



Faculty Development Programme

Advanced Research Methods in Marketing

Application of Artificial Intelligence & Machine Learning

International Management Institute Kolkata

2/4 C, Judges Court Road, Alipore, Kolkata 700027

International Management Institute Kolkata

Presents

Faculty Development Programme

on

**Advanced Research Methods in
Marketing**

APPLICATION OF ARTIFICIAL INTELLIGENCE &
MACHINE LEARNING

17th to 19th May 2024

in collaboration with

**Centre of Applied Blockchain and Digital
Transformation**

&

Internal Quality Assurance Cell (IQAC)

About IMI Kolkata:

IMI Kolkata has been developed under the patronage of RP -Sanjiv Goenka Group, a well-known Industrial conglomerate of India which is an extension of IMI Delhi for catering to the education needs of the Eastern Part of the country. In 2011, IMI Kolkata came up in Eastern India to enable bright young minds to gain access to the excellent IMI Management pedagogy. IMI Kolkata has grown rapidly since its modest beginning in 2011 to the extent that it is today one of Kolkata's well-known B-schools. IMI Kolkata has been ranked 59th overall among 700-plus Management Institutions in India. The flagship PGDM programme is accredited by the NBA (National Board of Accreditations) has international accreditation from AMBA- MBA specific global accreditation organization, and is an associate member of EFMD Global, and AACSB which are renowned global accreditation bodies. IMI Kolkata is considered one of the top-ranking Management Institute in India and amongst the top three Management Institutes in the Eastern region. The credit for our rapid growth goes to our excellent Faculty members who all have Doctorates from reputed Institutes/Universities like IIT, IIM, etc. and have adequate Industry experience. IMI has international collaboration with foreign universities of high repute.

About Centre of Applied Blockchain and Digital Transformation:

The Centre of Applied Blockchain and Digital Transformation at IMI-Kolkata (initially named the Bharat Blockchain Network Chapter at IMI-Kolkata) aims to work in the emerging domain of Blockchain and other emerging technologies causing digital transformation to foster academic and industry knowledge enhancement and engagement, corporate partnerships, and action-based research.

About the Programme:

The FDP aims to provide a brief overview of AI/ML regressions for academic publications. The workshop will demonstrate the theory and application of Decision Tree (DT) and Random Forest (RF), Bayes regressions (BR), and Logistic Regression (LR) with the datasets. At the end of the workshop, the participant will comprehend and apply the methods in real research contexts.

Objectives

- To provide a basic overview and guidelines for selecting and using various AI/ML Regressions
- To explain the application of the Decision Tree (DT) method in a research study (explain with a case example and sample data)
- To explain the application of the Random Forest (RF) method in a research study (explain with a case example and sample data)
- To elaborate the application of the Bayes regressions (BR) and Logistic regressions (LR) method in a research study (explain with a case example and sample data)

Pedagogy:

The R/python software should be installed in the participants' desktop/laptop. All the concepts of AI/ML regressions will be explained with the help of the sample dataset. The application of the research methods will also be demonstrated with the help of a sample case research paper. Participants are encouraged to bring their live data and queries for discussion and solutions. The online sessions will be delivered on the Zoom platform.

Content:

The following contents will be covered in the 3 days Faculty Development Programme:

Overview of R and Python	<ul style="list-style-type: none"> • Basic of R and Python programming environment
AI/ML regressions in marketing research	<ul style="list-style-type: none"> • Overview of application of AI/ML regressions in research • Decision Tree, Random Forest, Bayesian Regression, Logistic Regression
Decision Tree:	<ul style="list-style-type: none"> • Introduction to Decision Trees • Decision Tree Construction, Handling Categorical and Continuous Data • Test accuracy of the result (Creation of Confusion matrix) • Visualizing the test set result, application in research
Random Forest	<ul style="list-style-type: none"> • Overview of Ensemble Learning and Random Forest • Random Forest Construction, Parameter Tuning • Feature Importance and Interpretability, and application in research
Bayesian regression Models	<ul style="list-style-type: none"> • The Basics of Bayesian Statistics, • Introduction to Bayesian Regression, Simple & Multiple Linear Regression • Fitting the Bayesian Model, and application in research
Logistic regressions	<ul style="list-style-type: none"> • Introduction to Logistic Regression, • Model Interpretation and Inference, • Model Evaluation and Performance Metrics, and application in research
Valedictory Panel Discussion	<ul style="list-style-type: none"> • How to publish in top marketing journals

Participant Profile:

This FDP will be of interest to beginners and intermediate researchers exploring various parametric and non-parametric tests in research studies. It will also help them interpret each statistical tool for research paper writing and thesis writing.

