

# THE FUTURE OF LEARNING, RESEARCH, AND INDUSTRY COLLABORATION: WHITE PAPER OF THE ISBR CENTRE FOR ARTIFICIAL INTELLIGENCE

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## 1. Executive Summary

The rapid evolution of Artificial Intelligence (AI) is reshaping economies, industries, and educational ecosystems worldwide. Recognizing this transformative potential, ISBR Business School established the *Centre for Artificial Intelligence* in December 2024 as a strategic initiative to position the institution at the forefront of AI-driven management education, research, and industry collaboration. The Centre serves as a multidisciplinary hub designed to integrate AI capabilities into academic programs, executive learning, research innovation, and societal impact initiatives.

The AI Centre aims to bridge the gap between technology and management by equipping students, faculty members, and professionals with the competencies required to navigate an increasingly AI-augmented world. Through its vision of fostering ethical, inclusive, and impactful AI applications, the Centre aligns closely with national priorities such as Digital India, the National Education Policy (NEP 2020), and global sustainability frameworks including the United Nations Sustainable Development Goals (SDGs). Within its first year of operation, the Centre introduced two major academic programs *AI for Managers* (PGDM elective) and a *Certificate Program for Business Leaders* integrating practical tools such as ChatGPT, Prezi AI, Tome, and generative design platforms. The Centre has also delivered high-impact Faculty Development Programs (FDPs), industry workshops, and masterclasses, training more than 300 learners and engaging over 20 subject experts.

A major milestone includes securing an ANRF-funded research project focused on AI-powered management frameworks for global sustainability goals. This research reinforces ISBR's commitment to advancing AI knowledge that is both academically rigorous and socially relevant. Additional initiatives such as the ISBR AI Conference 2025, panel discussions on ethical AI, and specialized AI bootcamps have strengthened the institution's role as a thought leader in responsible AI adoption.

## 2. Introduction

Artificial Intelligence (AI) has emerged as one of the most influential technological forces of the 21st century, redefining industries, business models, public services, and educational systems at an unprecedented scale. Globally, AI-driven automation, predictive analytics, and generative technologies are reshaping decision-making processes and creating new paradigms of efficiency, innovation, and competitiveness. In India, national initiatives such as *Digital India*, *IndiaAI Mission*, and the policy thrust of NEP 2020 have accelerated the integration of AI across sectors, highlighting the urgent need for institutions to build future-ready talent and research capability.

Against this backdrop, ISBR Business School established the *Centre for Artificial Intelligence* in December 2024 to serve as a strategic catalyst for AI-enabled management education, interdisciplinary research, and industry collaboration. The Centre was conceptualized with a dual purpose: to empower learners and professionals with actionable AI skills, and to contribute to nation-building through ethical, inclusive, and sustainable AI applications.

The emergence of generative AI, machine learning, and decision-automation tools has fundamentally expanded the scope of managerial roles. Leaders today are expected not only to understand AI concepts but also to implement AI-enabled strategies in areas such as marketing, operations, finance, HR, supply chain, and public policy. Recognizing this evolving landscape, the AI Centre integrates technical understanding with managerial insight, ensuring that AI literacy becomes a core competency for future leaders.

The Centre also acknowledges the growing global discourse on responsible and ethical AI practices. Issues such as fairness, transparency, accountability, and data protection are central to the Centre's approach. By embedding these principles into academic programs, events, and research agendas, ISBR seeks to promote AI adoption that is not only efficient but also socially responsible and aligned with the Sustainable Development Goals (SDGs).

This white paper provides a comprehensive overview of the Centre's foundational philosophy, academic initiatives, research achievements, collaborations, and impact. It serves as a strategic document outlining how ISBR Business School is positioning itself as a national leader in AI-driven management education and societal innovation.

### 3. Vision and Mission

#### Vision

To become a pioneering academic and research Centre in Artificial Intelligence that bridges the gap between technology and management, and fosters ethical, inclusive, and impactful AI applications.

#### Mission

- To promote AI-based education, innovation, and interdisciplinary research.
- To equip students, faculty, and professionals with AI-driven decision-making capabilities.
- To drive the ethical use of AI across sectors aligned with national and global sustainability goals.

### 4. Academic and Capacity-Building Initiatives

The Centre for Artificial Intelligence at ISBR Business School has been designed as a transformative academic hub that integrates AI knowledge into management education and executive learning. By embedding AI-driven pedagogies, hands-on tools, and interdisciplinary approaches, the Centre strengthens both academic rigor and industry relevance. These initiatives aim to create a future-ready workforce capable of leveraging AI for strategic decision-making, operational excellence, and innovation leadership.

