



FACULTY DEVELOPMENT PROGRAM

**Future-Proofing Research and Delivering
Outcome-Based Education**

A Confluence of AI, Ethics, and Innovation



17-21 FEBRUARY 2025

IN ASSOCIATION WITH



**MILA
UNIVERSITY
MALAYSIA**



Bangalore Management Association
Estd : 1953

GIBS Business School,
#44/4/5/8 Mylasandra Road, Off Begur
Koppa Road, Bengaluru - 560068, India

P : +91 8180947435
W : www.gibs.edu.in
E : fdp@gibs.edu.in

FUTURE-PROOFING RESEARCH AND DELIVERING OUTCOME BASED EDUCATION: A CONFLUENCE OF AI, ETHICS, AND INNOVATION

ABOUT THE FDP

The 5-day Faculty Development Program (FDP) by the Global Institute of Business Studies equips educators and researchers with advanced tools and methodologies to enhance their academic and research pursuits. Key topics include ethical AI in research, advanced behavioral techniques, qualitative system dynamics, and experiential learning. Participants will also explore outcome-based education and AI-driven research excellence.

WHO CAN PARTICIPATE?

Academicians, faculty members, and researchers across disciplines.

Education professionals seeking to integrate AI into teaching and research.

Administrators and policymakers involved in Outcome-Based Education (OBE).

Industry professionals interested in ethical AI applications in education.

Participants from universities, colleges, and research organizations who aspire to enhance their knowledge and skills in ethical AI usage and OBE practices are encouraged to join.

THE SESSIONS WILL COVER CRITICAL ASPECTS SUCH AS

- Equip participants with ethical AI practices for integrity in research.
- Enhance expertise in advanced behavioral and social science research methods.
- Develop skills in experiential and outcome-based education frameworks.
- Explore qualitative system dynamics and theoretical archetypes in research.
- Harness AI tools to drive excellence and innovation in research.

RESEARCH EXCELLENCE 5 DAYS ITINERARY

1

DAY 1
FEBRUARY 17, 2025, 9:30 AM TO 4:00 PM

Opening Remarks

Resource Person: Dr. Jason Fitzsimmons,
Vice Chancellor, MILA University, Malaysia

Topic: Navigating Integrity: Ethical
AI Practices in Research

Resource Person: Dr. Graham Kendall,
Deputy Vice Chancellor, MILA
University, Malaysia

Topic: Foundations of Behavioral
Research: Unveiling Insights in
Business and Management

Resource Person: Dr. Parthesh
Shanbhag, Professor of Marketing,
TA Pai Management Institute (TAPMI)

2

DAY 2
FEBRUARY 18, 2025
10:00 AM TO 4:00 PM

Topic: Morphological Analysis for
Social Sciences and Business
Research

Resource Person: Dr. Hariharan TS,
Professor of Strategy,
TA Pai Management Institute (TAPMI)

3

DAY 3
FEBRUARY 19, 2025
10:00 AM TO 4:00 PM

Topic: Qualitative System Dynamics
Modelling & Theoretical Archetypes

Resource Person: Dr. Hariharan TS,
Professor of Strategy,
TA Pai Management Institute (TAPMI)

4

DAY 4
FEBRUARY 20, 2025
10:00 AM TO 4:00 PM

Topic: Innovating Education
Through Experiential Learning

Resource Person: Prof. Bharath
Gopalan, Professor & Program Chair,
GIBS Bangalore

Topic: Outcome-Based Education:
Shaping Future-Ready Learners

Resource Person: Dr. Nitu Ghosh,
Professor & Director, School of
Management Studies, Reva University,
Bengaluru

5

DAY 5
FEBRUARY 21, 2025
10:00 AM TO 4:00 PM

Topic: Harnessing AI for Research
Excellence

Resource Person: Dr. Jayanta
Chakraborti, Dean, Global Institute of
Business Studies, Bengaluru

**Cultural Program & Valedictory
Ceremony**



GIBS BUSINESS SCHOOL

Global Institute of Business Studies Bangalore offers innovative PGDM and BBA programs designed to equip students with industry-relevant skills. With experienced faculty, a state-of-the-art campus, and strong industry ties, GIBS blends theory with practical insights. Its global collaborations and exchange programs provide students with a valuable international perspective for global success.



