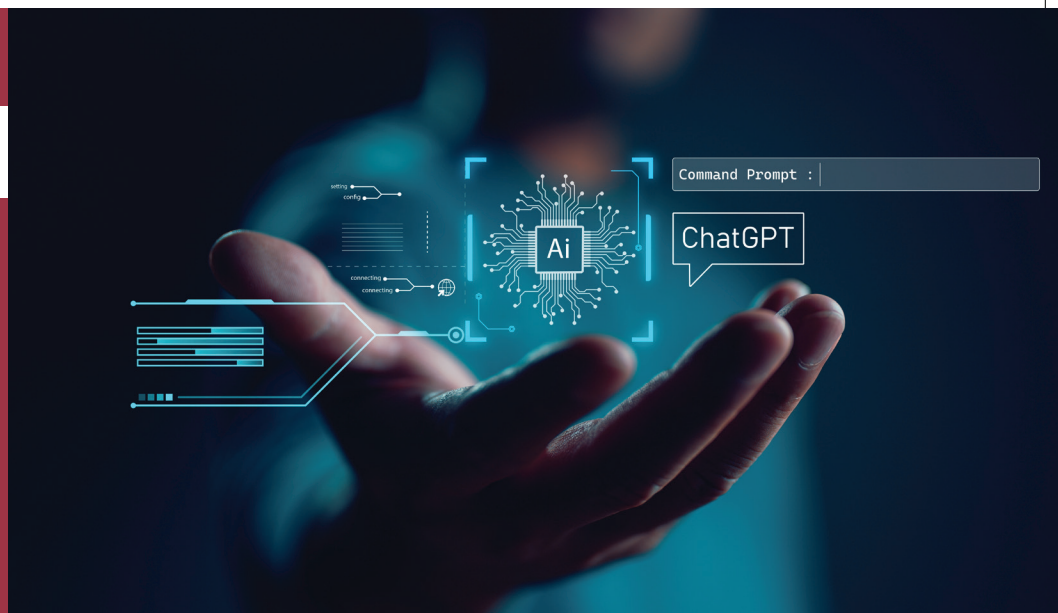




Leveraging ChatGPT for Business and Education



Introduction (Programme)

“ChatGPT will not replace you. However, people with expertise in ChatGPT use will replace you.”

The rise of generative artificial intelligence (AI) with models like Dall-E 2, GPT3, and ChatGPT has been a watershed moment for AI's adoption. The world has seen the popularity of this emerging new technology to the extent that within five days of release, ChatGPT crossed 1 million users. By the two-month mark, it surpassed 100 million users. These large language and image models significantly advance generative AI's capabilities, allowing them to generate human-like text and images, and such models have already started becoming a disruptor in every walk of life. Particularly, the advent of these large models has opened up a wide range of new possibilities for businesses across different industries, and the education sector. In business, Conversational AI models like ChatGPT can be used for automating repetitive tasks, improving decision-making, and creating new revenue streams. It can also be used for new product designs, optimize pricing strategies, and personalize customer experiences in retail.

ChatGPT has also the potential to transform the educational landscape by providing personalized learning experiences, enhancing accessibility, and empowering educators with innovative tools for instruction.

This program seeks to provide inputs on the topics of:

- Evolution and fundamentals of ChatGPT.
- Importance and limitation of using ChatGPT.
- Use cases of ChatGPT in business, and education, and its future capabilities.
- Hands-on experience of ChatGPT uses in business and education.

Objectives

The program objectives are:

- To understand the basics of ChatGPT and its capabilities in business and education related solutions for the managers, educators and researchers.
- To learn how to use ChatGPT to generate text, answer questions, and brainstorm ideas.
- To explore use cases for ChatGPT in business, education and related environments.
- To apply ChatGPT to a practical business/managerial/educator challenge.

For Whom

The program is designed with a focus on academicians, managers, and researchers across industry and academic institutions who are in the role of managing projects and critical decision-making in the competitive and innovative scenarios.

Pedagogy

The program pedagogy will include various training methods such as lectures, discussions, exercises, assessment instruments, and role plays.

Programme Directors



Dr. Rabin K. Jana

Associate Professor, Operations & Qty Tech

Dr. Rabin K. Jana is an Associate Professor of Operations & Quantitative Techniques Area at the Indian Institute of Management Raipur, India. He has obtained his PhD from IIT Kharagpur, India. He has received postdoctoral research fellowships from George Mason University, USA, and National University of Singapore. He is the recipient of the Young Scientist Research Project from the Department of Science & Technology, Government of India. Dr. Jana has conducted several MDPs and delivered lectures as a resource person. He is a senior member of Operational Research Society of India, a member of Decision Sciences Institute, USA, and Indian Statistical Institute, Kolkata, and Indian Science Congress Association. His research interests include uncertain optimization, artificial intelligence, machine and deep learning algorithms, business forecasting, and time series analysis. Dr. Jana has published more than 125 papers in various international journals and conferences.



Dr. Jithesh

Assistant Professor, Information Systems

Dr. Jithesh A completed his Ph.D. in Management from the Indian Institute of Management (IIM) Kozhikode. He is an Assistant Professor of Information Systems at the IIM Raipur. He teaches courses related to information systems (IS) such as Blockchain Technology and Business Applications and Management Information Systems (MIS). His research mainly includes but is not limited to the psychological and sociological aspects of ICT, social media, fake news, cyberloafing, e-government, blockchain technology, hate speech, and e-business. He undertakes cross-disciplinary research and analyses information systems phenomena using theories from various disciplines, such as political science, public administration, psychology, and sociology. He has published in reputed journals, including in a journal in the “Senior Scholars’ List of Premier Journals” of Information Systems.



Dr. Manojit Chattopadhyay

Professor, Information Systems

Dr. Manojit Chattopadhyay is a Professor and affiliated to the Information Systems area. He received his PhD in Business Management from the University of Calcutta. He has around 20 years of work experience in Industry, Teaching and Research. His research focuses on application of AI based models in business decision making, strategic information visualization in the New digital economy, data privacy, Policy mining, Visual Clustering and social network analysis. He participated in Global Colloquium at Harvard Business School in 2017. He has published more than 60 papers in various reputed International journals and conferences.