

Faculty Development Programme

Advancing Academic Research through Artificial Intelligence

2–6 February 2026 | Virtual Mode | 10:00 AM – 5:00 PM



1. Programme Overview

The School of Management, BML Munjal University, Gurugram, in association with the Centre for Teaching, Learning & Development and the Association of Indian Universities, organized a 5-day virtual Faculty Development Programme (FDP) on "**Advancing Academic Research through Artificial Intelligence**" from 2nd to 6th February 2026 under the AIU–BML Munjal University Academic and Administrative Development Centre. The programme was designed to equip faculty members and researchers with practical capabilities to integrate AI tools across the academic research lifecycle—from literature review and research design to data analysis, academic writing, and journal publication.

2. Organizing Committee

Advisory Committee

Prof. Jaskiran Arora

FDP Chair

Dr. Amar Rao

FDP Co-Chair

Prof. Sangita Dutta Gupta

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

FDP Coordinator: Mr. Charitra Jain

3. Schedule & Resource Persons

Day	Date	Resource Person	Key Topics
Day 1	2 Feb	Dr. Anuja Shukla <i>Jaipuria Inst., Noida</i>	AI tools overview (ChatGPT, Claude, Gemini, Perplexity); AI-powered literature review; systematic search & synthesis
Day 2	3 Feb	Dr. Jaspreet Kaur <i>Delhi School of Business</i>	AI in research design; survey & questionnaire development; qualitative analysis with NVivo; thematic coding
Day 3	4 Feb	Dr. Jolly Masih <i>BML Munjal University</i>	AI-enhanced quantitative analysis; ML applications; publication-ready visualizations; sensitivity analysis; R/Python workflows

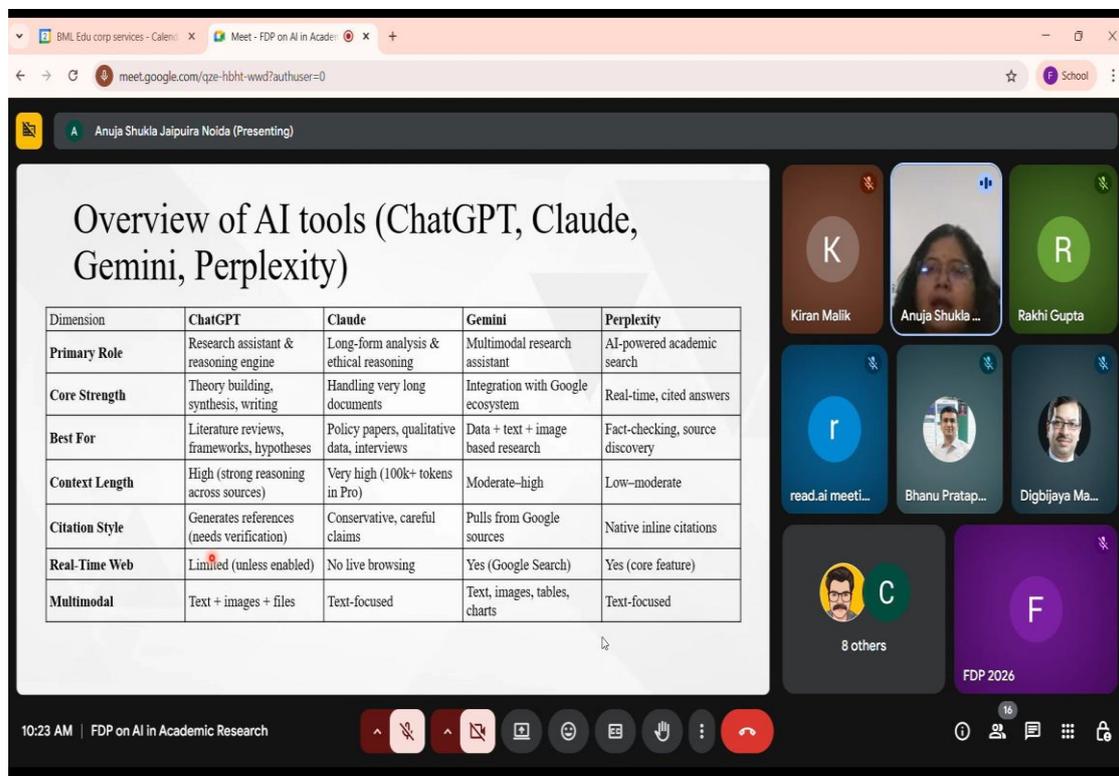
Day 4	5 Feb	Dr. Jaspreet Kaur <i>Delhi School of Business</i>	AI-assisted academic writing; manuscript structuring; responding to reviewers; journal selection; grant proposals
Day 5	6 Feb	Dr. Dhaval Maheta <i>VNSGU, Surat</i>	Ethical considerations; academic integrity; bibliometric tools (Publish or Perish); emerging AI tools; participant presentations

