

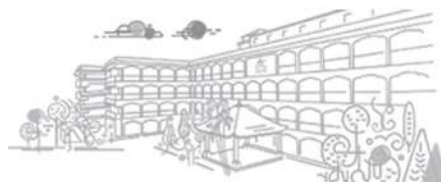
2 - DAY SYMPOSIUM ON

cgermes.AI - Research, Education & Practice

 **July 14 & 15, 2026**

ORGANIZED BY

Amrita Vishwa Vidyapeetham,
Mysuru Campus



BLENDED MODE - ONLINE / OFFLINE





Key Speakers



Prof. Sridhar Ramamoorti, Ph.D.
Co-Founder & President, GRC Metrix LLC
Associate Professor
University of Dayton, Ohio, USA



Prof. Cory Campbell, Ph.D.
Co-Founder & Chief Operating
Officer at GRC Metrix LLC
Associate Professor of Accounting at
Indiana State University



Prof. Raghav Rao, Ph.D.
AT&T Distinguished Chair in Infrastructure
Assurance and Security



Prof. Shekar Babu, Ph.D.
Associate Dean & Professor
Amrita Vishwa Vidyapeetham,
Mysuru Campus



Prof. Rajeswari P S, Ph.D.
Professor, Faculty of Managment
SRM University, Chennai



Ms. Julie Vore
Attorney-at-Law, USA



Mr. Neelakantan Venkatachalam
Chief Strategy Officer
GRC Metrix LLC



Dr. Souvik Singha, Ph.D.
Assistant Professor, Amrita School of Business
Amrita Vishwa Vidyapeetham, Mysuru Campus

Programme Objectives

- ✓ Develop advanced research skills among faculty members and doctoral scholars through structured methodological training.
- ✓ Equip participants with expertise in systematic literature review, bibliometric analysis, and qualitative as well as experimental research designs.
- ✓ Build competency in primary data analysis techniques including EFA, CFA, SEM, and PLS-SEM, along with exposure to advanced econometric methods such as panel data analysis.
- ✓ Promote the ethical use of Artificial Intelligence tools to improve efficiency and productivity in research and academic writing.
- ✓ Provide networking opportunities and interaction with journal editors and experts to understand publication expectations and best practices.



Expected Outcomes

- Enhance research quality among faculty and scholars
- Promote interdisciplinary collaboration
- Increase high-quality publications in peer-reviewed journals
- Strengthen the research ecosystem within academic institution.

Programme

Schedule and Contents

Day 1: Tuesday, July 14, 2026

Advanced Quantitative Techniques

- >> **Design, Development and Validation of Scale in SPSS & Advanced Statistical Analysis**

Day 2: Wednesday, July 15, 2026

Advanced Qualitative Techniques

- >> **Qualitative Approaches : From Coding to Theorizing**

Foundations of Experimental Designs

- Theoretical Foundations in Experiments
- RCT Design Options & Measures

Insights from Scholarly and Leadership Experience in Doctoral Education

Programme

Pedagogy

The programme will adopt a blended learning approach including:

- Conceptual lectures
- Hands-on data analysis sessions
- Software demonstrations
- Case studies
- Interactive discussions

Software and Tools to be Covered

Participants will gain exposure to tools such as:

- VOSviewer
- NVivo (Qualitative Data Analysis)
- SPSS (Statistical Analysis)
- AMOS/SmartPLS (SEM and PLS-SEM)



AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY UNDER SECTION 3 OF UGC ACT, 1956

**MYSURU
CAMPUS**

Programme Fee

Faculty Members :

INR 1,500/-

Industry Practitioners :

INR 2,000/-

Research Scholars :

INR 1,500/-

Online Participants:

INR 1,000/-

About

Amrita Vishwa Vidyapeetham, Mysuru Campus



Amrita Mysuru is one of the constituent campuses of Amrita Vishwa Vidyapeetham, a NAAC A++ accredited, multidisciplinary, multi-campus university recognized nationally and internationally for academic excellence, research impact, and value-based education.

Located in the heritage city of Mysuru, the campus offers a focused academic environment supported by the academic framework, research ecosystem, and institutional standards of Amrita University.

For more information, please contact:

Mr. Prajwal Jain P : 99866 75070

Mr. Tejas H: 82772 94785



SCAN TO PAY

Web : www.amrita.edu/campus/mysuru/