



2025

PROSPECTUS

DOCTORAL PROGRAMMES



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DOCTOR OF PHILOSOPHY
IN
DESIGN

DOCTOR OF PHILOSOPHY DESIGN

INTRODUCTION AND OVERVIEW

A Doctor of Philosophy (PhD) is the highest academic degree awarded upon completing doctoral research that significantly contributes to new knowledge in the field of study. The PhD in Design, initiated by PIFD, aims to cultivate a research culture within the institution that promotes critical reflection, analytical thinking, and discovery. Its objective is to help generate original ideas that address important present and future challenges across various design fields. It emphasizes advanced and in-depth research practices and theories related to previously unexamined topics that require critical investigation. These inquiries yield new creative concepts, theories, methods, approaches, products, and solutions. They foster a research environment essential for academic and professional growth while making an original contribution to design disciplines.

The PhD in Design is offered in the following modes: Practice-based Research and Theory-based Research. Offering both allows students to pursue their studies in the one that is integral to their research topic and interests. Theory-based research enriches practical knowledge and assesses existing theories. By the end of the programme, a thorough doctoral thesis or dissertation must be submitted.

Practice-based research incorporates practice as a fundamental aspect of its methodology. This programme combines practical work with academic research, culminating in a written dissertation alongside creative output. The creative work forms the major part of intellectual inquiry and consists of a collection of six to eight pieces. Contextualizing students' creative work is essential to practice-based research, as it addresses real issues and present and future challenges related to design. Both types of research necessitate a thorough synthesis of the work and its original contribution to knowledge. For the programme, we seek graduates and professionals from diverse design fields who are self-motivated critical thinkers and desire to reflect on their knowledge and invest their time and effort to rethink, reinvent, and provide real, impactful results.

SCOPE OF THE PROGRAMME

The PhD in Design offers both Theory-based and Practice-based research that covers theoretical and creative contexts.

The coursework is a fundamental part of the programme to be completed in the first year, followed by passing the comprehensive examination and proposal defense. After clearing the examination and synopsis, an in-depth analysis of different research theories and methods related to the field of study is essential and needs to be conducted to generate original ideas and new knowledge.

The creative outcome, such as collection pieces, along with a strong portfolio, covers the creative and critical context in practice-based research and is a fundamental requirement. It needs to demonstrate the originality of the idea.

For both practice-based and theory-based research, the culmination of the PhD in Design is subject to the submission of the dissertation, which is generated from intellectual inquiry and theoretical context. It helps shape new research concepts and theories that address serious present and future concerns that impact us.

Submission of an annual progress report by the end of each academic year is a prerequisite. It provides a detailed record of the doctoral candidate's research activities. The report includes the timeline observed, research theories and practices examined, and methods applied for comprehensive inquiry, which helped originate innovative approaches.

Participation in research activities, such as national and international conferences, research seminars, debates, discussions, and workshops, is integral to developing original ideas. These brainstorming sessions help with cognitive learning, introduce the doctoral student to research advancements in the field, and help identify problems and their solutions. They also build connections with other researchers and their research contributions to design.

Writing research papers on the chosen field of research for conferences and research journals is an important requirement. These papers should add to existing knowledge and provide new direction within the field.

EMPLOYABILITY AND CAREER PATHS

- Entrepreneurs and creative directors of their brands.
- Creative directors in leading fashion houses, locally and globally.
- Product developers.
- Managers in leading brands, local and global.
- Researchers and academicians.
- Design and technical consultants.
- Retail managers in the fashion and textile industry.
- Creative pattern-makers and stylists.

DOCTOR OF PHILOSOPHY DESIGN

PROGRAMME DETAILS

Programme Duration

Minimum 3 Years & Maximum 6 Years

Mode

Full-Time: Minimum 3 Years & Maximum 6 Years

Part-Time: Minimum 5 Years & Maximum 8 Years

Total Credit Hours

48 Credit Hours

Compulsory Course Work

18 Credit Hours

Thesis / Dissertation

30 Credit Hours

Research Type

Theory-based Research - Thesis/ Dissertation

Practice-based Research - Thesis & Collection

COURSES

YEAR 1

Design Impact on Society

Advanced Research Methods & Practices

Archival Research

Design Ecologies

Research in Creative Practices

Professional Practices & Theories (Seminar)

YEAR 2

Comprehensive Exam

Proposal Defense

YEAR 3

Thesis / Dissertation

ELIGIBILITY CRITERIA

18 years of education in a design or relevant field with a minimum of 3.0 CGPA (out of 4.0 in the semester system) or 60% marks or 1st division (in the annual system). 16 years of education, having a minimum CGPA of 2.5 (out of 4.0) in the semester system or 1st division in the annual system.

