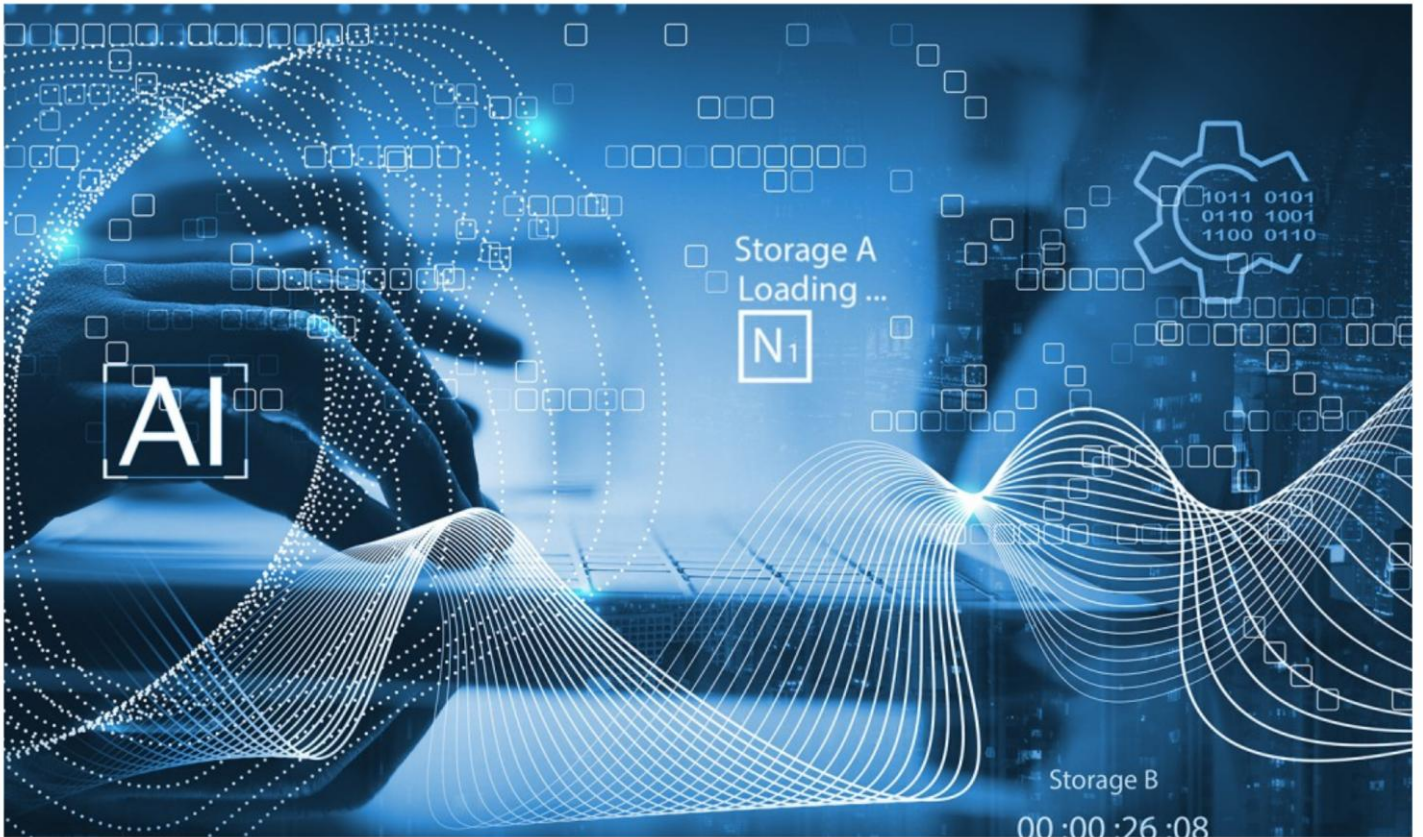


FACULTY DEVELOPMENT PROGRAM (FDP)



AI-ENABLED QUALITATIVE DATA ANALYSIS FOR RESEARCH AND HIGH-IMPACT PUBLICATIONS

(HYBRID MODE)

