

# **FACULTY DEVELOPMENT PROGRAM ON MASTERING RESEARCH TECHNIQUES & ACADEMIC WRITING: FROM QUALITATIVE ANALYSIS TO AI-DRIVEN INSIGHTS**

In collaboration with



**Dr. A.P.J. Abdul Kalam  
Technical University,  
Uttar Pradesh,  
Lucknow**

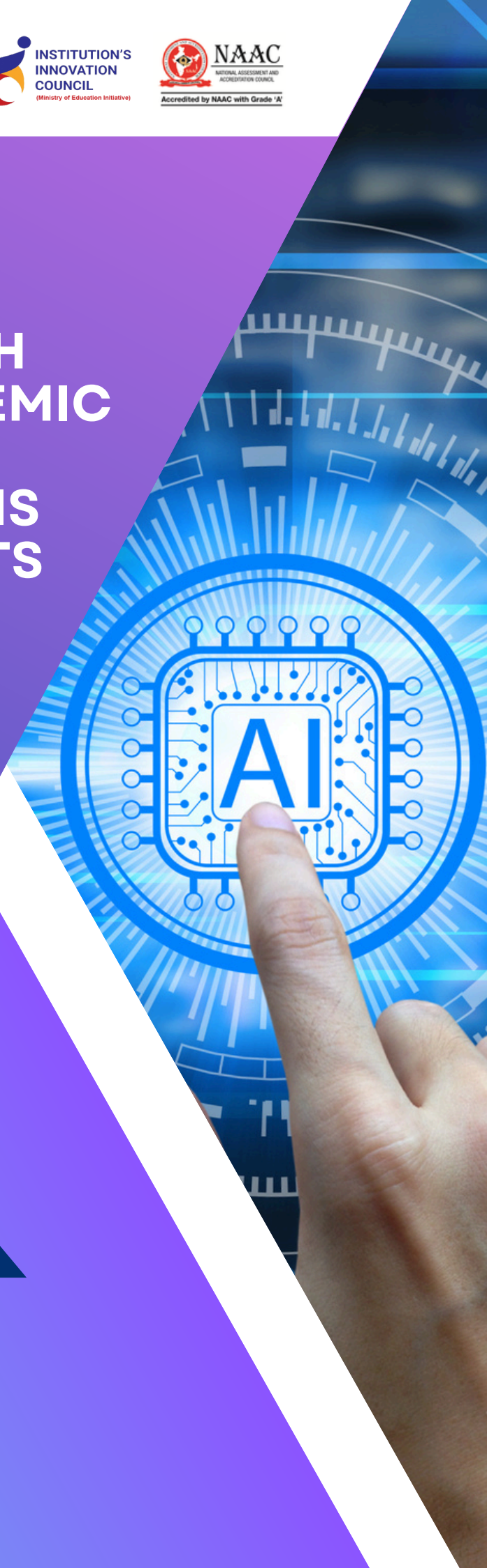
**20<sup>th</sup> - 24<sup>th</sup>**

**June, 2025**



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# BACKGROUND

This FDP is designed to enhance research skills through cutting-edge methodologies and tools. Participants will gain hands-on experience in qualitative research using MAXQDA, thematic and sentiment analysis, and social media research. The program also covers systematic literature review (SLR), Bibliometric analysis with VOSviewer and Biblioshiny, and AI-driven research techniques. Sessions on identifying predatory journals, fraudulent impact factors, and plagiarism prevention ensure research integrity. Additionally, AI tools for academic writing, data analysis, and reference management will be explored. This comprehensive training empowers faculty to produce high-quality research and publications in reputed journals.



## OBJECTIVES

- To familiarize participants with qualitative research techniques using MAXQDA, including coding, thematic analysis, and text mining.
- To equip researchers with systematic literature review (SLR) methods and Bibliometric analysis using tools like VOSviewer and Biblioshiny.
- To enhance skills in sentiment analytics, social media analysis, and handling multimedia data in research.
- To train faculty in identifying fake, predatory, and cloned journals, as well as fraudulent impact factors.
- To introduce AI tools for research, including AI-based literature reviews, bibliometrics, and data analysis.
- To develop academic writing skills for publishing high-quality review and qualitative research papers.