Applicant enrolled in MPhil/M.Des/MSc/MS/Equivalent studies and interested in continuing to PhD may be granted provisional admission upon satisfaction with the Admission Committee regarding the Statement of Purpose and students' commitment to the PhD programme, provided that confirmation of the admission shall be subject to the fulfillment of the following conditions within one year from the date of provisional admission:

Award of MPhil/M.Des/MSc/MS/Equivalent degree, within one year (In case of non-compliance, the admission will be canceled).
Clearance of the admission test, as per PIFD regulations.

An applicant who demonstrated a keen interest in obtaining PhD degree but has a CGPA below 3.00 (out of 4.0 in the semester system) or 60% marks (in the annual system) in MPhil/M.Des/MSc/MS/Equivalent (most recent degree obtained) may be admitted to a relevant PhD programme after fulfilling the following requirements:

The applicant has a strong interest in pursuing PhD in a different discipline.

The admission committee is satisfied that the applicant's knowledge of the primary area (level 7) has sufficiently prepared him or her to undertake the course of studies of the doctoral programme. These requirements shall be in addition to any other requirements set in this policy for admission to a PhD programme.

The applicant has passed the GRE-Subject / Equivalent Test with a minimum of 50% marks in the discipline of admission and has taken 6-9 Credit Hours of deficiency courses of level 7.

The applicant must have minimum one year of professional working experience after MPhil/M.Des/MSc/MS/Equivalent, in the field of study.

ADDITIONAL REQUIREMENTS

A RESEARCH PROPOSAL, including:

Topic/ Title of the Research Proposal

Research Objectives

Initial Research Questions

Research Background/ Historical Context

Interest and passion for the area of research

Understanding of the intended field of research

for the generation of original knowledge and its impact locally or globally

Short Methodology

Bibliography

A STATEMENT OF PURPOSE, including:

Reasons for applying to the programme

Research interest in the field

Personal interests

Aptitude and background

Future career plans

Any other relevant information

REFERENCE LETTERS

Two strong reference letters with contact details (academic and professional)

STRONG PROFESSIONAL PORTFOLIO

Strong professional portfolio or related work

(Digital) updated work and relevant work

experience

UPDATED RESUME/ CV

ATTESTED COPIES OF DEGREES AND

TRANSCRIPT

ORIGINAL DEGREES AT THE TIME OF

INTERVIEW

PHD ADMISSION TEST

PIFD will conduct:

- A test equivalent to GRE/HAT General developed at the University, with a passing score of 60%.

OR

- Accept a test equivalent to GRE/HAT General, conducted by testing bodies accredited by HEC, with a passing score of 60%.

- PIFD may conduct a subject-specific test where necessary.

FACULTY

DOCTOR OF PHILOSOPHY IN DESIGN



Dr. Shawana Khalil, Professor, PhD in Architecture, City & Design, Research Field: Fashion Design, Università'luav di Venezia Italy (Distinction Holder), MS Textiles, UMT, Lahore, Bachelor of Design (Fashion Design), PIFD, Lahore, Faculty trainings at L'Ecole de la Chambre Syndicale de la Couture Paris, France, University of Manchester, UK & Venice International University (VIU), Italy.



Dr. Shaazia Mukhtar, Professor, PhD (Art and Design), Research Centre, College of Art and Design, University of the Punjab, MFA in Graphic Design (Gold medalist), University of the Punjab, BFA Graphic Design, University of the Punjab, Lahore. She has taught, MPhil and PhD courses at PRCCA. Published various research papers in different journals.



Dr. Asmarah Ahmad, Associate Professor, PhD in Art & Design, M.Phil. in Art & Design (Distinction Holder & Roll of Honour). MFA Painting (Gold Medalist), BFA Art & Design, University of the Punjab, Lahore.

ADJUNCT FACULTY



Prof. Alessandra Vaccari, Associate Professor History of Contemporary/ Fashion History and Theory, Università` luav di Venezia (IUAV), Italy.



Dr. Simeon Gill, Reader in Fashion Technology University of Manchester (UOM), UK.



Dr. Paolo Franzo, PhD in Design Sciences, Assistant Professor in Fashion Design at the Department of Architecture of Università degli Studi di Firenze (University of Florence), Italy.