DATES: 6TH JULY 2026 TO 11TH JULY 2026

ABOUT GIBS

Established in 2004, the Gitarattan International Business School (GIBS) is affiliated with Guru Gobind Singh Indraprastha University (GGSIPU), Delhi, and is approved by the All India Council for Technical Education (AICTE), Ministry of Education, Government of India, for Technical programs, and the Bar Council of India (BCI) for Law programmes. The Institute is conducting programmes like MBA, MBA (International Business), Integrated BBA-MBA, BBA, Int. BA LLB (Hons.) and Int. BBA LLB (Hons.), LLM, BCA , LLB.

GIBS is a self-financed, private, co-educational institution, which has been graded 'A' by National Assessment & Accreditation Council in 3rd cycle. GIBS has been rated 'A+' by the State fee Regulatory Committee, a fee committee of Govt. of NCT of Delhi. It has been rated the highest grading 'A' by the Joint Inspection Committee of Govt of NCT of Delhi & GGSIP University since 2013 till date. It has been rated Grade 'A' by the Academic Audit Cell of GGSIP University since 2011 till date. GIBS has also achieved 3 star ranking in IIC MOE ranking 2024. Also, GIBS has been rated as number 2 PAN India by Times Business School survey in 2021, 2019 and 2018. GIBS has been ranked No.19th in Top 20 Business Schools of North India by Times B School survey 2023 PAN India for its MBA programme and ranked No.1 in BBA program by Times B school survey 2023.

Since its inception, GIBS has been unwavering in its pursuit of academic excellence, fostering the development of aspiring professionals in both the business and legal arenas. With a focus on student and faculty development, placement opportunities, and an ever-evolving curriculum, GIBS has firmly established itself as one of the premier institutions within **GGSIPU**, leading the way in business and law education.

GIBS is committed to developing versatile students equipped to tackle the challenges of the competitive professional world with a value-driven approach. Beyond academic learning, students engage in a variety of co-curricular and extracurricular activities that sharpen their managerial and legal skills, preparing them to succeed as professional managers, lawyers, and entrepreneurs.

At the core of GIBS is its distinguished faculty, consisting of leading experts in their respective fields. These educators bring both practical experience and academic rigor to the classroom, creating a well-rounded educational experience that empowers students to navigate complex legal and business environments. GIBS's commitment to faculty development extends beyond traditional teaching; investment in research, cutting-edge technologies, and industry partnerships ensures that professors stay at the forefront of their disciplines. This results in an engaging and dynamic learning atmosphere where students gain a profound understanding of the constantly evolving business and legal landscapes.

With two decades of dedicated service in education, GIBS boasts a world-class infrastructure that seamlessly integrates tradition with modernity. The campus offers a conducive environment for academic and personal growth, with air-conditioned lecture rooms, advanced computer centers and labs, seminar halls, conference rooms, a state-of-the-art auditorium, and well-stocked libraries housing a vast collection of legal and business resources. These facilities ensure that students have access to the necessary tools for their intellectual development.

GIBS's outstanding placement track record is a testament to the institution's understanding that education is not solely about acquiring knowledge, but also about preparing students for successful careers. The dedicated career services team works tirelessly to connect students with internship opportunities and job placements at renowned law firms, corporate organizations, and government agencies. The institution's extensive alumni network, which spans the globe, is a powerful testament to the opportunities that a GIBS education opens up.

Looking towards the future, GIBS remains committed to its core values of **excellence, integrity, and innovation**. As we move forward, we invite you to join us on a transformative journey where the

intersection of business and law not only serves as an academic discipline but also as a gateway to limitless professional opportunities.

ACHIEVEMENTS AND ACCOLADES

GIBS has been recognized for its consistent excellence:

- Graded 'A' by the National Assessment & Accreditation Council (NAAC) in the 3rd Cycle.
- Rated 'A+' by the State Fee Regulatory Committee, a government body under the NCT of Delhi.
- Awarded the highest grading of 'A' by the Joint Inspection Committee of the Government of NCT of Delhi and GGSIP University from 2013 to date.
- Rated 'Grade A' by the Academic Audit Cell of GGSIP University since 2011.
- Achieved a 3-star ranking in the IIC MOE ranking 2024.
- Ranked No. 2 Pan India by the Times Business School Survey in 2021, 2019, and 2018.

