



Ph.D. in Business Administration

With specialty in Marketing

An intellectual challenge based on applied research

The Ph.D. in Business Administration is a program that offers access to cutting-edge knowledge to develop research competencies in a highly rigorous academic environment. Participating in this program is a very stimulating intellectual challenge. Our program is based on applied research where students conduct innovative projects with a solid scientific base.

EGADE Business School has research groups that promote the development of innovative research in strategic areas. Within the field of marketing we have two research groups: Retail and, Consumer Behavior and Conscious Marketing.

Global passion for science and innovative thinking

Our Ph.D. in Business Administration students have a true international experience from our multiple partnerships with universities in all latitudes. We offer courses with international professors, collaboration in research projects, and the opportunity to study abroad. The Ph.D. in Business Administration is accredited by the National Program of Quality Postgraduates, Mexican Council of Science and Technology, CONACYT.

DURATION
4 years

FORMAT
Full time
/ Part time

LANGUAGE
English
Spanish

PROGRAM INTAKE
January 2020

Master required

Contact:

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At the forefront of applied research

- Shopping behavior and in-store experience
- Retail service and store formats innovation
- Impact of technology on the retail experience
- Branding and consumer perceptions
- Digital marketing and diffusion of innovations
- Decisions on responsible consumption and social welfare



Triple crown of global accreditations

