GOA INSTITUTE OF MANAGEMENT
Poriem Campus, Sanquelim, Goa
0832 – 2366700/10

FACULTY DEVELOPMENT PROGRAMMES

Researching AI in Business

To develop competence in researching the use of AI Business

26-27 February 2026 | In-Campus |
Executive Certificate from GIM

Overview

AI is permeating all aspects of academic life. This is no more noted than inacademic research and publishing papers and books. There is a growing demand for academics to produce high-quality papers that are published in top-tier journals.

The advent of large language models (LLMs) and agentic AI have made searching and synthesizing significant amounts of textual, numerical data, and mathematical/statistical analysis very straightforward. What used to take months and years of manual effort can now be done in a matter of a few days. With clear and well-thought-through prompts, outputs from the LLMs can be gained within hours.

Yet there is a danger that the work produced, possibly even augmented by LLMs, may well be rejected by journal editors and book publishers. There are strong ethical and trust issues associated with publishing. These must be safeguarded and maintained to ensure the ongoing integrity of the academic sector.

This programme will provide you with guidance and knowledge of how to use the latest AI tools available to you for your scholarly work while keeping well within ethical, transparency, and trust boundaries. The sessions will be hands-on and interactive to give you the maximum opportunities to learn and practice your skills.

Who Can Attend?

Faculty members and **research scholars** from management institutes, universities, and colleges who wish to explore or publish research in the area of AI applications in business and management.

 Industry professionals working in analytics, marketing, operations, HR, or digital transformation who seek to conduct, supervise, or collaborate on research using AI tools.

Participant Profile:
Title/Position: Faculty, Research Scholar, PhD Student, or Industry Researcher
Age Group: 25–55 years
Minimum Qualification: Postgraduate or equivalent
Recommended Experience: At least 2 years in teaching, research, or analytical roles

Highlights/Outcomes

By the end of this programme, participants will be in a position to benefit from:

- Practical use of Generative AI, prompt engineering, and Azure tools for ethical, high-impact research.
- Active learning to craft research questions, analyse data, and apply AI responsibly for publication-ready work.
- Creating a strong network of peers with whom to collaborate and learn on an on-going basis.

Pedagogy

- Interactive, hands-on sessions with live AI demonstrations, guided prompt design, and cloud-based research experiments on Microsoft Azure.
- Learning by doing and participating in dynamic tasks
- Group discussions on AI research papers and case examples
- Short assignments for designing AI-based research ideas
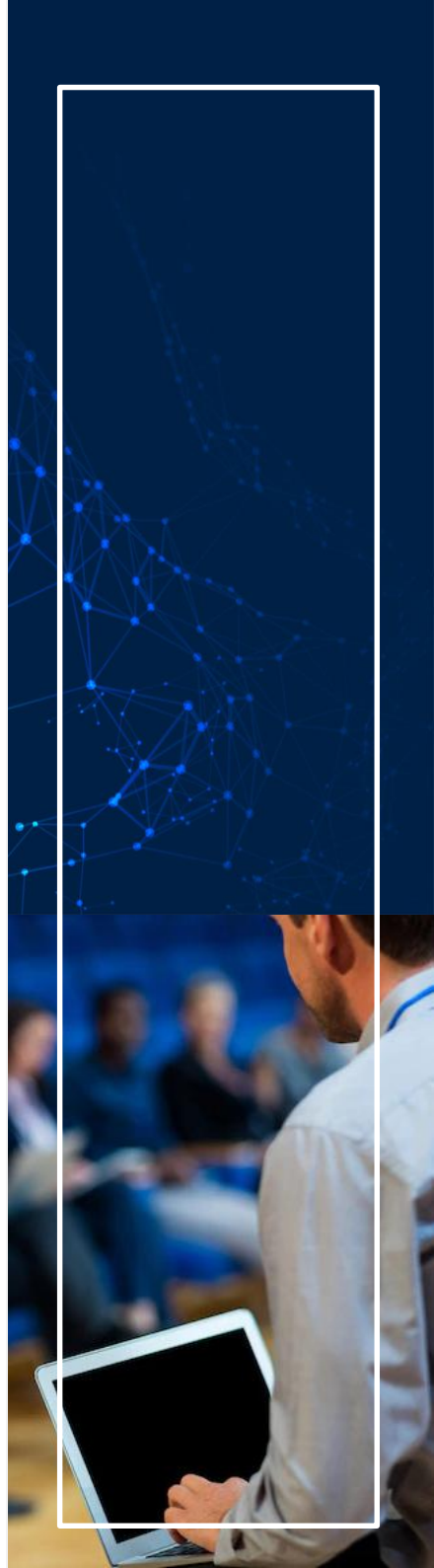
Programme Modules

1. Demystifying AI

This session will ensure all participants understand the language and terminology of AI and its implications for academic research activities.

2. AI landscape and Research in AI

AI is changing rapidly, with different rates and trajectories of change in different countries and regions. This session will explore the latest developments.

3. Experiments with virtual influencers and AI content

This module provides an overview of recent experimental studies examining AI-driven entities such as chatbots, service robots, virtual influencers, and voice assistants. The session concludes with a demonstration of a complete experimental study on virtual influencers.

4. Journals and research using AI

This session examines how AI supports literature searches, journal selection, manuscript preparation, and ethical publishing practices for academic researchers today.

5. Generative AI in research

Generative AI in research enables scholars to automate idea generation, analyze data intelligently, and produce high-quality, ethical academic outputs efficiently.