4. Participation

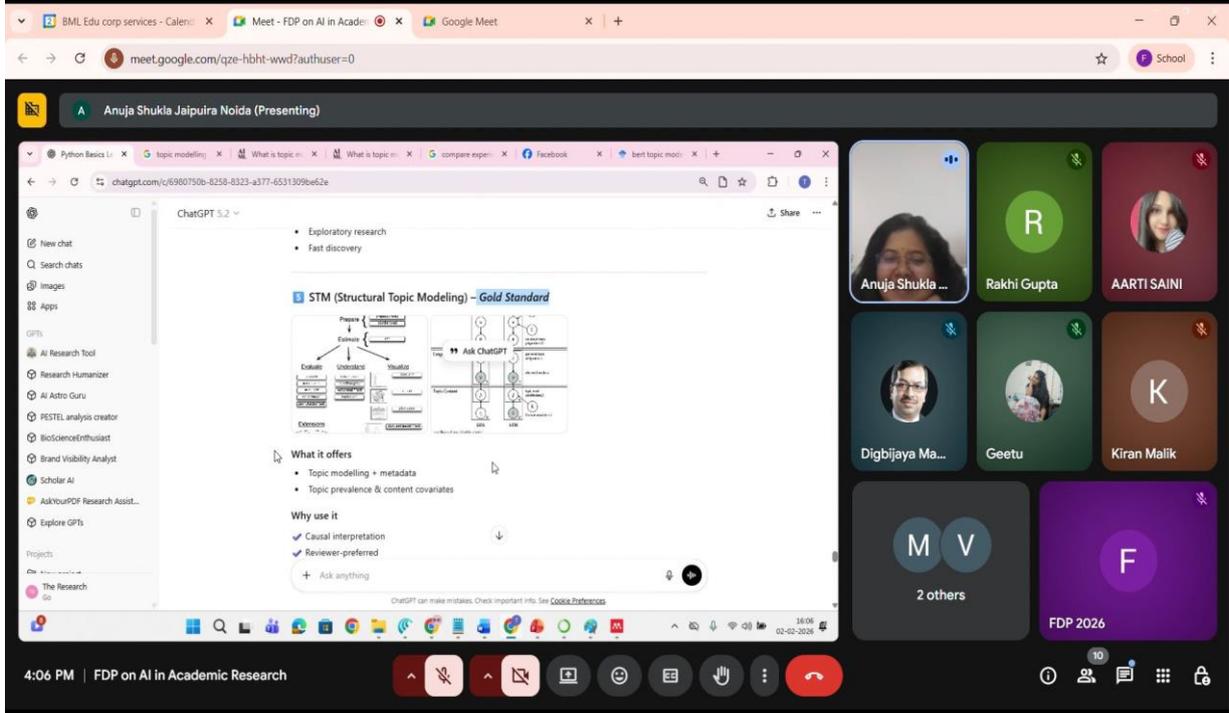
A total of **13 participants** registered for the programme, including faculty members (Associate Professors, Assistant Professors, Professors) and research scholars from diverse institutions across India such as Shaheed Bhagat Singh College (Delhi University), JK Business School, Starex University, Dr. DY Patil B-School, Bhilai Institute of Technology, Regenesys Business School, Bennett University, Central University of Haryana, Lovely Professional University, Central Tribal University of Andhra Pradesh, and BML Munjal University. The programme attracted participants from disciplines spanning Finance, Commerce, Management, Marketing, and Research.

