TUTORIAL
AND
WORKSHOPS

Session: Tutorial
Jan 2, 2025, 1:30-2:30
Session Chair: Sudershan Kuntluru

Speaker: Arin Brahma, Loyola Marymount University
Kala Seal, Loyola Marymount University

701 Demystifying LLM and RAG: A Tutorial with a Healthcare Use Case: Large Language Models (LLMs) have revolutionized natural language processing, enabling diverse applications ranging from text generation to advanced information retrieval. However, general-purpose LLMs often lack the precision required for domain-specific tasks. This workshop focuses on designing a domain-specific LLM using Retrieval-Augmented Generation (RAG) architecture for implementation at a large hospital in Los Angeles. By combining the generative prowess of LLMs with the precision of domain specific retrieval systems, RAG-based models enhance relevance and accuracy in specialized fields, such as healthcare.

Participants will gain experience in the step-by-step process of building a domain-specific LLM using state-of-the-art tools and frameworks. The workshop will cover critical aspects, including data preparation, fine-tuning strategies, retrieval system integration, and evaluation techniques. We will explore open-source LLMs such as LLAMA 3.2 and libraries like ollama, LangChain etc., for fine-tuning and pipeline development.

By the end of the session, participants will understand the RAG workflow, including prompt engineering, retrieval module setup, and evaluation using task-specific metrics. This workshop is tailored for researchers seeking to leverage LLMs in domains like healthcare.

Join us to explore the intersection of retrieval systems and generative AI, unlocking the potential for building powerful, specialized language models for your unique use cases.

Arin joined LMU as a tenure-track assistant professor in 2018. Prior to that, Arin served as a full-time clinical assistant professor at LMU from 2013 to 2018. Arin's areas of expertise include machine learning, big data, operations management and supply chain analytics, and robotic process automation (RPA), with a special focus on the healthcare and financial services industries.

Arin's research areas of interest include AI/Machine Learning in medical informatics, health IT, and financial services. Arin's research is application-centric and incorporates Design Science Research (DSR) methods when appropriate. Arin has presented papers in top academic conferences such as ICIS and DESRIST and published research papers in top IS journals such as DSS and JASIST. Arin also contributes to the community of scholars as an Area Editor of Health Systems Journal (Taylor & Francis: https://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=thss20) and has peer-reviewed many journal papers.

Kala Seal is chair of the Department of Information Systems and Business Analytics and director of the Comparative Management Systems (CMS) program at Loyola Marymount University. Professor Seal has been a member of the College of Business Administration faculty since 1990.

Prior to joining LMU, he worked as an assistant executive engineer for the largest oil and natural gas corporation in India. Along with his teaching and research at LMU, Professor Seal also has worked as faculty consultant for Jet Propulsion Laboratory and Mattel Inc. Professor Seal is an active researcher with publications in many of the leading journals in his area (e.g. Interfaces, International Journal of Mobile Marketing, INFORMS Transactions on Education, and many others). He regularly serves as a reviewer for many journals in his area. As a faculty and the director of the Comparative Management Systems program, Professor Seal has traveled to 40+ countries to conduct and guide research of multiple groups of MBA students on e-commerce and business use of mobile phones. He has been honored with the Faculty of the Year - MBA Program at LMU. He is also recipient of an NSF grant and was awarded a Fulbright Research Scholar award in 2010 for conducting research on business use of mobile phones by small and micro entrepreneurs in India. Professor Seal is a member of the INFORMS and Association of Indian Management Scholars.

FC-4
Session: Workshop
Jan 3, 2025, 12:10-1:10
Session Chair: Dharmananda M

Speaker: Suraj Shah, Ganpat University

751 Refining Research Paper Drafting: A Comprehensive Workshop for Academicians, Professionals, and Early Researchers: In the ever-evolving landscape of academia and professional research, the ability to articulate and publish impactful research is a vital skill. This workshop, titled "Refining Research Paper Drafting," is meticulously crafted to cater to the needs of academicians, professionals, researchers, scholars, and early-career enthusiasts. The comprehensive session addresses the intricacies of effective research paper preparation, covering essential criteria such as Relevance, Methodology, Originality, Implications, Plagiarism, and References.