VISION AND MISSION

Vision

To prepare outstanding professionals in business management and other disciplines, who can provide intellectual-emotional-psychological leadership; design-develop-implement systems & processes; and research-innovate-compete at national & international level.

Mission

- Provide an integrated learning experience stressing basic skill development, academic excellence, employable skill preparation and intellectual rigor;
- Promote integrated personality development of students;
- Encourage research and excellence in all activities of teaching fraternity;
- Promote continuous improvement in processes and systems through innovative ideas and technologies, and
- Nurture culture of fairness, equity and partnership.

INTRODUCTION

Qualitative research is undergoing a transformation with the integration of Artificial Intelligence (AI) and open tools. AI-enabled techniques allow faster coding, pattern identification, sentiment analysis, and improved interpretation of qualitative data.

This FDP aims to equip participants with practical skills in qualitative data analysis using AI tools such as AILYZE and Orange. It focuses on coding, thematic analysis, NLP, and research publication strategies, ensuring participants are able to produce high-quality research outputs.

IMPORTANCE OF THE FDP

1. Enhances Qualitative Research and Analytical Skills

This FDP strengthens participants' understanding of qualitative research methodologies by integrating traditional approaches with AI-driven techniques. It enables participants to systematically analyze textual and unstructured data, improving their ability to interpret patterns, themes, and relationships in research data with greater accuracy and depth.

2. Provides Hands-on Exposure to AI Tools

The programme offers practical training on AI-enabled tools such as ALLYZE and Orange, allowing participants to gain experiential learning. Through hands-on sessions, participants will learn how to perform coding, clustering, text mining, and visualization, thereby bridging the gap between theoretical knowledge and real-world application.

3. Strengthens Publication Capabilities

The FDP equips participants with the skills required to convert qualitative analysis into high-quality research outputs. It provides guidance on structuring research papers, writing results and discussions, selecting appropriate journals (ABDC/Scopus), and responding effectively to reviewers, thereby enhancing publication success.

4. Bridges Theory and Practical Application

By combining conceptual sessions with hands-on training, the FDP ensures that participants not only understand qualitative research concepts but also learn how to apply them in real research scenarios. This integrated approach enhances both academic learning and practical competence.

5. Encourages Ethical Research Practices

The programme emphasizes the importance of research ethics, including plagiarism prevention, responsible data handling, and ethical use of AI tools. Participants will gain awareness of maintaining integrity and transparency in research and publication processes.

6. Promotes Collaborative Learning and Networking

The FDP provides a platform for interaction among academicians, researchers, and professionals from diverse domains. This collaborative environment encourages knowledge sharing, peer learning, and the development of research networks for future academic collaborations.

7. Supports Outcome-Based Education and Research Excellence

Aligned with NEP and institutional quality frameworks, the FDP enhances faculty competencies in research-oriented teaching and outcome-based education. It contributes to improving research output, academic quality, and institutional rankings by promoting high-impact and data-driven research practices.

MODE OF CONDUCT

The FDP will be conducted in **Hybrid Mode (Online + Offline)**.

REGISTRATION DETAILS

Industry Experts	₹3499/-
Academicians / Faculty Members	Online and Offline Mode: ₹2999/-
Research Scholars & Students	₹1499/-