5. Session Highlights

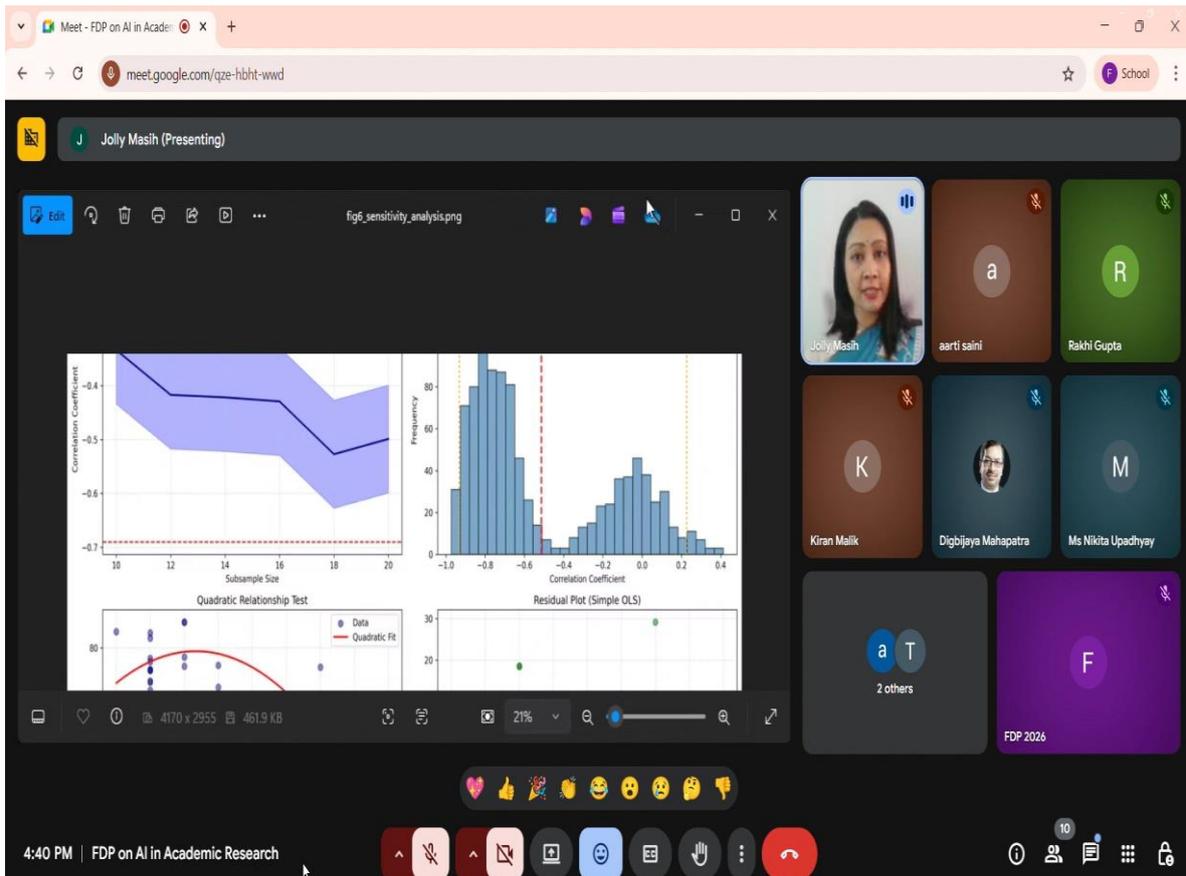
The programme featured hands-on demonstrations, live tool walkthroughs, and interactive sessions across all five days. Below are representative snapshots from the virtual sessions:



Day 1: AI Tools Comparison (Dr. Anuja Shukla)



Day 1: Structural Topic Modeling with ChatGPT



Day 3: Sensitivity Analysis (Dr. Jolly Masih)

The screenshot shows a Google Meet window with a presentation titled "Jaspreet Kaur (Presenting)". The main content area displays the NVivo software interface. On the left, there is a "Quick Access" sidebar with options like "Data", "Coding", and "Cases". The central pane shows a list of files with columns for "Name", "Code", and "Refer". The right pane displays a text document with highlighted sections and a list of codes. The bottom right corner of the window shows a grid of participant avatars, including Digbijaya Mahapatra, Jaspreet Kaur, Kiran Malik, Rakhi Gupta, Ms Nikita Up..., AARTI, and FDP 2026. The system tray at the bottom indicates the time is 2:35 PM on 05-02-2026.

