

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

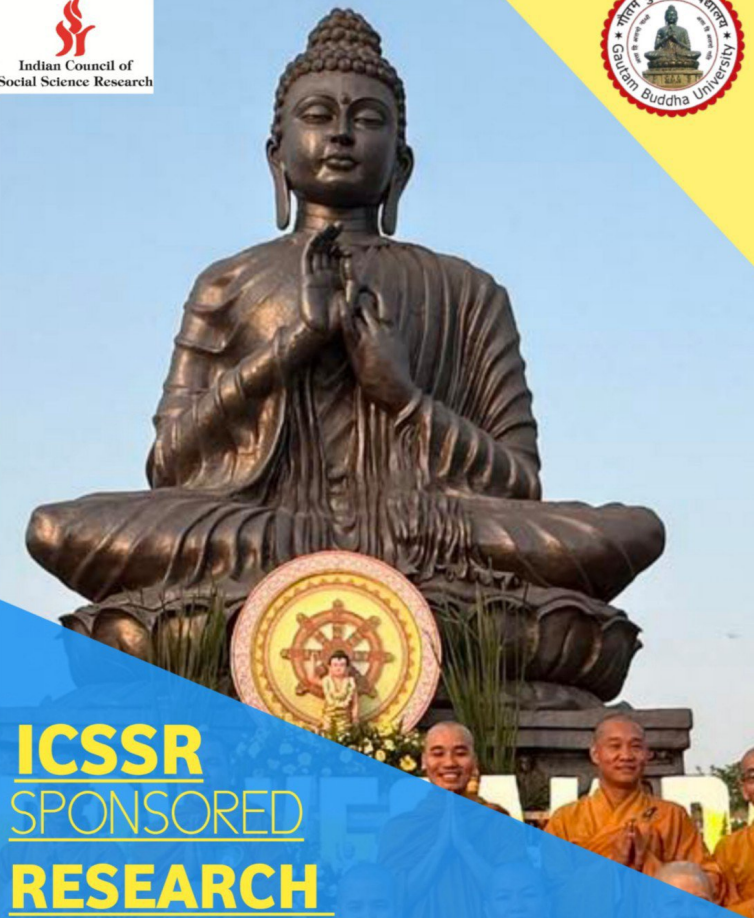
OFFLINE MODE

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 & Dean
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



**ICSSR Sponsored Ten Days Research Methodology Course for
Ph.D./M.Phil/PDF Scholars in Social Sciences using AI tools
(3rd December 2024 to 13th December 2024)**

**Organized by: SCHOOL OF MANAGEMENT,
GAUTAM BUDDHA UNIVERSITY, GREATER NOIDA, UTTAR PRADESH**



In today's competitive global environment research plays a very important role in academics and business world. By this Research Methodology Course (RMC) participants will be able to understand the different kind of data and techniques. Participants can use these different techniques in their research, work in effective and efficient manner. We hope this RMC will develop a think-tank to resolve the problems linked with research data analysis and use of AI . The course will help the participants acquaint themselves with the dynamic trends of research methodology which may shape their research work in the right direction on timely and meaningful manner.

FOR WHOM: The participants should be enrolled for M.Phil/Ph.D./PDF in a UGC recognized university/deemed university/colleges/institutes of national importance and ICSSR Research Institutes in different disciplines of Social Sciences.

INTAKE: The number of seats for the Ten Days Research Methodology Course is thirty (30) candidates from Social Science disciplines. Out of which ten (10) candidates from Delhi NCR, ten (10) candidates from Uttar Pradesh, and rest of the ten (10) candidates are to be selected from outside the Uttar Pradesh state as per the ICSSR guidelines. There is no registration fee for attending the Research Methodology Course. Accommodation will be provided for outstation participants Second class/sleeper class train fare or regular bus fare (of shortest route) for outstation candidates as per ICSSR rules (Reimbursement to be made only on submission of original tickets) The participants will be provided certificates on successful completion of the Workshop. It is mandatory for all participants to attend all the classes/sessions.



Interested candidates may apply with the duly filled registration form and Please visit www.gbu.ac.in for more information about Course, registration process and other details.