For more details, please contact:

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Programme Director (s):

1. Dr. Gobinda Roy, Assistant Professor, Area of Marketing at IMI-Kolkata
2. Dr. Arghya Ray, Assistant Professor, Area of MIS and Analytics
3. Dr. Arunava Bandyopadhyay, Assistant Professor, Area of Finance and Accounting

FDP Prerequisites:

Participants need to know very basic of R and Python environment and have a basic idea of Descriptive Statistics, and Hypothesis Testing.

Learning outcome:

This workshop will provide first-hand practical exposure in applying AI/ML in research problems

Fees and Registration:

We invite faculty members, doctoral students and business professionals to attend this FDP. The applicants willing to participate shall apply online. **Link:** <https://rzp.io/I/EkgeF66>
The last date for application submission is **15th May 2024**.

Category (All non-residential)	Registration Fees (incl. 18% GST)	
	Early Bird (by 5 th May 2024)	Regular (after 5 th May 2024)
Doctoral Scholars	Rs. 800/-	Rs. 1000/-
Faculty Members	Rs. 1200/-	Rs. 1500/-
Corporate/ Business Professionals	Rs. 2000/-	Rs. 2500/-

Faculty Profile:

Dr. Gobindo Roy, Assistant Professor – Marketing

Dr. Gobinda Roy has over two decades of experience in industry, consulting, and academia, managing multiple global IT/Telcom projects and spearheading multiple high-impact research projects, leading to publication in top category (ABDC-A*/A) international management journals. Lately, he joined academia as an Assistant Professor in Marketing in International Management Institute Kolkata after completing his MBA and Ph.D. from VGSOM IIT Kharagpur and teaching many contemporary marketing courses like Digital Marketing, AI/ML in marketing, B2B marketing, Marketing strategy, etc. His research area is digital marketing and consumer behavior, focusing on industries like retail, tourism, sustainability, the sharing economy, and many more.

Dr. Arghya Ray, Assistant Professor - Management Information Systems and Analytics

Dr. Arghya Ray has received his PhD from IIM Ranchi. Prior to joining IMI Kolkata, he was an Assistant Professor at FORE School of Management (FSM), Adamas University, and a Visiting Faculty at Birla Global University, IIM Ranchi and IIM Jammu. He also has an industrial experience at TCS Limited. With B.Tech. (Silver Medalist) from SRM University, he has to his credit many publications in top level ABDC and ABS listed journals. He has also attended around ten national and international conferences. His research mainly focuses on understanding customer perspectives from social-media feeds. He has conducted MDPs and workshops on emerging technologies. Dr. Ray is the Director of the Centre of Applied Blockchain and Digital Transformation.

Dr. Arunava Bandyopadhyay, Assistant Professor

Dr. Bandyopadhyay has completed his Ph.D. from VGSOM-IIT Kharagpur. Before joining IMI Kolkata, he was affiliated with the UPES in Dehradun and the Jindal Global Business School in Sonipat as Assistant Professor, and IIFT Kolkata as Visiting Faculty for the FinTech course. He also has corporate experience of 7 years in multinational organizations like SIEMENS Ltd. and Phillips Carbon Black Ltd. He teaches FinTech, Financial Modelling and Analytics, Financial Risk Management, and Financial Econometrics at IMI Kolkata. He has conducted sessions on Blockchain and Data Analytics in MDPs for various MNCs in India and abroad. Arunava has published papers in various top tier ABDC and ABS listed journals.