MILA UNIVERSITY, MALAYSIA

MILA University, located in Nilai, Negeri Sembilan, Malaysia, is a multidisciplinary institution specializing in Science, Engineering, Management, and Business. Formerly known as Manipal International University (MIU), it has evolved under new leadership since early 2023 to embody a fresh vision of excellence. Guided by its mission to nurture professionally competent talent with innovative and entrepreneurial outlooks, MILA University is committed to delivering high-quality teaching and research. With a focus on internationalization and diversity, the university aims to inspire global perspectives and drive innovation in all its endeavors.

ASSOCIATION OF MANAGEMENT DEVELOPMENT INSTITUTIONS IN SOUTH ASIA (AMDISA)

The Association of Management Development Institutions in South Asia (AMDISA) is a regional body dedicated to fostering management education, research, and development across South Asia. Established with the aim of promoting excellence in management practices, AMDISA facilitates collaboration among management institutions, academicians, and industry leaders. It is known for its initiatives such as accreditation, conferences, and capacity-building programs that strengthen academic and professional standards in the region. By nurturing a culture of innovation and shared learning, AMDISA contributes significantly to advancing the management profession and supporting economic and social growth in South Asia.

BANGALORE MANAGEMENT ASSOCIATION (BMA), BANGALORE

The Bangalore Management Association (BMA), established on October 10, 1953, is a pioneering institution in India's management movement and is affiliated with the All India Management Association (AIMA), New Delhi. As the oldest and one of the most esteemed management associations in the country, BMA is dedicated to promoting sound management practices tailored to Indian contexts. Through its diverse initiatives, including seminars, workshops, conferences, and training programs, BMA fosters managerial excellence and innovative thinking. Renowned for hosting annual conventions and events featuring esteemed management experts and business icons, BMA continues to serve as a hub for advancing management knowledge and practices.

SPEAKERS PROFILE



DR. JASON FITZSIMMONS

VICE CHANCELLOR, MILA UNIVERSITY, MALAYSIA

Dr. Jason Fitzsimmons is the esteemed Vice Chancellor of MILA University, Malaysia, a leading institution known for its commitment to academic excellence and innovation. With over two decades of experience in higher education, Dr. Fitzsimmons has a distinguished career in academic leadership, research, and teaching. He holds a Ph.D. in Management and has authored numerous publications in international journals, focusing on strategic management, innovation, and sustainability. Under his visionary leadership, MILA University has

achieved significant milestones in global academic collaborations and research advancements. Dr. Fitzsimmons is widely respected for his dedication to fostering a culture of learning, inclusivity, and excellence in higher education

DR. GRAHAM KENDALL

DEPUTY VICE CHANCELLOR, MILA UNIVERSITY, MALAYSIA

Dr. Graham Kendall is the Deputy Vice Chancellor of MILA University, Malaysia, where he brings a wealth of academic and administrative expertise to the institution. With an impressive career spanning decades, Dr. Kendall is a distinguished scholar in operations research and artificial intelligence, with numerous publications in top-tier journals. His leadership has been pivotal in fostering innovation, research excellence, and global collaborations at MILA University. Dr. Kendall is committed to advancing higher education and nurturing an environment of inclusivity and intellectual growth, ensuring that MILA University remains at the forefront of academic and research excellence in Malaysia and beyond.



DR. PARTHESH SHANBHAG

PROFESSOR – TA PAI MANAGEMENT INSTITUTE (TAPMI)

Mr. Parthesh R. Shanbhag is an esteemed Professor of Marketing Management and the Chairperson of the Office of Evaluation at TA Pai Management Institute (TAPMI), Bengaluru Campus. With a strong academic foundation and industry insights, he specializes in marketing strategy, digital marketing, and consumer behavior. As Chairperson, Mr. Shanbhag oversees the evaluation framework, ensuring academic rigor and transparency in assessment

processes. His innovative teaching methodologies and research contributions have significantly enriched the learning experience at TAPMI. Known for his dedication to excellence, Mr. Shanbhag is a respected mentor and thought leader in the field of marketing education.



DR. HARIHARAN T S

PROFESSOR - TA PAI MANAGEMENT INSTITUTE
(TAPMI)

Dr. Hariharan T. S. is an accomplished Professor in the area of Strategy and General Management at TA Pai Management Institute (TAPMI), Bengaluru Campus. With a robust academic background & extensive research experience, he specializes in strategic management, organizational design, & corporate governance. Dr. Hariharan is known for his engaging teaching style & thought-provoking insights that inspire students to think critically & strategically.

His research contributions in reputed journals and active participation in academic conferences reflect his commitment to advancing knowledge in his field. Dr. Hariharan is a dedicated educator and mentor, shaping future leaders with a strong foundation in strategic thinking.