## FOR WHOM

- Faculty members
- Researchers
- Industry professionals
- Anyone interested in enhancing their skills in qualitative research & reporting

## WHY TO ATTEND

- Engaging talks by experts and seasoned practitioners
- Hands-on seminars and practical exercises to strengthen learning
- Real-world case studies and applications across multiple domains
- Interactive conversations and networking opportunities with peers and professionals
- Comprehensive course materials and tools for lifelong learning



# RESOURCE PERSONS



**Dr. Rahul Pratap Singh Kaurav**

*FORE School of Management,  
New Delhi*



**Dr. Sumit Narula**

*Director,  
Amity School of Communication, Gurgoan,  
and Editor-in-Chief,  
Journal of Content Community &  
Communication (Scopus Indexed, Q2)*



**Dr. Shubham Singhania**

*Jaipuria Institute of Management,  
Jaipur*



**Dr. Shalini Sahni**

*Founder  
Koach Scholar*



# PROGRAMME CONTENTS

## DAY 1: 20 JUNE 2025

Resource Person  
**Dr. Rahul Pratap Singh Kaurav**  
FORE School of Management, New Delhi

Day	Timings	Topic
1	10:00 AM-11:30 AM	Qualitative Research using MAXQDA (user interface, create a new project and import data, view and edit data, code data and manage codes, retrieve coded segments)
2	11:30 AM-11:45 AM	<b>TEA BREAK</b>
3	11:45 AM-1:15 PM	Working with memos, lexical search, export options, techniques of coding and nodes;
4	1:15 PM-02:15 PM	<b>LUNCH</b>
5	02:15 PM-03:45 PM	Thematic analysis; narrative analysis; content analysis and text mining)
6	03:45 PM-04:00 PM	<b>TEA BREAK</b>
7	04:00 PM-05:30 PM	Sentiment Analytics; Social media analysis; Working with images, audio and video

## DAY 2: 21 JUNE 2025

Resource Person  
**Dr. Sumit Narula**  
Director, Amity School of Communication, Gurgaon, and Editor-in-Chief,  
Journal of Content Community & Communication ( Scopus Indexed, Q2)

Day	Timings	Topic
1	10:00 AM-11:30 AM	How to identify Fake/Predatory/Cloned journals
2	11:30 AM-11:45 AM	<b>TEA BREAK</b>
3	11:45 AM-1:15 PM	How to identify Fake/Predatory/Cloned journals
4	1:15 PM-02:15 PM	<b>LUNCH</b>
5	02:15 PM-03:45 PM	How to identify Fraud Impact Factors
6	03:45 PM-04:00 PM	<b>TEA BREAK</b>
7	04:00 PM-05:30 PM	How to identify Fraud Impact Factors



**DAY 3: 22 JUNE 2025**

Resource Person

**Dr. Shubham Singhania**

Jaipuria Institute of Management, Jaipur

Day	Timings	Topic
1	10:00 AM-11:30 AM	Basics of Literature Review
2	11:30 AM-11:45 AM	<b>TEA BREAK</b>
3	11:45 AM-1:15 PM	How to Conduct Systematic Literature Review
4	1:15 PM-02:15 PM	<b>LUNCH</b>
5	02:15 PM-03:45 PM	Introduction to Bibliometric Analysis
6	03:45 PM-04:00 PM	<b>TEA BREAK</b>
7	04:00 PM-05:30 PM	Basics Hands on Training on Vos-Viewer and Research Drafting

**DAY 4: 23 JUNE 2025**

Resource Person

**Dr. Shalini Sahni**

Founder-Koach Scholar

Day	Timings	Topic
1	10:00 AM-11:30 AM	Introduction to AI tools in Research
2	11:30 AM-11:45 AM	<b>TEA BREAK</b>
3	11:45 AM-1:15 PM	AI Tools for SLR
4	1:15 PM-02:15 PM	<b>LUNCH</b>
5	02:15 PM-03:45 PM	AI Tools for Bibliometrics
6	03:45 PM-04:00 PM	<b>TEA BREAK</b>
7	04:00 PM-05:30 PM	Bibliometrics using Biblioshiny