FEE STRUCTURE - DOCTOR OF PHILOSOPHY IN DESIGN

Fee Breakup	AMOUNT (Rs.)
Admission/ Registration Fee (once at the time of admission)	30,000
Previous Degrees Verification Fee (One Time)	5,000
Security Fee (Rs. 15,000 refundable, Rs. 5000 non- refundable as Endowment Fund)	20,000
PIFD ID Card(One Time)	500
Proposal/ Synopsis Defence (One Time)	20,000
Library Security (Refundable) (One Time)	10,000
Degree, Transcript Fee (One Time)	15,000
Library Fee / PERN Digital Services (Annual)	10,000
IT Lab/ Workshop Fee (Annual)	20,000
Studio Fee (Annual)	15,000
Medical Fee (Annual)	3,000
Examination Fee / Viva Voce (Annual)	10,000
Tuition Fee (Annual) includes charges for coursework, supervision, foreign thesis/dissertation evaluation, and courier services.	180,000

1. Provision of tuition fees in installments is available for students on a need basis.
2. If the thesis is not submitted within the four years, 50% of the tuition fee, along with other applicable annual charges, will be charged.
3. In case a PhD candidate intends to engage an external co-supervisor, upon approval from BASR, PIFD, the remuneration will be borne by the PhD candidate as per actual cost.
4. PhD students/candidates who have submitted their final thesis to the Graduate Office for review will be exempted from further fee payments.
5. Research-related expenses, such as those for conferences, seminars, workshops, or field trips, where applicable, will be borne separately by the candidate.
6. Late fee charges will be applied in accordance with PIFD regulations.
7. Adjustable withholding tax on the total fee will be charged as per prevailing government regulations.
8. Hostel Charges: PKR 40,000 per month for furnished accommodation with air conditioning & PKR 22,000 per month for unfurnished/non-air-conditioned accommodation
9. All one-time fees are to be paid at the time of admission.
10. International students may pay fees in US Dollars, based on the prevailing exchange rate at the time of admission.
11. A PhD Assistantship position is available for eligible PhD candidates who have attained a minimum GPA of 3.3 in their first semester of doctoral studies. Interested applicants are required to submit a formal application, a cover letter highlighting their relevant teaching and research experience, and an updated Curriculum Vitae (CV). PIFD reserves the right to revise the fee structure in accordance with its rules and regulations.



DOCTOR OF PHILOSOPHY
IN
DESIGN MANAGEMENT

DOCTOR OF PHILOSOPHY DESIGN MANAGEMENT

INTRODUCTION & OVERVIEW

The Pakistan Institute of Fashion and Design (PIFD) is a leading federally chartered public sector institution that imparts specialized design education in the country. PIFD offers Pakistan's first and one of its own kind PhD programme in Design Management, an initiative that marks a significant milestone in the advancement of research and education. This doctoral programme is designed to cultivate thought leaders, industry pioneers, and academic scholars who will contribute to the evolving global discourse of management where design serves as a strategic function. By integrating interdisciplinary knowledge from Technology, Sustainability, Supply Chain & logistics and Global Trade, the programme will equip scholars with the expertise needed to address challenges in both academia and design industry.

The PhD in Design Management is a research-based programme that focuses on creation of new knowledge, how design can serve as a transformative tool for organizational growth, branding, user experience and digital transformation through conducting original and applied research in the areas of management. The Programme fosters critical thinking, problem-solving, and evidence-based decision-making in developing the design management strategies/frameworks and theories that can also contribute to environmental and social well-being.

The PhD in Design Management is aligned with global academic standards and ensures that graduates of the programme are prepared to engage in international research collaborations, industry partnerships, and policy development. This programme will provide scholars with the conceptual and methodological skills to conduct applied research to bring the solutions and knowledge necessary to lead advancements in design management. The ultimate goal is to empower graduates to influence industry practices, shape academic discourse, and contribute to the growth of Pakistan's creative economy while making a meaningful impact on the global landscape.

SCOPE OF THE PROGRAMME

The PhD in Design Management is a comprehensive research-based degree programme that covers a wide range of research areas relevant to both local and global industry needs. Coursework serves as the foundational component, to be completed in the first year, followed by a comprehensive examination and research proposal defense before progressing to independent research.

The programme emphasizes critical investigation and in-depth analysis of diverse research theories, methodologies, and frameworks in areas such as design thinking, brand strategy, supply chain and logistics, sustainability, and global trade. Additionally, it addresses emerging trends, including digital technologies, to generate new knowledge in the field of design management.

This doctoral programme equips graduates to conduct original and applied research, advance management theories and practices, and lead academic, corporate, and entrepreneurial initiatives within the creative and design sectors.

Impact-driven research and publications in peer-reviewed journals are fundamental components of the programme, contributing to shaping the future of Pakistan's industries and fostering a knowledge-driven economy.

Active participation in research activities, including national and international conferences, seminars, debates, discussions, and workshops, is essential for fostering original ideas, establishing professional networks, and contributing to knowledge creation.

The PhD programme will attract both local and international candidates, fostering an intellectually stimulating environment for research, collaboration, and knowledge exchange.

EMPLOYABILITY & CAREER PATHS

Graduates of this program will be positioned for employment in the following fields:

- Design and Creative Industries
- Research and Development Centers
- Higher Education and Academia (as professors, supervisors, and research scholars)
- Entrepreneurship and Consultants (establishing design-driven businesses or providing strategic guidance)
- Professionals working in public sector organizations, think tanks, and policy development who aim to integrate design management strategies into national economic and social planning.