DR. NITU GHOSH

PROFESSOR & DIRECTOR, SCHOOL OF MANAGEMENT
STUDIES, REVA UNIVERSITY, BENGALURU.

Dr. Nitu Ghosh is a highly accomplished Professor and Director at the School of Management Studies, REVA University, with over 15 years of teaching experience and a strong background in industry. She holds an MBA with HR specialization, a Doctorate in Management Studies, and certifications from IIM Kozhikode. Dr. Ghosh has authored more than 30 research papers in prestigious journals, including SCOPUS and Web of Science, and has received numerous awards, including the

"Best Teacher Award", the "Star Award for Senior Educator and Scholar" and Leadership in Education Award. A recognized expert in Emotional Intelligence, Sustainable Entrepreneurship, and Personality Development, she has delivered workshops and sessions on national and international platforms, mentoring students to become responsible and empowered leaders.



DR. JAYANTA CHAKRABORTI

DEAN-GLOBAL INSTITUTE OF BUSINESS STUDIES (GIBS),
BENGALURU

Dr. Jayanta Chakraborti is the Dean of Global Institute of Business Studies (GIBS), Bangalore, where he leads the academic and strategic initiatives of the institution. With a distinguished career spanning over three decades, he is a seasoned academician and thought leader in management education. Dr. Chakraborti specializes in areas such as AI, Business Analytics & Digital Marketing. Under his guidance, GIBS has achieved significant milestones in academic excellence, industry collaboration, and student development. Known for his dynamic leadership and dedication to innovation, Dr. Chakraborti continues to inspire and shape the next generation of business leaders.





PROF. BHARATH GOPALAN

PROFESSOR & PROGRAM CHAIR - PGDM
GLOBAL INSTITUTE OF BUSINESS STUDIES (GIBS), BENGALURU

Bharath Gopalan is an experienced HR and Training practitioner and seasoned professional with over 30 years in the manufacturing industry. He has held leadership roles in HR and Learning and Development at renowned organizations such as Hyundai, RBI, Ramco, Bharat Fritz Werner, and BARC. As a published author and certified assessor, Bharath is an expert in leadership development, organizational culture, and psychometric assessments. He has designed and delivered workshops using ontological and experiential

approaches, focusing on unlocking leadership potential. Currently, as the Chief Process Officer at GIBS Business School, he drives process innovation and organizational excellence, leveraging his extensive leadership experience to shape the institution's culture and processes. He is recognized as a National Resource Person by the Department of Personnel and Training (DoPT), Government of India, for training trainers. He has played a leading role in designing the Experiential Learning module for the Training of Trainers (ToT) program for CBSE resource persons, which includes 15,000 Principals and Vice-Principals from CBSE schools across India.

CHIEF PATRON

MR. RITESH GOYAL

Managing Director,
GIBS Bangalore

PATRONS

DR JAYANTA CHAKRABORTI

Dean
GIBS Bangalore

PROF. BHARATH GOPALAN

Professor & Program Chair,
GIBS Bangalore

DR. JASON FITZSIMMONS

Vice Chancellor,
MILA University, Malaysia

FACULTY DEVELOPMENT CELL

PROF. GURU PRASAD RAO

Head – Executive Education
Mob: 9606291888, email: guru@gibs.edu.in

DR. CHITRADEVI S

Professor of Finance
Mob: 9902015854, email: chitra@gibs.edu.in

DR. DHILIPAN C

Professor of Finance
Mob: 9600656367, email: dhilipan@gibs.edu.in

DR. SRI PHANI SRUJANA

Professor of Marketing
Mob: 9035270021, email: srujana@gibs.edu.in

REGISTRATION FEES & DETAILS

Category	Registration Fees (Hybrid*)
Academicians & Faculty Members	Rs 3,000/-
Corporate Professionals & Policy Makers	Rs 5,000/-
Research Scholars (Full Time PhD)	Rs 1,500/-

Note - We encourage you to visit our campus and witness the vibrant atmosphere of GIBS firsthand

INCLUSIONS:

- **Participation Certificates** for all attendees
- **Delicious Lunch and Hi-Tea** provided for all the days of the program
- **Cultural Evening** followed by High Tea

Online Transfer / Bank Transfer

Account Name : GLOBAL INSTITUTE OF BUSINESS STUDIES
 Account Number : 50200050935542
 IFSC Code : HDFC0002841
 Bank Name : HDFC Bank
 Bank Address : Vijaya Bank Layout

Registration Link & Payment Gateway: <https://rzp.io/rzp/tCt6uav>

Scan QR Code for Payment



globalinstituteofbus.98766796@hdfcbank