Upload it on given link by scanning the QR



COURSE DIRECTOR
Prof. Shweta Anand
Professor & Dean
GBU, Greater Noida

CO-COURSE DIRECTOR
Dr. Varsha Dixit
School of Management
GBU, Greater Noida

Contact for Further Details:
+91-9871392946 (Whatsapp Only)
0120-2346158
Email - som.fdp@gmail.com

IMPORTANT DATES

Last date for receiving the application: 15th November, 2024
Notification for selected candidates by e-mail: 20th November, 2024
Confirmation of participants by the applicants: 22nd November, 2024



**A 10 days Research Methodology Course (RMC) for
M.Phil/Ph.D/PDF Research Scholars in Social Sciences**

Sponsored by

**Indian Council of Social Science Research
(ICSSR), Ministry of Human Resource
Development (MHRD), Government of India**

(3rd Dec to 13th Dec 2024)



**Organized by: School of Management, Gautam Buddha University,
Greater Noida, Uttar Pradesh-201310**

Along with the technological advancement, rapid changes are being seen these days in the field of research. To keep pace with the changing trends and challenges, in social sciences, researcher follows a formal research methodological process. We need to update for integration of technology with research techniques and use of AI. SoM is organizing a 10 days Research Methodology Course (RMC) in the discipline of Social sciences. It will help the participants to acquaint themselves with the dynamic trends of research methodology which may shape their research work in the right direction on timely and meaningful manner.

To sustain in dynamic environment research plays a vital role in academics and corporate decision making. Through this course the participants will acquaint with different kinds of data analysis techniques and use of AI. These techniques will facilitate better interpretation of the data. We hope this RMC will develop a think-tank to resolve the problems linked with use of AI in research and data analysis.

OBJECTIVES

The aim of the course is to improve the methodological and writing skills of the research scholars and develop their potential as future academicians/social science researchers. The objectives of the course are as follows:

- The objective of the course is to provide a set of skills and potentiality to commence the research in the field of Social Sciences very effectively, so that the M.Phil, Ph.D /PDF research students can give their output in the high quality published work.
- The other important objective is to educate the participants on the use of statistical techniques and AI in data analysis in the field of social sciences and to provide practical/hands-on experience for their Ph.D research work.

KEY TOPICS TO BE COVERED IN THE COURSE

- Introduction to Research Methodology
- Problem Identification & Literature review
- Design of Instrument, Reliability & Validity Test
- Qualitative Research -Observation, Case Study & Interview Process
- Bibliometric Analysis and Visualization using AI tools
- Sampling Techniques, Hypothesis Testing
- Development and Standardization of test- Generative AI
- Correlation & Simple Linear Regression
- Statistical Analysis in the age of AI
- Library and e-library training
- Hands-on Training of Statistical Software - SPSS and R
- SEM with PLS
- Future ready research :Integrating AI in social science methodologies
- Research Ethics, citations & Publication in good journals

ELIGIBILITY CRITERIA

- The participants should be enrolled for M.Phil/Ph.D/PDF in a UGC recognized university/deemed university/college/institute of national importance and ICSSR Research Institutes in the different disciplines of Social Sciences.

INTAKE

- The number of seats for the Ten Days Research Methodology Course is thirty (30) candidates from Social Science disciplines. Out of which ten (10) candidates from Delhi

NCR, ten (10) candidates from Uttar Pradesh, and rest of the ten (10) candidates are to be selected from outside the Uttar Pradesh state as per the ICSSR guidelines.

HOW TO APPLY

Interested candidate can apply for the said course by filling and submitting the Application Form (Attached in the Advertisement) duly forwarded by their supervisor or head of the department.

The clear scanned copy (only in pdf) of the Application form is to be uploaded with the registration form on the given link before 15th Nov 2024. The original application form should be produced on the first day of the course.

https://docs.google.com/forms/d/e/1FAIpQLSf4qtDaFzKGX3_X4TFAmWU9G9HWFvkgrY6PkmiVibhx-QK6ug/viewform

The applications will be scrutinized according to the ICSSR norms and eligible participants will be selected for this Course. Intimation will be conveyed to the selected participants by email by 22nd Nov 24.