**DAY 5: 24 JUNE 2025**

Resource Person

**Dr. Shalini Sahni**

Founder-Koach Scholar

Day	Timings	Topic
1	10:00 AM-11:30 AM	AI tools for Data Analysis
2	11:30 AM-11:45 AM	<b>TEA BREAK</b>
3	11:45 AM-1:15 PM	Fundamentals of Research Writing using AI
4	1:15 PM-02:15 PM	<b>LUNCH</b>
5	02:15 PM-03:45 PM	Academic Writing-1 (Review Papers)
6	03:45 PM-04:00 PM	<b>TEA BREAK</b>
7	04:00 PM-05:30 PM	Academic Writing-II (Qualitative Papers)



# PROGRAMME FEE

**FDP Registration Fees:** Rs 1500 per participant

**Mode:** Hybrid | **Date :** 20-24 June 2025

**In case of any query, kindly contact -**

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## PATRONS

**Prof. J. P. Pandey**

Vice Chancellor

Dr. A.P.J. Abdul Kalam Technical  
University, Uttar Pradesh, Lucknow

**Shishir Jaipuria**

Chairman

Jaipuria Group of Educational  
Institutions

**Prof (Dr.) Daviender Narang**

Director

Jaipuria Institute of Management,  
Ghaziabad

**Dr. Rashmi Bhatia**

Dean (Academics)

Jaipuria Institute of Management,  
Ghaziabad

## ORGANIZING TEAM

**Dr. Anubha**

Professor

**Dr. Ajay Tripathi**

Professor

**Dr. Devi Archana Mohanty**

Associate Professor

**Dr. Himanshu Sharma**

Assistant Professor

## ABOUT THE UNIVERSITY

Dr. A.P.J. Abdul Kalam Technical University (AKTU) (formerly UPTU) was established by the Government of Uttar Pradesh, vide Act Amendment No. 1156(2) LXXIX-V-1-15-1(Ka), 24-2015 dated Sept 9, 2015 Uttar Pradesh Adhiniyam Sankhya 23 of 2000. Under the University Act, 'Technical Education' includes programmes of education, research and training in Engineering, Technology, Architecture, Town Planning, Pharmacy, Applied Arts & Crafts and such other programmes and areas that the central Government may in consultation with All India Council for Technical Education (AICTE) by notification in Gazette declare.

The University is affiliating in nature and its jurisdiction spans the entire state of U.P. in affiliating B.Tech., M.B.A., M.C.A., B.Arch., B. Pharma., B.H.M.C.T., M.Tech. and Ph.D. programmes in 764 colleges/institutions imparting graduate, postgraduate and doctoral level training in all government and private institutions located all over U.P. in engineering, technology, architecture, pharmacy, hotel management and catering technology as well as M.B.A. and M.C.A. programmes. AKTU envisions to facilitate and nurture the quality of technical education and research in its own premises as well as all affiliating institutions.

## ABOUT THE INSTITUTE

Jaipuria Institute of Management was set up by Seth Anandram Jaipuria Educational Society in 2001. It has a sprawling campus spread over 5 acres at Indirapuram, Ghaziabad, a posh area on NH-24 within NCR. During this short span of 24 years, under the able guidance of the Late Dr. Rajaram Jaipuria and Shri Shishir Jaipuria JIM has been acclaimed as a leading business school in Northern India. Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic financial and social aspects set by concerned statutory bodies.

The Institute started a full-time 2 - years Master Degree Program in Business Administration (MBA with Dual Specialisation) in the year 2001, MBA (Business Analytics) Program in the year 2020, and MBA in BFS, in the year 2022. All these programs are duly approved by AICTE, and affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow (UP). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society manage various reputed schools and colleges in the country. Jaipuria Institute of Management, Indirapuram, Ghaziabad, aims to provide quality management education to transform individuals into Business Leaders, Skilled Managers & Entrepreneurs. Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large.



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

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**INDIRAPURAM, GHAZIABAD**

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