Designed as a valuable resource for early researchers, the workshop focuses not only on skill enhancement but also on demystifying the challenges of navigating high-impact journals. Attendees will benefit from practical insights, hands-on exercises, and strategies to overcome common barriers that hinder successful publication.

The aim is to empower participants with the knowledge and tools necessary to elevate the quality and visibility of their research contributions, fostering a culture of impactful scholarly communication in a competitive and dynamic academic environment.

Suraj Shah is educational professional with more than 11 years of teaching and research experience. He is presently associated with Ganpat University- Centre for Management Studies and Research as a Chairperson- SAS GUNI Global Centre for Analytics, Assistant Professor- GUNI CMSR, Program coordinator -MBA- Business Analytics.

Being a passionate researcher, he has presented more than 45 research papers in various international and national conferences. He has more than 25 publications in national and international journals and 8 book chapters and 2 books to his credit. He has been awarded more than fifteen Best Research Paper Awards at various national and International level Conferences. He was awarded very prestigious "Outstanding Young Management Researcher Award" And "AIMS Distinguished Service Award" By AIMS International.

He was awarded prestigious President award for staff excellence- Early career Research in the year 2019 and Learning and Teaching Category in 2021 at Ganpat University.

He was also awarded a gold medal under "best research paper presenter category- west zone" at AIMS annual convention 2017, Pune. He has authored a book entitled "Cause Related Marketing- Insights from Consumer Behavior Perspective (ISSN- 2320- 0901). His area of interest includes Cause Related Marketing, Consumer Behavior, Research Methodology, Business Analytics, Marketing Analytics, HR Analytics, Research Methodology, Data Advanced Analytics using SPSS and AMOS, and International business.

SD-3
Session: Workshop
Jan 4, 2025, 2:10-3:30
Session Chair: Suraj Shah

Speaker: Linda Susan Rajagiri College of Social Sciences
Nandukrishna T Ajith, Govt. Arts and Science College Ollur

751 Harnessing the Power of Storytelling to Enhance Learning Outcomes in Management Education: In today's dynamic educational landscape, storytelling has emerged as a powerful tool for engaging students, facilitating learning, and promoting critical thinking in the classroom. This 90-minute workshop will guide participants through storytelling techniques that enhance teaching effectiveness, especially in management education. By the end of the session, participants will be equipped to create compelling narratives and integrate multimedia storytelling tools into their teaching practice, transforming complex theories into relatable and memorable content.

The aim is to empower participants with the knowledge and tools necessary to elevate the quality and visibility of their research contributions, fostering a culture of impactful scholarly communication in a competitive and dynamic academic environment.

Linda Susan Mathew, with 15 years of experience in management education, brings a wealth of knowledge, holding a Ph.D. in Management from Bharathiar University, her research spans critical areas such as Brand Equity, Consumer Behavior, and the integration of Artificial Intelligence in Marketing. She has contributed numerous publications in prestigious journals and presented at both national and international conferences, underscoring her dedication to advancing management practices and pedagogy.

Her teaching philosophy centers on using innovative, application-based methodologies to make complex theories relatable. Her background as a Consultant Storyteller and her experience organizing the National Conference on Machine Learning and Artificial Intelligence highlight her commitment to merging storytelling and data for impactful learning. Additionally, she has been part of workshops focused on storytelling techniques, such as her participation in the FDP on 'Storytelling with Data' at Rajagiri Business School. Her experience in designing and leading training programs, like the 5-day training on 'Mentoring, Counselling and Student Psychology,' equips her to create dynamic and effective learning experiences for educators.

Nandukrishna T. Ajith, brings a dynamic blend of expertise in digital product adoption, with a Ph.D. in Marketing from the National Institute of Technology Tiruchirappalli, his work focuses on user experiences in digital media, with insights published in esteemed ABDC-ranked journals. This foundation in understanding user engagement on OTT platforms, combined with his proficiency in creative engagement methods, makes him adept at using storytelling to connect theoretical concepts with real-world applications.

His role as Program Officer for the National Service Scheme (NSS) showcases his commitment to student-centered learning, using real-world community projects to foster social responsibility and leadership. His innovative "LEAP & LEAP Passport" program, based on Vroom's Expectancy Theory, demonstrates his dedication to student motivation and experiential learning through goal-based achievements. His proficiency in storytelling within academic research and digital marketing aligns well with the workshop's goal of enhancing learning outcomes through narrative techniques.