

## RESEARCH SESSION

### USING AI TOOLS IN TEACHING & RESEARCH

22<sup>ND</sup> AUGUST 2026



Research Cell of Gitarattan International Business School (GIBS) organized Research Class-I on “Using AI Tools for Teaching & Research” on 22 August 2026 at the seminar hall 3<sup>rd</sup> floor. The two-hour offline session was organized for the faculty members of CMS and CLS with the objective of enhancing their understanding and practical knowledge of Artificial Intelligence tools and their applications in teaching and academic research.

The session was conducted by Dr Prakash Singh, Associate Professor – Marketing & E-Commerce at Saudi Electronics University. Dr Singh has more than ten years of experience and specializes in research, mentoring, and industry collaboration. His academic and research contributions include research publications in ABDC, Scopus, Web of Science and ABS-indexed outlets, along with patents, grants, a book and case studies in areas related to digital business and consumer behaviour.

The session commenced with an introduction to the growing relevance of Artificial Intelligence in higher education and research. The discussion focused on how AI is transforming the creation, delivery, access and evaluation of knowledge. The resource person highlighted the increasing role of AI-enabled tools in designing engaging learning experiences, preparing teaching resources, personalizing learning, analysing data and improving academic productivity. The applications of AI in literature exploration, research design, academic writing, citation-related work and identification of emerging research trends were also discussed.

During the session, practical applications of AI tools for lesson planning, content creation, assessment and classroom engagement were demonstrated. Special emphasis was placed on the use of AI for improving research productivity through literature review, research ideation, data-related tasks and academic writing. Participants were also introduced to the importance of developing effective prompts to obtain relevant and useful outputs from AI tools.

An important aspect of the session was the focus on the ethical, responsible and appropriate use of Artificial Intelligence in academic activities. The participants were encouraged to understand AI as a supportive tool that can enhance teaching effectiveness and research productivity when used thoughtfully and responsibly. The session concluded with an interactive question-and-answer session through online quiz on KAHOOT, during which participants answered questions on applications of AI tools in a very fun way. The programme provided valuable insights into the selection and effective use of suitable AI tools for academic purposes.

## FLYER OF THE EVENT



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**INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)**

**IQAC**  
INSTITUTE QUALITY ASSURANCE CELL  
GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

**Research Session**

# USING AI TOOLS FOR TEACHING AND RESEARCH

**22 August, 2026 (Saturday)**

**11:30 AM onwards**

**FOR ALL CMS, CLS & CCS FACULTY MEMBERS**

**SEMINAR HALL, 3<sup>rd</sup> Floor**

**RESOURCE PERSON**

**Dr. Prakash Singh**  
Associate Professor-Marketing & E-Commerce  
Saudi Electronics University, Saudi Arabia

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|----------------------------|----------------------------|
| <b>TYPE OF EVENT</b>       | Co-curricular              |
| <b>VENUE</b>               | Seminar Hall. Room No. 304 |
| <b>TIME &amp; DURATION</b> | 11.30am-1.30pm             |
| <b>CONDUCTED BY</b>        | Research Cell GIBS         |
| <b>ORGANISED FOR</b>       | CMS, CLS, CCS Faculties    |

|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <b>NAME OF THE COORDINATOR</b> | PROF. (DR) ABHIJIT DAS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>ATTENDANCE</b>              | 60                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>RESOURCEPERSON</b>          | Dr Prakash Singh,<br>Associate Professor<br>Saudi Electronics University                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>OBJECTIVES OF THE EVENT</b> | <ol style="list-style-type: none"> <li>1. To introduce faculty members to emerging AI tools relevant to teaching and academic research.</li> <li>2. To demonstrate practical applications of AI for lesson planning, content creation, assessment, and classroom engagement.</li> <li>3. To enhance research productivity through AI-assisted literature review, data analysis, academic writing, and research ideation.</li> <li>1. To develop effective prompting skills for obtaining relevant and reliable outputs from AI tools.</li> </ol> |
| <b>LEARNING OUTCOME</b>        | <p>At the end of the session, participants:</p> <ol style="list-style-type: none"> <li>1. Identified the uses of suitable AI tools for teaching and research.</li> <li>2. Learned how to apply AI for creating academic content, assessments, and teaching resources.</li> <li>3. Learned the use of AI to support literature exploration, research writing, and data-related tasks.</li> <li>4. Learned to develop effective prompts for academic applications</li> </ol>                                                                       |
| <b>SHORTFALL DURING EVENT</b>  | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>LINK OF ONLINE</b>          | <a href="https://www.youtube.com/watch?v=owG6dffQo_4">https://www.youtube.com/watch?v=owG6dffQo_4</a>                                                                                                                                                                                                                                                                                                                                                                                                                                            |



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| <b>VIDEO</b> |  |
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**PREPARED & SUBMITTED BY: MS. VANDANA RASTOGI, ASSISTANT PROFESSOR,  
GIBS**