#### 4.1 PGDM Elective: AI for Managers

Introduced from the 2025 academic year, *AI for Managers* is a specialized elective course designed to equip postgraduate management students with foundational and applied AI competencies. The course covers:

- **Core AI Concepts:** machine learning fundamentals, neural networks, natural language processing, and generative AI.
- **Applied Tools:** ChatGPT, Prezi AI, Tome, Canva Magic Studio, and analytics-driven decision dashboards.
- **Prompt Engineering & Automation:** crafting effective prompts, workflow automation, and AI augmentation for productivity.

- **AI Ethics & Governance:** fairness, transparency, accountability, and data protection in managerial decision-making.
- **Case-Based Pedagogy:** real-time industry cases

This elective positions PGDM graduates as AI-literate leaders who can adopt and implement data-driven strategies across corporate and entrepreneurial ecosystems.

#### 4.2 Certificate Program: AI for Business Leaders

The Centre has launched a **6-month hybrid certificate program** focused on enabling mid-career professionals, managers, and executives to integrate AI into strategic and operational processes. Key features include:

- **Blended Delivery Model:** live online sessions, weekend workshops, and self-paced modules.
- **Industry-Aligned Curriculum:** tailored to business domains such as digital marketing, fintech, HR analytics, supply chain automation, and business model innovation.
- **Hands-On Learning:** tools such as ChatGPT, Midjourney, Bard, Miro, Jasper AI, Power BI, and workflow automation suites.
- **Capstone Project:** participants design an AI-driven business transformation roadmap for their organization.
- **Certification:** awarded jointly by ISBR, endorsed by industry experts associated with the Centre.

This program strengthens managerial capability and supports organizations transitioning to AI-enabled ecosystems.

#### 4.3 AI-Integrated Pedagogical Innovations

Beyond formal courses, the Centre contributes to educational transformation by embedding AI into the broader instructional ecosystem:

##### a. AI-Enhanced Teaching and Learning

Faculty adopt AI-powered tools for lecture design, student engagement, learning analytics, and formative assessment.

### **b. Generative AI for Productivity**

Students and faculty receive structured training on using generative AI for content creation, research assistance, data visualization, and simulation modeling.

### **c. AI Literacy for All Students**

Introductory modules, guest sessions, and open workshops promote AI awareness across all PGDM specializations.

### **d. Faculty Upskilling**

The Centre organizes internal FDPs to train faculty on AI pedagogy, ensuring consistent adoption across the institution.

#### **4.4. FDP and Workshops Organised by Centre for AI:**

<b>S.No</b>	<b>FDP and Workshops</b>	<b>Resource Person</b>	<b>Duration</b>	<b>Date</b>
1	AI Without Limits	Prof. Leonard Dr. Naveen Pol	7 Days	15-21 February 2025
2	Leveraging AI Tools for Academic and Professional Excellence	Prof. Leonard	1 Day	April 27, 2025
3	Generative AI Bootcamp for Senior Industry Leaders	Mr. Vijay Agrawal	2 Days	June 13-14, 2025
4	Empowering Research With AI: From Literature Review to Advanced Analytics	Prof. Leonard Dr. Naveen Pol	5 Days	September 22-26 2025

### **5. Research, Innovation, and Grant Achievements**

Research and innovation form the backbone of the AI Centre's mission to advance knowledge, generate societal impact, and position ISBR Business School as a thought leader in responsible AI. The Centre's research agenda focuses on applied AI solutions that address real-world challenges across business, society, and sustainable development frameworks. Within its foundational year, the Centre has achieved significant progress through funded projects, scholarly contributions, and strategic collaborations.

## 5.1 ANRF-Sanctioned Research Project

One of the Centre's most notable accomplishments is securing a prestigious grant from the **Anusandhan National Research Foundation (ANRF)** in July 2025. The sanctioned project titled:

**“AI-Powered Management Frameworks for Achieving Global Sustainability Goals”**

represents a milestone in ISBR's research capability.

### Key Highlights:

- **Funding Agency:** ANRF
- **File Number:** SSY/2025/000568
- **Total Budget:** ₹1,50,000
- **Status:** Sanction Order Generated (July 2025)

### Research Objectives:

- Develop AI-driven frameworks that enable organizations to align decision-making with sustainability KPIs.
- Integrate predictive analytics and generative AI to support SDG-linked reporting, monitoring, and strategic planning.
- Explore how AI can support climate action (SDG 13), education (SDG 4), food security (SDG 2), and healthcare outcomes (SDG 3).

