

RMC ON INTEGRATION OF AI TOOLS IN RESEARCH

ABOUT UNIVERSITY

Gautam Buddha University, located in Greater Noida, Uttar Pradesh, is a prestigious institution that offers a wide range of undergraduate, postgraduate, and doctoral programs. Established in 2008, the university is named after the founder of Buddhism, Gautam Buddha, and is spread over a sprawling 511-acre campus. With a strong focus on interdisciplinary research, GBU has established partnerships with renowned universities in the USA, UK, Canada, and other countries. The university boasts modern infrastructure, including state-of-the-art libraries, laboratories, hostels, and sports facilities, providing a holistic learning experience for its students. Accredited by NAAC and ranked among the top universities in India by NIRF, GBU is a hub for academic excellence and innovation.

ABOUT SCHOOL OF MANAGEMENT

The School of Management at Gautam Buddha University (GBU) in Greater Noida is a leading institution for management education, offering MBA, BBA, and Ph.D. programs with specializations in Finance, Marketing, HRM, Operations Management, and International Business. With an industry-oriented curriculum and experienced faculty, the school focuses on research-driven learning, fostering entrepreneurship, sustainability, and organizational behavior. Strong industry connections provide opportunities for internships, placements, and collaborative research. State-of-the-art infrastructure, including modern classrooms and libraries, supports academic excellence. Accredited by NAAC and approved by AICTE. By developing socially responsible and globally competent professionals, the School of Management at GBU shapes the future of business leadership.

COURSE OVERVIEW

Welcome to our RMC on understanding techniques research drafting effective research proposals and use of AI tools. Research is the backbone of progress in any field, driving innovation, discovery and advancement. The ability to articulate research idea is of paramount importance for scholars in the field of social science. The course is focused on integration of AI tools into research.

COURSE CONTENT

- Introduction of research, research design.
- Statement of the Problem, Objectives, Construct, Variables & Hypothesis.
- Limitation, Importance of research.
- Population, Sampling techniques, sample size.
- Methods of Research, Tools of Research used in Social Science.
- Development and standardization of test - Generative AI
- Research Paper Writing & and Library E-Library for training.
- Statistical analysis in the age of AI
- Bibliometric analysis
- SEM with PLS

ICSSR SPONSORED RESEARCH METHODOLOGY COURSE (RMC)

3rd December to 13th December 2024

TIME: 9 AM - 4 PM

OFFLINE MODE

SCHOOL OF MANAGEMENT

(SOM has been ranked 5th under top Govt.

B-schools of India as per CSR ranking.)

GAUTAM BUDDHA UNIVERSITY



COURSE BENEFITS

- It gives exposure to AI tools, conceptualizing research problem and provides scientifically sound findings.
- Writing research papers for publication in authentic research journals.
- The course also encourages networking with peers and experts in the field, promoting collaborative research opportunities.
- It fosters critical thinking and analytical skills, vital for social science research.

HOW TO APPLY

Interested candidate can apply for the course by filling and submitting the registration form duly forwarded by their Supervisor and Head of the Department/Institute with the signature and seal. it is to be uploaded to the google doc link by scanning the QR is :-



ELIGIBLE CRITERIA

Research Scholars currently pursuing their Ph.D. in social science/management disciplines from recognized Universities/Institutes across India are eligible to apply.

INTAKE

A maximum of 30 participants shall be shortlisted 10 from local, 10 from within the state and 10 from rest of India.

REGISTRATION FEES

There is **NO** registration fee for the selected participants. Attendance for all the sessions is mandatory or otherwise certificate shall not be issued.

ACCOMMODATION AND TRAVEL ALLOWANCE

Accommodation arrangements shall be made for outstation participants. Travel costs of participants shall be reimbursed only for second class/sleeper class/bus fare on the production of original tickets.

IMPORTANT DATES

Last date of Registration:
15th NOVEMBER 2024

Intimation of selected candidates:
20 NOVEMBER 2024

Dates of the Course:
3rd December to 13th December 2024

VENUE

Conference Hall, Main Auditorium
Gautam Buddha University

Greater Noida, U.P, 201310

COURSE DIRECTOR

Prof. (Dr). Shweta Anand
Professor
School of Management
Gautam Buddha University



COURSE Co - DIRECTOR

Dr. Varsha Dixit
Assistant Professor
School of Management
Gautam Buddha University



GET IN TOUCH



0120 - 2346144, 2346158,
9871392946 (WhatsApp only)



som.fdp@ gmail.com



School of Management,
Gautam Buddha University