DOCTOR OF PHILOSOPHY DESIGN MANAGEMENT

PROGRAMME DETAILS

Programme Duration

Minimum 3 Years & Maximum 6 Years

Mode

Full-Time: Minimum 3 Years & Maximum 6 Years

Part-Time: Minimum 5 Years & Maximum 8 Years

Total Credit Hours

48 Credit Hours

Compulsory Course Work

18 Credit Hours

Thesis / Dissertation

30 Credit Hours

Research Type

Theory-based Research - Thesis/ Dissertation

COURSES

YEAR 1

Advanced Research Methods and Practices
Philosophy of Design Management
Organizational Behavior and Strategic Leadership
Global Issues and Business Dynamics
Design Management in Practice
Practical Professions: Seminars

YEAR 2

Comprehensive Exam *
Proposal Defense

YEAR 3

Thesis / Dissertation*

ELIGIBILITY CRITERIA

Eligibility Criteria PhD in Design Management:

For admission into the PhD programme, minimum CGPA 3.0 (out of 4.0 in the Semester System) or First Division (in the Annual System) in MPhil/MSC/MS or Equivalent degree (18 year of education) from HEC Recognized University/Institute in the field of Design/Management/Marketing or Relevant field.

For Intra-Disciplinary Qualification

The applicant has passed GRE-Subject/ Equivalent Test with minimum 50% marks in the discipline of admission and has taken 6-9 CH of deficiency courses of level 7. The admission committee is satisfied that the applicant's knowledge of the primary area (level 7) has sufficiently prepared him or her to undertake the course of study of the doctoral programme (or, in the opinion of the admissions committee, the preparation can be deemed satisfactory by taking a few additional courses after starting the programme).

Source: HEC Graduate Policy 2023

ADDITIONAL REQUIREMENTS

1. A RESEARCH PROPOSAL, including:
 - Topic/ Title of the Research Proposal
 - Research Objectives
 - Initial Research Questions
 - Research Background/ Historical Context
 - Interest and passion for the area of research
 - Understanding of the intended field of research for the generation of original knowledge and its impact locally or globally
 - Short Methodology
 - Bibliography
 - Word Count up to 1500 Words in Sentence Case, Font Size 12 for content and 14 for heading in Times New Roman with line spacing 1.15.
2. A STATEMENT OF PURPOSE, including:
 - Reasons for applying to the programme
 - Research interest in the field
 - Personal interests
 - Aptitude and background
 - Future career plans
 - Any other relevant information
3. REFERENCE LETTERS
 - Two strong reference letters with contact details (academic and professional)
4. UPDATED RESUME/ CV
5. ATTESTED COPIES OF DEGREES AND TRANSCRIPT
6. ORIGINAL DEGREES AT THE TIME OF INTERVIEW

PHD ADMISSION TEST

GAT Subject Test (Business /Management) with 60% passing marks followed as per HEC and PIFD Rules Or

Conduct the test of the equivalent level at the University with 60% marks followed by an interview as per HEC and PIFD Rules

FACULTY

DOCTOR OF PHILOSOPHY IN DESIGN MANAGEMENT



Dr. Allah Dad, Associate Professor, PhD Textile Management, Binary University of Entrepreneurship and Management, Malaysia. Master in Entrepreneurship & Small Medium Enterprises Management, Government College University, Lahore. Bachelor of Engineering, Textile, University of Faisalabad. Training in Textile subject, Konstfack University Sweden.



Dr. Areeba Suleman, Assistant Professor: PhD (Management Science (Entrepreneurship), University of Utara Malaysia UUM. MS Commerce, UCP, Lahore, BS (Hons.) Commerce, UCP, Lahore.



Dr. M Faheem Jan, Assistant Professor, PhD (Business Administration), Gazi Osmanpasa University, Turkey. MS Management Sciences, Hazara University, Mansehra, BBA (Hons), Iqra University Karachi.

ADJUNCT FACULTY



Prof. Dr. Oo Yu Hock, PhD (Organizational Management) North Carolina State University, USA.



Prof. Dr. Mooi Wah Kian, PhD (Business Administration), Asia e University Malaysia.

FEE STRUCTURE - DOCTOR OF PHILOSOPHY IN DESIGN MANAGEMENT

Fee Breakup	AMOUNT (Rs.)
Admission/Registration Fee (one time)	30,000
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2. If the thesis is not submitted within the four years, 50% of the tuition fee, along with other applicable annual charges, will be charged.
3. In case a PhD candidate intends to engage an external co-supervisor, upon approval from BASR, PIFD, the remuneration will be borne by the PhD candidate as per actual cost.
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