### Expected Outcomes:

- A conceptual and empirical model linking AI adoption to sustainable organizational performance.
- Publication of research papers in ABDC/Scopus journals.
- Development of policy recommendations for ethical and responsible AI use in ESG-focused enterprises.
- Open-access frameworks and toolkits for industry use.

This achievement enhances the institution's research credibility and strengthens its visibility at the national level.

## **5.2 Research Publications and Scholarly Output**

The AI Centre has actively contributed to intellectual discourse through research publications, conceptual papers, and exploratory studies in diverse AI-related domains. During the first year:

- **5 scholarly publications** were completed by faculty associated with the Centre.
- Research themes included generative AI adoption in higher education, AI-enabled decision models, ethical AI governance, digital transformation strategies, and sector-specific AI applications.

The Centre promotes interdisciplinary research by involving faculty from management, analytics, psychology, and technology domains.

## **5.3 Innovation Initiatives and Research Clusters**

To accelerate innovation, the Centre has established internal research clusters focusing on:

### **a. Generative AI for Business Innovation**

Developing frameworks for AI-assisted marketing, product design, workflow optimization, and service automation.

### **b. AI in Education and Learning Sciences**

Exploring microlearning, adaptive learning systems, and AI-enhanced pedagogy.

### **c. Ethical, Responsible, and Sustainable AI**

Building conceptual models that link AI governance to transparency, fairness, and SDG outcomes.

### **d. AI for Social Impact**

Pilot studies in healthcare accessibility, agricultural forecasting, and community-level digital inclusion.

These clusters encourage faculty–student collaboration and stimulate interdisciplinary problem-solving.

## 5.4 Knowledge Grants, Consulting, and Institutional Support

Beyond the ANRF project, the Centre actively supports:

- Faculty proposals for external research grants.
- Industry consulting related to AI adoption and digital transformation.
- Internal seed grants for faculty members exploring novel AI-based applications.

This ecosystem promotes a culture of innovation and strengthens long-term research capability.

## 5.5 Integration of Research with Teaching and Community Engagement

The Centre ensures that research outcomes are organically integrated into:

- Classroom discussions, case studies, and simulations.
- Executive programs and corporate training modules.
- Public knowledge dissemination through conferences, workshops, and panel discussions.

This alignment ensures that AI research benefits multiple stakeholders including students, industry partners, and society at large.

## 6. AI Centre Impact Snapshot

<b>AI Centre Impact Snapshot (Dec 2024 – Dec 2025)</b>	
<b>Parameter</b>	<b>Value</b>
Academic Courses Launched	2 (PGDM + Certificate)
Free Certification Master Class Conducted	2
Student Trained in Master Class	300 Plus
FDP Conducted	2
Workshops Conducted	2
Publications	5
Panel Discussions	2
Funded Research Projects	1 (ANRF)
Fund Sanctioned	1.5 Lakh
International Conference Initiated	1
Tools & Platforms Implemented	15 Plus
Faculty Experts Engaged	20 Plus

## **7. Ethical, Responsible, and Sustainable AI Framework**

As Artificial Intelligence becomes deeply integrated into economic systems, public life, and organizational decision-making, the need for ethical, transparent, and sustainable AI practices has intensified. The Centre for Artificial Intelligence at ISBR Business School places responsible AI at the core of its mission. This commitment aligns with global standards such as UNESCO's AI Ethics Framework, OECD AI Principles, and IndiaAI Mission guidelines and ensures that all AI-based learning, research, and industry collaborations adhere to the highest ethical norms.

The Centre's Ethical, Responsible, and Sustainable AI Framework is built on five foundational pillars: fairness, transparency, accountability, privacy, and sustainability. Together, these pillars shape institutional culture, pedagogy, and research directions.

## **8. Conclusion**

The Centre for Artificial Intelligence at ISBR Business School has quickly emerged as a strategic driver of academic innovation, research excellence, and industry engagement. Through new AI-integrated academic programs, funded research, faculty upskilling, and widespread student training, the Centre has strengthened the institution's ability to deliver future-ready management education.

Its focus on ethical, responsible, and sustainable AI ensures that technological advancement is aligned with national priorities such as Digital India, NEP 2020, and global frameworks like the SDGs. The achievements of the Centre ranging from ANRF-funded research to impactful FDPs, workshops, and publications demonstrate ISBR's commitment to quality enhancement and institutional growth. Overall, the Centre serves as a transformative platform that equips learners and professionals with essential AI competencies and positions ISBR as a forward-looking institution prepared to lead in the evolving digital era.

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