakers invited by the School’s research centres: CEIBIEM, CREAM, WORC, ISEING, OASIS and AARC. Research students are automatically affiliated to the same Research Centre as their First Supervisor; students with interdisciplinary topics may be members of more than one research centre. PhD students are encouraged to attend the BBS Seminars to help build research strength and form relationships inside and outside the University.

Research Conferences
Business School research centres host fee paying public conferences where PhD students are always encouraged to attend. Brunel University is a research intensive institution providing high quality conferencing facilities including accommodation within the Lancaster Suites on campus. Similarly, funding may be provided for PhDs to attend external conferences by arrangement with their PhD supervisor usually from year two of the programme.

Annual Doctoral Research Symposium
In spring each year, the Business School hosts a Doctoral Symposium where all PhD students are required to present a paper on their thesis as part of a two-day event on campus. The Symposium provides an excellent platform for students to present and discuss their research findings as well to gain valuable practice in presenting to an academic audience. The event is also an opportunity for the Business School Symposium Committee to present a series of achievement awards and accolades to PhD students. A similar event is held annually in the Kingdom of Bahrain for PhD students based at Ahlia University. Symposia are well attended by supervisors, guest speakers and other University research staff.

BRUNEL GRADUATE SCHOOL
As a doctoral student at Brunel University you will automatically become a member of the University Graduate School which runs a series of additional skills training sessions exclusively for research students. The Graduate School also offers a social space and runs a number of events to enable students throughout the university to socialise and network.

LIBRARY, RESEARCH SOFTWARE AND COMPUTING FACILITIES
Brunel University is home to an extensive library over three floors available 24 hours a day during the week, with a dedicated Research Commons Room for the sole use of research students and academic staff during office hours. In addition to this, BBS provides training and access to a number of business specific software packages such as ORBIS, SPSS, LISREL, LISREL and NIVIVO.
DOCTORAL PROGRAMMES AT A GLANCE

Ordinary PhD in Business and Management

**DURATION**  
3-4 years full-time  
6-8 years part-time

**ENTRY DATES**  
January or October

**FOCUS**  
Production of a unique piece of research under the supervision of a Brunel Business School academic tutor leading to a PhD in Business and Management.

**STRUCTURE**  
- 8 supervisory meetings per year;
- 100 hour Doctoral Engagement Training Programme in research and technical processes;
- Yearly Doctoral Symposium for the presentation of research findings;
- Final year viva voce examination in defence of thesis.

**ENTRY CRITERIA**  
First degree equivalent to a UK 2:1 honours degree and usually a Master’s from a UK university or recognised overseas institution.  
English Language certification equivalent to IELTS 6.5 if English is not a first language.

** FEES**  
For up-to date-fee information, please visit the Brunel Business School web site at www.brunel.ac.uk/bbs.

**WHO FOR**  
Candidates who are ready to undertake a PhD research.

New Route PhD in Business and Management

**DURATION**  
4 years full-time

**ENTRY DATES**  
October only

**FOCUS**  
Production of a unique piece of research under the supervision of a Brunel Business School academic tutor leading to a PhD in Business and Management with a Postgraduate Diploma in Business and Management.

**STRUCTURE**  
- Includes a year-long programme of taught modules leading to Postgraduate Diploma.
- 8 supervisory meetings per year;
- 100 hour Doctoral Engagement Training Programme in research and technical processes;
- Yearly Doctoral Symposium for the presentation of research findings;
- Final year viva voce exam in defence of thesis.

**ENTRY CRITERIA**  
First degree equivalent to a UK 2:1 honours degree and usually a Master’s from a UK university or recognised overseas institution.  
English Language certification equivalent to IELTS 6.5 if English is not a first language.

** FEES**  
For up to date fee information, please visit the Brunel Business School web site at www.brunel.ac.uk/bbs.

**WHO FOR**  
Candidates who are ready to undertake PhD research who would benefit from a taught training programme in research leadership as well as subject-specific modules leading to a Postgraduate Diploma.

