

SCHEDULE OF ATAL BASIC OFFLINE FDP



DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
9:00 – 9:30 Inauguration					
9:30 – 12:00 <u>Session 1:</u> Understanding Marketing and Marketing Research Prof. (Dr.) Ajeya Jha Honorable Vice Chancellor Arunachal University of Studies, Arunachal Pradesh	9:30 – 12:00 <u>Session 3:</u> AI and Ethics Dr. Shailendra Kumar Assistant Professor & HoD (i/c) Department of Management Sikkim University	9:30 – 12:00 <u>Session 5:</u> Role of Artificial Intelligence in Managing Organizations / Enterprises Under Changing Scenarios of Industry 4.0 Dr. Hiren Kumar Deva Sarma Professor, Department of Information Technology Gauhati University, Guwahati	9:30 – 12:00 <u>Session 7:</u> Responsible AI in Marketing Mr. Sankalpa Sarkar Product Growth Leader Walmart	9:00 – 1:00 Industrial visit at SBL Pvt Ltd Gangtok - Rangpo Rd, Fatak Line, Majitar, Rangpo, Sikkim 737136 Industry Type: Pharma	9:30 – 12:00 <u>Session 10:</u> Use of generative AI in Production Management Dr. R. Venkatesh Subject Matter Expert L&T EduTech Chennai
12:00 – 1:00 <u>Article Discussion on:</u> Generative AI for Finance: Applications, Case Studies and Challenges Name of the journal: Expert Systems, Wiley Year of Publication: 2025	12:00 – 1:00 <u>Article Discussion on:</u> Generative artificial intelligence in management research: a practical guide on mistakes to avoid Name of the journal: Management Review Quarterly Year of Publication: 2024	12:00 – 1:00 <u>Article Discussion on:</u> Generative artificial intelligence as a new context for management theories: analysis of ChatGPT Name of the journal: Central European Management Journal Year of Publication: 2023	12:00 – 1:00 <u>Article Discussion on:</u> Generative artificial intelligence in supply chain and operations management: a capability-based framework for analysis and implementation Name of the journal: International Journal of Production Research Year of Publication:		12:00 – 1:00 Article Summary
1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch	1:00 – 2:00 Lunch
2:00 – 4:30 <u>Session 2:</u> Financial markets and AI Dr. Abhijeet Chandra Assistant Professor Vinod Gupta School of Management Indian Institute of Technology Kharagpur	2:00 – 4:30 <u>Session 4:</u> Use of Generative AI in HR Mr. Diwakar Upadhyay Deputy General Manager-HR Alkem Laboratories Ltd.	2:00 – 4:30 <u>Session 6:</u> Managing Value Chain Innovation: The Digital Transformation Perspective in Pharma Dr. Nirmal Kumar VP-Quality Alkem Laboratories Sikkim	2:00 – 4:30 <u>Session 8:</u> Application of Generative AI in Banking and Personal Finance Mr. Sankalpa Sarkar Product Growth Leader Walmart	2:00 – 4:30 <u>Session 9:</u> Understanding Sampling Design, and Hypotheses Testing Dr. Piyanka Dhar Associate Professor Department of Mathematics Sikkim Manipal Institute of Technology	2:00 – 4:00 MCQ & Reflection Journal
4:30 – 5:30 HANDS ON TRAINING /LABS	4:30 – 5:30 HANDS ON TRAINING /LABS	4:30 – 5:30 HANDS ON TRAINING /LABS	4:30 – 5:30 HANDS ON TRAINING /LABS	4:30 – 5:30 HANDS ON TRAINING /LABS	4:00 – 5:00 VALEDICTORY SESSION