QR CODE FOR REGISTRATION



<https://rzp.io/rzp/summerfdp26>

SCHEDULE SUMMER FDP

Time	Session	Topic	Resource Person
Day 1 (July 6, 2026 – Monday)			
9:30 to 10:00 am	Inaugural Session		
10:00 to 11:15 am	Session 1	Foundations of Qualitative Research – Research design and data collection	Dr. Sharmila Devi Ramchandran
11:15 to 11:30 am	Networking Tea		
11:30 am to 1:00 pm	Session 2	NLP & Text Mining – Word frequency, clustering, visualization	Prof. (Dr.) Abhijit Das
1:00 to 2:00 pm	Lunch		
2:00 to 4:30 pm	Session 3	Hands-on Practice on NLP tools	Prof. (Dr.) Abhijit Das
Day 2 (July 7, 2026 – Tuesday)			
9:30 to 11:15 am	Session 4	Coding in Qualitative Research – Manual coding and themes	Dr Ajay Kumar Chauhan
11:15 to 11:30 am	Networking Tea		
11:30 am to 1:00 pm	Session 5	AI-Assisted Coding using AILYZE & Orange	Dr Ajay Kumar Chauhan
1:00 to 2:00 pm	Lunch		
2:00 to 4:30 pm	Session 6	Social Media Data Analysis – Extraction & scraping	Dr Ajay Kumar Chauhan

Day 3 (July 8, 2026 – Wednesday)			
9:30 to 11:15 am	Session 7	User-Generated Content Analysis	Dr Ajay Kumar Chauhan
11:15 to 11:30 am	Networking Tea		
11:30 am to 1:00 pm	Session 8	Advanced Analysis – Sentiment & narrative analysis	Dr Ajay Kumar Chauhan
1:00 to 2:00 pm	Lunch		
2:00 to 4:30 pm	Session 9	Model Building & Interpretation	Dr Ajay Kumar Chauhan
Day 4 (July 9, 2026 – Thursday)			
9:30 to 11:15 am	Session 10	Audio & Video Transcription tools	Prof. (Dr.) Urvesh Choudhery
11:15 to 11:30 am	Networking Tea		
11:30 am to 1:00 pm	Session 11	Content Analysis & Literature Review using AI	Ms. Vandana Rastogi
1:00 to 2:00 pm	Lunch		
2:00 to 4:30 pm	Session 12	Hands-on transcription & review	Prof. (Dr.) Urvesh Choudhery & Ms. Vandana Rastogi
Day 5 (July 10, 2026 – Friday)			
9:30 to 11:15 am	Session 13	Research Validation & Rigor – credibility, validity, triangulation, errors	Dr. Poonam Rani
11:15 to 11:30 am	Networking Tea		
11:30 am to 1:00 pm	Session 14	Research Ethics & Responsible Use of AI	Prof. (Dr.) Manisha V. Nain
1:00 to 2:00 pm	Lunch		
2:00 to 4:30 pm	Session 15	Journal Selection & Publication Strategy – ABDC/Scopus, submission, reviewers	Prof Dr. Urvesh Choudhary
Day 6 (July 11, 2026 – Saturday)			
10:00 to 11:15 am	Session 16	Text Analysis Using R	Dr. Neeraj Kaushik
11:15 to 11:30 am	Networking Tea		
11:30 am to 1:00 pm	Session 17	Text Analysis Using R	Dr. Neeraj Kaushik
1:00 to 2:00 pm	Lunch		
2:00 to 4.00 pm	Session 18	Essentials of Research Paper writing and common causes of Manuscript Rejection	Dr. Jitender Kumar
4.00-4:45 pm	Valedictory Session		

ORGANISING COMMITTEE

CHIEF PATRON

Shri R.N Jindal

Chairman

PATRON

Shri Anirudh Jindal

Vice-Chairman

CHIEF COORDINATOR

Prof (Dr.) Urvesh Chaudhery

Officiating Director

CONVENERS

Dr. Dipti Jain

Associate Professor

COORDINATOR

Dr. Shreya Bhardwaj

Assistant Professor

CO-COORDINATOR

ORGANISED BY

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giBS

Gitarattan International Business School

◆ Estd. 2004 ◆ Grade 'A' Accredited by NAAC ◆ Affiliated with GGSIPU

Gitarattan International Business School

- Approved by AICTE for Management Programmes & BCI for Law Programmes
- Affiliated to GGSIP University, Delhi
- Grade A Accredited by NAAC in 3rd Cycle
- Ranked No.1 by TOI for its BBA Programme in 2019, 2021, 2022 & Ranked 49th All India for its MBA Programme
- ISO 9001:2015, ISO 14001:2015, ISO 50001:2018 Certified Institution

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