

# Advancing Academic Research through Artificial Intelligence

From literature review and methodology to publication and ethics

Master the future of research with AI

IN ASSOCIATION WITH



CENTRE FOR TEACHING,  
LEARNING & DEVELOPMENT

ASSOCIATION OF  
INDIAN UNIVERSITIES

2 - 6 February 2026

Virtual Mode

10:00 AM - 5:00 PM

## Program Overview

This intensive 5-day Faculty Development Programme (FDP) is designed to equip faculty members and researchers with practical, end-to-end capabilities to integrate Artificial Intelligence across the academic research lifecycle. As AI rapidly reshapes how research is conceptualized, executed, and published, the program focuses on responsible, efficient, and publication-oriented use of AI tools.

Participants will move systematically from AI-enabled literature review and research design to data analysis, academic writing, and journal publication, using leading platforms such as ChatGPT, Claude, Gemini, and specialized research applications. Emphasis is placed on hands-on demonstrations, workflow design, and real research problems, enabling immediate application to ongoing projects.

The program also addresses ethical considerations, academic integrity, and institutional guidelines, ensuring participants can confidently adopt AI while meeting journal and regulatory standards. By the end of the FDP, participants will develop sustainable AI-assisted research workflows that enhance productivity, improve manuscript quality, and support high-impact scholarly output.

- ✓ **AI Tools Mastery:** Hands-on with LLMs.
- ✓ **Smart Lit Review:** Automate synthesis.
- ✓ **Data Analysis:** AI-driven visualizations.
- ✓ **Ethics:** Academic integrity & AI.
- ✓ **Grant Writing:** Robust proposals.
- ✓ **Publication:** Manuscript refinement.

### REGISTRATION FEES

₹ 1,000

ACADEMICIANS

₹ 500

SCHOLARS

REGISTER NOW

## RESOURCE PERSONS



Prof. Anujaa Shukla

Dr. Anujaa Shukla is a seasoned academic and trainer with over 14 years of experience in teaching, research, and executive training across Data Analytics, Marketing Analytics, Consumer Behavior, and Information Systems. She teaches PhD, DBA, MBA, and PGDM programmes and is a United Nations Speaker on Responsible AI in Education.

Dr. Anujaa has extensive expertise in AI applications, machine learning, and data-driven decision-making, with strong proficiency in Python, R, SPSS, and SmartPLS. She has designed and delivered learning modules for leading edTech platforms such as Emeritus, Great Learning, upGrad, and others, and has trained 85+ faculty members and over 5,000 learners.

She holds a PhD in Management along with qualifications in M.Phil., MBA, M.A. (Economics), UGC-NET, and B.Sc. (Statistics), and has published 24+ research papers, a book, and book chapters in reputed international journals.



Prof. Dhaval Maheta

Dr. Dhaval Maheta is a Professor at the Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat, with over 22 years of postgraduate teaching and research experience. He holds a PhD in Management, along with an MBA (Finance), NET, BE, and has also completed FDP from IIMA.

Dr. Maheta is a well-known trainer in Data Science, Machine Learning, Artificial Intelligence, and Generative AI. He has published 40 research papers and has served as a key resource person for Research Methodology workshops, including those conducted at NITS.

He is the author of several books on analytics and software tools, and has conducted extensive Faculty Development Programmes, having trained over 10,000 faculty members on statistical, econometric, and AI-based research tools.



Prof. Jaspreet Kaur

Dr. Jaspreet Kaur is a Professor of Marketing at Delhi School of Business and a doctoral scholar at IIM Lucknow, with over 16 years of teaching and research experience. Her areas of expertise include Consumer Behaviour, Sustainability, and Market Research.

She is an AMT-certified faculty (AIMA) and a recipient of several prestigious awards, including Best Researcher Awards and the GRABS Award for Excellence in Research. Dr. Kaur has authored two books, published 30+ research papers in ABDC and Scopus-indexed journals, and serves as a reviewer for leading international journals.

She is actively engaged in academic and corporate training, with a strong focus on qualitative research methods and meta-analysis.