PhD without Residence (in collaboration with Ahlia University, Bahrain)

**DURATION**  
3-4 years full-time

**ENTRY DATES**  
October only. Please note that application deadline is 31st March for October entry.

**FOCUS**  
Production of a unique piece of research under the supervision of Ahlia University and Brunel Business School academic tutors leading to a Brunel Business School PhD Doctorate in Business and Management.

**STRUCTURE**  
- 8 supervisory meetings per year;
- 100 hour Doctoral Engagement Training Programme in research and technical processes;
- Yearly Doctoral Symposium for the presentation of research findings;
- Final year viva voce exam in defence of thesis.

**ENTRY CRITERIA**  
First degree equivalent to a UK 2:1 honours degree and usually a Master’s from a UK university or recognised overseas institution.  
English Language certification equivalent to IELTS 6.5 if English is not a first language.

** FEES**  
Please e-mail Ahlia University, Bahrain for fee details at gowrishankar@ahliauniversity.edu.bh, or visit website: www.ahliauniversity.edu.bh.

**WHO FOR**  
Candidates who are ready to undertake a PhD research.

**RESIDENCE**  
Ahlia University, Kingdom of Bahrain.
Main benefits of this research degree programme

- It represents a unique opportunity for anyone who is unable to spend three years abroad – maybe due to work or family commitments – to be awarded a PhD by a UK university with an international reputation.

- It has been judged to meet the standards set by the UK's Quality Assurance Agency (the organisation responsible for upholding academic standards and quality of higher education in the UK).

- You can choose from a wide range of research topics – research interests of academic staff span all the main areas of business and management research.

- You will have access to the research expertise of Brunel Business School academics without having to leave the Kingdom of Bahrain: members of Brunel Business School have published extensively and are recognised as leaders in a range of research fields.

- You will receive support from academics at Ahlia and be entitled to make full use of Ahlia’s excellent facilities.

How does it work in practice?

- You will be based for your studies at Ahlia University and have full access to all of Ahlia’s facilities including its extensive library.

- You will be assigned two academic supervisors who will support and guide you over the course of your PhD: your first supervisor will be based at Brunel University and your second/local supervisor will be based at Ahlia University, Kingdom of Bahrain.

- You will be nominally attached to a research centre within Brunel Business School.

- You will also be encouraged to attend conferences and to disseminate your research.

- Brunel Business School regularly runs seminars and workshops in the Kingdom of Bahrain to help you with your study and research skills.

- You are strongly encouraged to visit Brunel whenever possible throughout your studies; your viva will take place at Brunel University.

Key features at a glance

- The result of a collaboration between Ahlia University in the Kingdom of Bahrain and Brunel Business School, part of Brunel University, a world renowned research-led university in the UK.

- Up until very recently, studying for a UK doctorate meant spending up to three years in the UK and anyone who was unable to do this simply had to forego the opportunity. Fortunately, thanks to Ahlia's collaboration with Brunel, this is no longer the case.

- Unrivalled opportunity of a PhD from a prestigious UK based Brunel University without the need to leave home.

- Exceptional chance to work alongside top business and management researchers.

- Full support, supervision and excellent facilities provided by Brunel Business School and Ahlia University, Kingdom of Bahrain.

Enquiries to: Mr Gowrishankar
E-mail: gowrishankar@ahliauniversity.edu
Web: www.ahliauniversity.edu.bh.
DOCTORAL ENGAGEMENT PROGRAMME

The BBS Doctoral Engagement Programme comprises over 100 hours of information and training sessions in support of your PhD – providing help, guidance and tutorials in research best practice, taught by a dedicated team of active researchers within the Business School.