Programme Mentor

Professor Ashley Braganza
PhD, MBA, CAIB, FBAM

Professor Ashley Braganza is Director of the Centre for Artificial Intelligence and Chair of Organisational Transformation at Brunel University of London. He has held various leadership roles, including Dean of Brunel Business School, Deputy Dean of the College of Business, Arts and Social Science and Head of the Department of Economics and Finance. He is a Fellow of the British Academy of Management and a Trustee of the Industry Parliamentary Trust. He received the 2024 Sustainability Leadership in Education award. Most recently, he Co-founded the AI Community of Interest in the Institute for Small Business and Entrepreneurship.

Professor Braganza is a recognised expert in artificial intelligence (AI) and digital transformation. He hosts The AI Adoption Podcast in April 2025 (available on Spotify, Apple Podcast and YouTube). He is the Founder of Brunel's interdisciplinary Research Centre for Artificial Intelligence, launched in 2018, which incorporates a dedicated AI Lab and are part of the wider Brunel's AI Ecosystem. The Centre has been awarded grants in excess of £3.5 million. Most recently, Professor Braganza is part of a consortium that has won a €5.8 million bid to develop a voice LLM in 26 languages as part of the ELOQUENCE EU project (2024-2027). He devised and launched the first non-technical Masters in AI Strategy, which is aimed at training the next generation of AI business leaders.

Professor Braganza is actively involved in AI policy, contributing to the All-Party Parliamentary Group for AI, government departments and senior AI leaders. His research focuses on AI's impact on corporate boardrooms, job engagement, future of work and organizational trust. Through his work, he continues to shape AI's role in both academic and commercial sectors, publishing over 100 papers and completing over 50 major consultancy assignments with FT 100 companies and public sector organisations in the UK and globally.

Professor Manu C
PhD, Mcom.

He completed his Ph.D. from the School of Management Studies, Cochin University of Science and Technology. He obtained his M.com and B. Com degrees from the Mahatma Gandhi University, Kerala.

His research is focused on online service failure and recovery and artificial intelligence in the frontline of services. He has published research articles in journals of international repute, such as the International Journal of Hospitality Management and the Journal of Strategic Marketing. His teaching interests include Digital Marketing, Marketing Management, Consumer Behaviour, Multivariate Data Analysis, and Marketing Research.

Professor Sumit Tripathy
PhD.

Dr. Sumit Tripathi is a highly accomplished professional with 15 years of experience in research and academics, coupled with a strong academic background and a wealth of expertise in the field of artificial intelligence. Holding a Ph.D. from the prestigious Indian Institute of Technology (BHU), Dr. Tripathi further honed his skills and expanded his knowledge through a postdoctoral research position at Linköping University in Sweden. Specializing in cutting-edge areas such as Artificial Intelligence, computer vision, deep learning, machine learning, and generative AI, Dr. Tripathi has made significant contributions to the field over the course of his extensive career. In addition to his research endeavors, Dr. Tripathi brings a wealth of experience to academia, having spent 15 years dedicated to research and teaching. He has also authored a book on artificial intelligence.

Programme Director

Professor Nandakumar Mekoth
FDP (IIM), PhD, MCom

Professor Nandakumar Mekoth is professor of marketing and chair of Fellow Program in Management at Goa Institute of Management. He teaches marketing and research methodology and has research interests in services and consumer behaviour.

Professor Nandakumar Mekoth holds a doctorate of the University of Calicut, India and has completed Faulty Development Program of Indian Institute of Management Ahmedabad. He has more than 30 years of post-graduate teaching experience and research experience at Goa University. His teaching area is Marketing with research interest in Services Marketing and Consumer Behaviour. He had held positions like Dean, Faculty of Management Studies, Head of the Department of Management Studies, Chairperson of the Board of Studies of Management Studies, Member of Academic Council, and Member of Court at Goa University

Professor Mekoth has published nationally and internationally in reputed, scholarly journals and presented papers in conferences organized by premier institutes like IIMs and international universities in Italy and Switzerland. He has taught in University of Applied Sciences, Ingolstadt, Germany under exchange program sponsored by DAAD. He has also taught at University of Ravensburg, Germany.

He has guided several Ph. D students and M Phil students successfully. He has been an invited resource person in several research methods workshops and has specialized skills in research methods including data analysis using SPSS and Structural Equations Modelling using Amos.

Course Fees

Programme Fees: INR 20,000 + 18% GST

The course fee covers 2 days of accommodation on a twin sharing basis, all meals, study material, and training kit. It does not include airport transfers, taxes, recreation etc.

The registration fees can be transferred through NEFT/IMPS. Following are the bank details:

Bank Account Number: **2361145OOOOO16**
Beneficiary Name: Goa Institute of Management Bank Name: HDFC Bank (Sanquelim Branch) IFSC Code: **HDFCOOO2361**
Account Type: Savings Account

UPI/Gpay/PayTM

Click here

FOR **REGISTRATIONS**

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About GIM

The Goa Institute of Management was established in 1993. It is an autonomous management school located in Goa, affiliated with AICTE, and accredited by the AACSB & NBA. This 30-year-old Institution offers a 2-year full-time flagship PGDM program to students. It also provides PGDM-Healthcare Management, PGDM- Big Data Analytics PGDM-Banking, Insurance and Financial Service, and Hybrid PGDM courses.

Executive Learning @ GIM

The Management Development Programme (MDP) at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The program helps equip the participants with critical capabilities to succeed in an ever-changing global business environment.