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## DETAILED SCHEDULE

2nd - 6th February 2026 | Virtual Mode

5 Days • 15 Sessions

### DAY 1 Foundations of AI in Academic Research

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|---------------------|---|
| 10:00 AM - 12:00 PM | <b>Session 1: Introduction to AI in Research Ecosystem</b><br>Evolution of AI, Overview of tools (ChatGPT, Claude, Gemini), LLMs, Mapping AI to research lifecycle. |
| 2:00 PM - 4:00 PM   | <b>Session 2: AI-Powered Literature Review</b><br>Systematic search, Synthesis & gap identification, Citation management (Zotero+AI), Literature matrices.          |
| 4:00 PM - 5:00 PM   | <b>Session 3: Practice &amp; Discussion</b><br>Hands-on work on research topics, Troubleshooting, Q&A.  |

### DAY 2 Research Design & Methodology

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|---------------------|--|
| 10:00 AM - 12:00 PM | <b>Session 1: AI in Research Design</b><br>Formulating questions, Theoretical frameworks, Hypothesis generation, Methodology selection.                              |
| 2:00 PM - 4:00 PM   | <b>Session 2: Survey Design &amp; Qualitative Research</b><br>Questionnaire development, Sampling strategies, Qualitative analysis (NVivo with AI), Thematic coding. |
| 4:00 PM - 5:00 PM   | <b>Session 3: Collaborative Work</b><br>Designing research methodology group activity, Peer feedback.  |

### DAY 3 Data Analysis & Visualization

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|---------------------|---|
| 10:00 AM - 12:00 PM | <b>Session 1: AI-Enhanced Quantitative Analysis</b><br>Statistical analysis tools, Data cleaning, Econometric modeling, Interpreting outputs.           |
| 2:00 PM - 4:00 PM   | <b>Session 2: Advanced Analytics &amp; Visualization</b><br>Machine Learning apps, Publication-ready figures, Sensitivity analysis, R/Python workflows. |
| 4:00 PM - 5:00 PM   | <b>Session 3: Practical Session</b><br>Analyzing participant datasets, Guidance session.  |

### DAY 4 Academic Writing & Publication

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|---------------------|--|
| 10:00 AM - 12:00 PM | <b>Session 1: AI-Assisted Academic Writing</b><br>Structuring papers, Abstract/Intro writing, Clarity improvement, Paraphrasing, Reference management. |
| 2:00 PM - 4:00 PM   | <b>Session 2: Manuscript Development &amp; Revision</b><br>Responding to reviewers, Journal selection, Cover letters, Grant proposals.                 |
| 4:00 PM - 5:00 PM   | <b>Session 3: Writing Workshop</b><br>Peer review simulation, Feedback strategies.   |

### DAY 5 Ethics, Best Practices & Future

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|---------------------|--|
| 10:00 AM - 12:00 PM | <b>Session 1: Ethical Considerations</b><br>Academic integrity, Attribution, Bias/Fairness, Institutional policies, Fact-checking.                 |
| 2:00 PM - 4:00 PM   | <b>Session 2: Integration &amp; Future Trends</b><br>Sustainable workflows, Emerging tools, Interdisciplinary research, Participant presentations. |

Note: Lunch Break is daily from 1:00 PM to 2:00 PM. Tea Breaks are scheduled between sessions.

## ABOUT THE INSTITUTION



### BML Munjal University

BML Munjal University (BMU) is a leading private university located in Gurugram, Haryana, founded in 2014 by the promoters of the Hero Group. Named after the Hero Group's Co-founder and Chairman, Dr. Brijmohan Lall Munjal, the university was established with the vision to create a world-class institution that grows future leaders. Mentored by Imperial College London, BMU is committed to transforming higher education in India through innovation-led teaching, learning, and research.

### School of Management

The School of Management (SoM) at BML Munjal University is a premier business school dedicated to preparing dynamic, future-ready leaders. Co-designed with Imperial College London Business School, SoM offers transformative management education combining intellectual rigor with practical experience. The school boasts strong industry partnerships with leading organizations like Siemens, Microsoft, and KPMG.

### LEARNING OUTCOMES

- ✓ Effectively integrate AI tools across research lifecycle
- ✓ Write and revise academic manuscripts using AI ethically
- ✓ Conduct comprehensive systematic literature reviews
- ✓ Navigate ethical considerations and institutional guidelines
- ✓ Design robust research methodologies with AI assistance
- ✓ Build sustainable AI-enhanced research workflows
- ✓ Perform data analysis and create visualizations efficiently
- ✓ Apply AI tools for grant proposals & peer review responses

### PREREQUISITES

- ☐ Laptop/computer with stable internet connection
- ▣ Basic understanding of research methodology
- 🔑 Access to AI platforms (free accounts acceptable)
- 📖 Familiarity with basic statistical concepts

### CONTACT & PAYMENT

- 📞 FDP Coordinator: Mr. Charitra Jain
- ✉ Email: fdp2026@bmu.edu.in
- ☎ Phone: +91-9599549496

### ORGANIZING COMMITTEE

Advisory Committee Member  
Prof. Jaskiran Arora

FDP Chair  
Dr. Amar Rao

FDP Co-Chair  
Prof. Sangita Dutta Gupta

Organizing Committee Members  
Dr. Kavita Chawla, Dr. Ruchi Garg



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