Research Resources (20 hrs)
- Literature searching and recording
- Information sources, data collection, fieldwork etc.
- Strengthening the coherence of research design

Research Design (20 hrs)
- Philosophical underpinnings
- Positivism and Interpretive Paradigms
- Induction/deduction
- Example research designs
- Field workshops (Social Science, etc)

Research Methods and Techniques (RMQuants – 20 hrs)
- Theory building
- Analysis techniques (SPSS, etc)
- Testing, evaluation, reflection

Research Methods and Techniques (RMQuants -20 hrs)
- Theory building
- Analysis techniques (NVivo 9, etc)
- Interpretation, evaluation, reflection

Research Practice (20 hrs)
- Researcher/supervisor roles and relationships
- Thesis structure, components and contribution
- PhD structure and assessment (Annual review, Vivas, etc)
- Principles of good research practice, ESPC/EPSRC guidelines, codes of practice
- Field workshops

Research Output (20 hrs)
- Writing, communicating and disseminating research;
- Ethical issues;
- Research contributions.

LIFE AS A PhD STUDENT

Supervisor-Student Relationship
All BBS PhD students are assigned a first supervisor (Director of Studies) who will provide support, guidance and direction for your research as well as to undertake the formal progress meetings (8 per year for full-time students and 4 per year for part-time candidates) to help progress you through the milestones of the programme. Your supervisor will be your first point of contact for all matters concerning your research. You will also have the support of a dedicated PhD Administrator to help and advise you on administrative matters.

Annual Review
Brunel Business School has one of the best completion rates for PhDs in the UK. To ensure that you continue to progress well at specified stages, for each year of your PhD programme you will be required to provide an annual review document – a written report of 1000 words or more to include the title of your thesis, an abstract (to include the theoretical framework of your research, objectives and methodology), as well as a timetable for completion.
HOW TO APPLY

ORDINARY PhD or New Route PhD
To submit a PhD application and accompanying 1500 word proposal, please visit www.brunel.ac.uk/bbs/research/phd-programmes-opportunities where guidance on preparing a research proposal can be found.

Start dates:
Ordinary PhD - January or October
New Route PhD - October only

PhD WITHOUT RESIDENCE (Ahlia University, Kingdom of Bahrain)
To submit a PhD application and accompanying 1000 word proposal, please download and complete a Brunel University International Students Application form from the bottom of the Research Courses page at http://www.brunel.ac.uk/international/applying-to-brunel.

Please post your completed form and proposal to arrive before the 31st March to: Mr S Gowrishankar, PhD Co-ordinator, Ahlia University, P.O. Box 10878, GOSI Complex, 1st Floor, Exhibition Road, Manama, Kingdom of Bahrain.

Start dates: October only

SUPPORTING DOCUMENTS
All PhD applications should be supported by the following documents:

- A 1500 word research proposal on the topic of your thesis;
- A full CV
- Authenticated copies of your academic qualifications (master’s and bachelor’s degree certificates and transcripts must be officially translated)
- Proof of English Language proficiency equivalent to IELTS 6.5 which must be achieved at the time of submitting an application.
- Two references, one of which must be from an academic.

INTERNATIONAL APPLICANTS
Helpful information on applying from overseas, can be found on the main University website at www.brunel.ac.uk/international

CONTACT US

ORDINARY PhD or NEW ROUTE PhD
Brunel Business School,
Brunel University
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Tel: +44 (0)1895 267543
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PhD WITHOUT RESIDENCE (Ahlia University, Kingdom of Bahrain)
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Tel: +973 17 298973 or +973 17 298999
Fax: +973 17 290083
Web: www.ahliauniversity.edu.bh.
WHERE IS BRUNEL BUSINESS SCHOOL?

Brunel Business School is situated at Brunel University’s single campus at Uxbridge on the western outskirts of London. Its location makes it convenient for central London, Heathrow Airport and the M4, M40 and M25 motorways.

FOR MORE INFORMATION:

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Every effort has been made to ensure the accuracy of the information in this brochure and the University will take all reasonable action to deliver courses and services in accordance with the descriptions set out in it. A contract is made at the point when an applicant accepts an offer from Brunel, meeting any conditions, and the acceptance is communicated to Brunel or the clearing system acting for Brunel, and this contract is confirmed. All students are required, as a condition of registration, to abide by and submit to the University’s statutes, ordinances, regulations and rules, which are published on the University’s website (a hard copy is available from the Registry at the Uxbridge address).