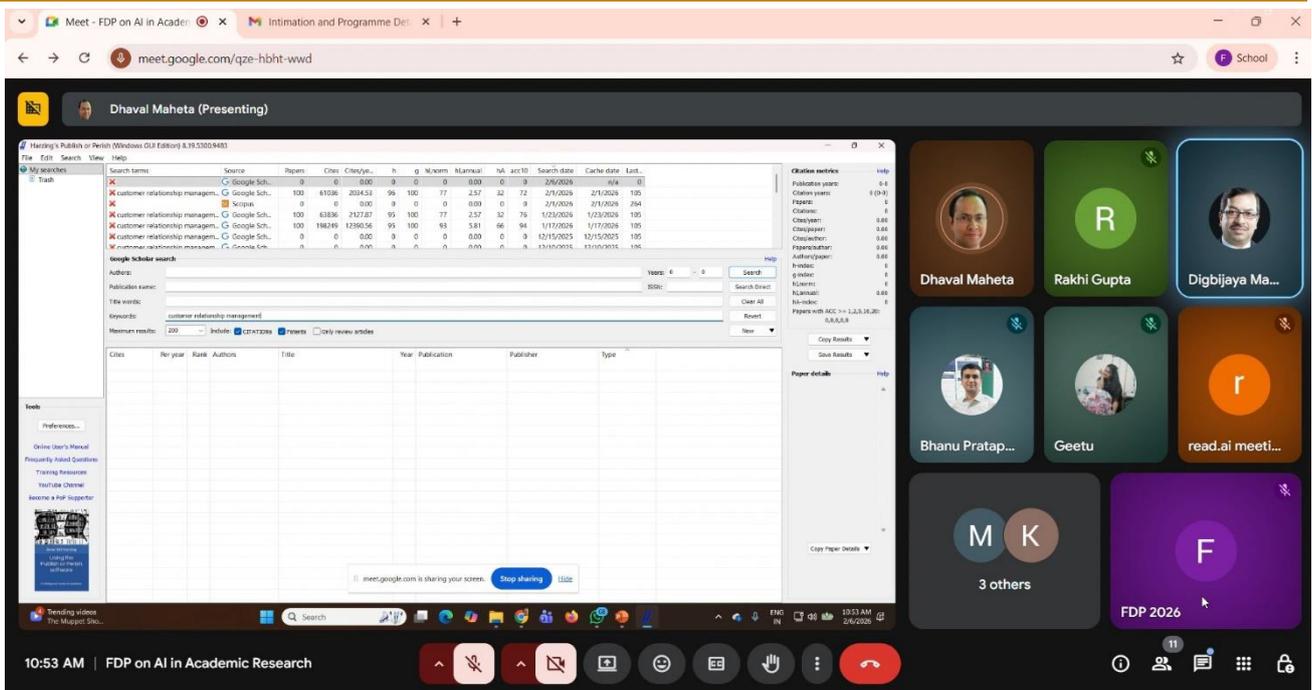
Day 4: NVivo Qualitative Analysis (Dr. Jaspreet Kaur)

The screenshot shows a Google Meet window with a presentation titled "Jaspreet Kaur (Presenting)". The main content area displays an email interface with a highlighted text block. The email content includes several numbered points:

1. Anthropological Considerations: The qualitative findings point to practices as temporary, socially negotiated, and potentially harmful, which the practitioner needs to address to any consumers. These contradictory findings require much deeper exploration and explanation. As currently presented, makes central to which finding is best.
2. Ethical Gaps: The absence of ethics approval documentation and insufficient engagement with the ethics of promoting destructive practices are serious concerns for a consumer behavior journal, especially when recommendations encourage consumers' repatriation of goods.
3. Generalizability Limitations: The highly national consumer sample from one geographic region limits any broader claims. The paper needs to either collect more diverse data or substantially strengthen claims about generalizability.
4. Methodological Transparency: Key details are missing (interview guide, PRQ ratings, GAB assessment, user consent) that prevent full evaluation of the research quality.

 The bottom right corner of the window shows a grid of participant avatars, including Digbijaya Mahapatra, Jaspreet Kaur, Kiran Malik, Rakhi Gupta, Ms Nikita Up..., AARTI, and FDP 2026. The system tray at the bottom indicates the time is 4:09 PM on 05-02-2026.

Day 4: Responding to Reviewer Comments



Day 5: Harzing’s Publish or Perish (Dr. Dhaval Maheta)

6. Key Outcomes & Takeaways

Participants gained practical exposure to integrating AI tools (ChatGPT, Claude, Gemini, Perplexity, Julius AI) across the full research lifecycle. Key skills developed included AI-powered systematic literature review and gap identification, research design and hypothesis generation using LLMs, quantitative analysis and publication-ready visualization with R/Python, qualitative coding and thematic analysis using NVivo with AI integration, manuscript structuring, paraphrasing, and reviewer response strategies, bibliometric analysis using Publish or Perish, and ethical frameworks for responsible AI use in academic research. The programme successfully bridged the gap between traditional research methods and emerging AI capabilities, empowering participants to build sustainable, AI-enhanced research workflows.

Prepared by:

Dr. Amar Rao

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BML Munjal University, Gurugram