For any query, please write an email to: som.fdp@gmail.com

REGISTRATION FEE

- There is **no registration fee** for attending the Research Methodology Course

RESOURCE PERSONS

- Sessions in the workshop will be taken by faculties from institutions like IIT, IIM, NIT and other Central and State universities.

ACCOMMODATION & TRAVEL ALLOWANCE

- Tea and Lunch on all ten days of the workshop
- Course Material in soft and hard copy as required
- Second class/sleeper class train fare or regular bus fare of shortest routes for outstation candidates as per ICSSR rules (Reimbursement to be made only on submission of original tickets)
- Accommodation will be provided for outstation participants

CERTIFICATE OF PARTICIPATION

- The participants will be provided certificates on successful completion of the Workshop. It is mandatory for all participants to attend all the classes/sessions.

IMPORTANT DATES

- **Last date for receiving the applications:** 15th Nov, 2024
- Notification for selected candidates by email : 20th Nov, 2024
- Confirmation of participation by the applicants: 22nd Nov, 2024

ABOUT THE UNIVERSITY

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. The University envisions to become a world class centre for excellence in education with a special focus to serve the under privileged and economically challenged sections of the society. The campus is modeled as a fully residential educational campus in line with the best institutions of higher learning across the globe. The uniqueness of its reputation is acknowledged through the format, content and pedagogy of its programmes and their relevance to the society. The University is recognized by the University Grants Commission under UGC Act and is accredited by NAAC. The University is also a member of the Association of Indian Universities.

In order to promote value-based education, research and training, the University has established the following Schools of Learning:

- School of Management
- School of Information and Communication Technology
- School of Biotechnology
- School of Engineering
- School of Vocational Studies and Applied Sciences
- School of Humanities and Social Sciences
- School of Buddhist Studies and Civilization
- School of Law, Justice and Governance.

The mission of the University is to generate a community of scholars who can manage continuity and change; to seek and incorporate the best practices in teaching and learning from around the world; to inculcate in the learners due appreciation for ethical, ecological and economic issues of knowledge; to provide knowledge based scientific solutions to satisfy the needs of society and industry; to ensure an academic environment that guarantees avenues for all historically excluded sections of the society. The University is committed to be a world class centre for excellence in research in the coming years.

For further query contact: Dr. Varsha Dixit,

Co-Course Director and Assistant Professor
School of Management, Gautam Buddha University
Greater Noida, Uttar Pradesh
Ph. 0120-2346158 Mob: 9871392946(Whats app only)
Email –som.fdp@gmail.com



School of Management

Gautam Buddha University, Greater Noida, Uttar Pradesh

Organizes

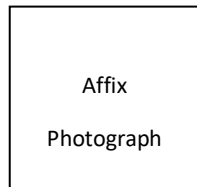
ICSSR sponsored Ten Days Research Methodology Course for Ph.D/M.Phil/PDF Scholars in Social Sciences

(Duration: 3rd Dec to 13th Dec 2024)

APPLICATION FORM



1. Full Name (in block letters, as required in certificate):.....
2. Gender: Male Female
3. Date of Birth: (Date/Month/Year):
4. Category (Gen/OBC/SC-ST/ Handicap):
5. Program enrolled in: (1) M.Phil (2) Ph.D (3) PDF
6. Subject and Specialization:
.....
7. Date with year of M.Phil / Ph.D/ PDF Registration:
8. Stage of the Ph.D Programme: (1) Pre-Ph.D. (2) Synopsis Submitted (3) Data Collection
(4) Data Analyzed (5) Any other – upload RDC letter
9. Approved Title of M.Phil/Ph.D/PDF work:
.....
10. University/Institute/Organization:.....
11. Accommodation required: (1) Yes (2) No
12. Communication Address:.....
.....
13. State:.....
14. Email ID:.....
15. Mobile No.:.....
16. Whether attended ICSSR sponsored/ Similar Research course earlier: (1) Yes (2) No
If yes, specify Date, Duration and Place.....



I hereby submit my complete application form, along with photograph and Ph.D Registration certificate duly forwarded by Dean/ Head of the Department.

Date/Place:

Signature of the Participant

Recommendation of Supervisor

(With signature and seal)

Recommendation of Principal/Head of the Dept.

(With signature and seal)