PhD Admission – Teaching Assistantship through Project (TAP) Position – Spring 2026

Shailesh J. Mehta School of Management, IIT Bombay

Project Title: Emergent constructs of human-machine interaction with the proliferation of intelligent technologies
Principal Investigator: Prof Soumya G. Rajan
Source of Funding: IRCC, IIT Bombay

Project description: Organizations absorb and imbibe the demands of their volatile contexts as they evolve into resilient organizational systems. However, the pace of change within and outside the organizational systems has increased manifold in recent years thereby pointing to a need to further intensify one's understanding of organizations that seem to be more agile with dissolving boundaries.

While organizational agility enhances adaptability, it disrupts the traditional psychological anchors that foster stability and belonging among workers. When algorithms, artificial intelligence, and virtual platforms reconfigure daily workflows, the subjective human experience becomes fragmented. Existing literature extensively addresses structural agility and digital transformation, yet it under-conceptualizes how individual actors construct meaning and preserve self-concept amid continuous organizational flux.

The study ponders a broader set of questions, including:

- ✓ How does a human essentially make sense of his organization?
- ✓ Where does the human anchor his identity in spaces operated by technology?

The study specifically looks at:

- ✓ How do fluid, highly automated organizational architectures alter interpersonal trust, psychological safety, and the psychological contract between workers, peers, and leadership?
- ✓ How does the practice of cognitive offloading—delegating memory, analysis, and decision-making to algorithmic and AI tools—reshape worker autonomy, expertise, and perceived competence?
- ✓ How do individuals navigate role ambiguity and negotiate personal-professional boundaries when remote, hybrid, and platform-mediated work structures blur traditional spatial and temporal limits?
- ✓ In automated, technology-operated systems, what mechanisms allow humans to maintain a sense of purpose, dignity, and contribution rather than experiencing digital alienation or commodification?
- ✓ In organizational environments governed and mediated by advanced technology, where and how do individuals anchor their professional self-concept, agency, and organizational identification?

Project aims: The project aims to develop cutting-edge research on the problem statement using Organization Theoretical lens as the base.

Candidate capabilities

The candidate must fulfil the PhD eligibility criteria of SJMSOM and IIT Bombay. In addition, an ideal candidate should possess the following skills:

1. A strong academic background in management, economics, engineering, or related disciplines.
2. Interest in research on innovation, digital transformation, and technology strategy.
3. Quantitative and/or qualitative research skills, such as econometrics, case study analysis, survey design, or text/data analytics.
4. Ability to work independently and collaboratively in an interdisciplinary environment.
5. Strong written and analytical communication skills**.**
6. Familiarity with research tools (e.g., Stata, R, or Python) will be an advantage

The candidate will have to go through the regular PhD admission process at SJMSOM, IIT Bombay.

PhD Admission – Teaching Assistantship through Project (TAP) Position – Spring 2026

Shailesh J. Mehta School of Management, IIT Bombay

Project Title: Greenwashing in India's Corporate and Financial Ecosystem: Measurement and Detection
Principal Investigator: Prof. Ved Dilip Beloskar
Source of Funding: IRCC, IIT Bombay

Project description:
Environmental, Social, and Governance (ESG) performance is gaining global prominence as stakeholders demand greater sustainability and accountability in business practices. While ESG reporting has increased significantly, concerns persist regarding the credibility and verifiability of corporate sustainability claims. Greenwashing, the practice of firms overstating or misrepresenting their sustainability performance, is a significant concern in India, with studies showing that a majority of corporate environmental claims are misleading, most consumers have encountered such practices and express low trust, and nearly half of large listed firms exhibit evidence of greenwashing. This project addresses this greenwashing challenge in India's corporate sector, particularly amid expanding regulatory disclosures under SEBI's Business Responsibility and Sustainability Reporting (BRSR) framework.
The project aims to develop a novel, India-focused framework for identifying ESG greenwashing using publicly available corporate disclosures and regulatory filings. It adopts an interdisciplinary approach integrating finance, accounting, sustainability, and data-driven methods to analyse both qualitative narratives and quantitative indicators of firm behaviour. The project will examine inconsistencies and patterns in corporate ESG reporting, and investigate their economic drivers, market consequences, and the role of governance and regulatory mechanisms in shaping reporting credibility.

Project aims
- Collect and analyse detailed firm-level panel data on disclosure and performance of various ESG metrics.
- Develop an India-focused greenwashing measurement framework.
- Construct a large-scale panel dataset on greenwashing for Indian listed firms.
- Examine the determinants, consequences, and mitigants of corporate greenwashing in India.

Candidate capabilities
The candidate must fulfil the PhD eligibility criteria of SJMSOM and IIT Bombay. Additionally, it is desirable that the candidate has the following academic interests and skills.

1. Strong interest in finance, accounting and ESG.
2. Understanding of basic statistics and econometrics, and working knowledge of STATA/R/Python/SPSS (or willingness to learn quickly)
3. Interest in data science, textual analysis, or NLP applications (prior experience desirable but not mandatory)
4. Ability to work with structured and unstructured data sources
5. Strong analytical thinking and academic writing skills
6. Curiosity, patience, and the motivation to develop something new
7. Ability to work independently and in interdisciplinary teams

The candidate will have to go through the regular PhD admission process at SJMSOM, IIT Bombay.

PhD Admission: TAP Position 2026

Project Title: Consumer Decision making in Digital Environments

Principal Investigator: Prof. Srinwanti H. Chaudhury, SJMSOM, IIT Bombay

Source of Funding: IRCC, IIT Bombay

Project Description

Research project(s) will examine how consumers make decisions in digital environments, such as streaming platforms, metaverse ecosystems, or avatar-mediated interfaces. It will focus on understanding how digital choice architectures and immersive features (such as personalization and avatars) influence downstream consumer outcomes, including decision choices and behaviours.

Research will further identify the behavioural mechanisms underlying these effects, including reliance on recommendations and identity expression in digital contexts. A cross-cultural component can compare how consumers from developed (United States) and emerging (India) markets behave in order to assess how cultural orientations shape interaction with digital systems. As such, the project aims to advance theory and understanding of consumer decision-making, while generating actionable insights for digital platform design and policy.

Project aims

1. Examine consumer choice in digital environments, and uncover behavioural mechanisms that drive consumer interaction and decision-making.
2. Identify causal effects of digital choice architectures and features (e.g., personalization, interface design, avatars, and metaverse environments) on consumer outcomes such as choice, engagement, and decisions.
3. Examine cross-cultural variation in digital interaction, comparing developed and emerging markets (e.g., United States and India) to test generalizability and provide actionable insights to marketers, policymakers, and consumers.

Candidate Capabilities

The candidate should fulfil the PhD eligibility criteria of IIT Bombay and the School of Management. In addition, the ideal candidate should possess the following skills:

1. An academic background in computer science engineering, marketing, psychology, economics, or related disciplines.
2. Interest in research on digital consumption, human-computer interaction or algorithmically mediated environments.
3. Proficiency in web scraping and digital data collection using tools (e.g., Python APIs,), along with an understanding of data ethics and platform policies.
4. Strong computational and analytical skills, including experience with statistical software (e.g., R or Python).
5. Ability to work independently and collaboratively, with strong written and analytical communication skills.