

RESPONSIBLE USE OF GENERATIVE AI IN RESEARCH IDEATION: A PRF-BASED WORKSHOP

How can researchers harness generative AI to develop stronger research ideas, without outsourcing the scholarly thinking that makes research credible and worthwhile?

In this interactive three-hour workshop, Professor Robert Faff will introduce a responsible, researcher-led approach to using GenAI during the critical early stages of research development. The workshop unfolds in three connected Acts:

ACT I: Setting the GenAI Scene

We explore the opportunities, limitations and dangers of AI-assisted scholarship. GenAI can powerfully accelerate ideation, critique and refinement, but only when combined with domain knowledge, healthy skepticism, careful fact checking, transparency and responsible ownership.

ACT II: A Primer on PRF-Based Prompting

Participants are introduced to Faff's Pitching Research Framework (PRF) and its underlying design logic: the Research Question as the core anchor; Key Papers, Motivation, Idea, Data and Tools as foundational choices; and novelty, significance and contribution as the resulting research narrative. Practical prompting principles show how GenAI can help interrogate and strengthen each element.

ACT III: Groupwork, Report-Back and Wrap-Up

Working collaboratively with a structured suite of prompts, participants will generate and compare alternative research questions, select and sharpen a promising direction, create a complete PRF-based pitch, and iteratively refine its Idea-Data-Tools foundations and potential research impact. Each group will conclude by sharing its emerging design through a short "lightning pitch."

What You Will Gain

- Practical prompting strategies for responsible GenAI use
- A repeatable PRF-based research ideation workflow
- Stronger, better-structured research ideas and pitches
- Greater confidence in using GenAI as a research partner while keeping scholarly judgement in control

ABOUT THE SPEAKER



PROFESSOR ROBERT FAFF

Robert Faff is a Research Professor at Corvinus University of Budapest (Hungary), Honorary Adjunct Professor at Bond University (Australia), and Emeritus Professor at UQ Business School (Australia). He has an international reputation in empirical finance research: securing 14 Australian Research Council grants (with total funding exceeding AUD4 million); 360+ refereed journal publications – 46 x A* (ABDC); career citations 23,000+ (Google Scholar); with a h-index of 74. Robert has supervised almost 50 PhD students to successful completion and examined more than 50 PhD dissertations.

Building on a 40-year academic career, his signature focus is "Pitching Research", with worldwide penetration signaled by: (a) 27,000+SSRN downloads; (b) 400+ pitching talks/events; (c) at 37 Australian universities; and (d) spanning 54 different countries.

He is the Founder & President of the InSPiR2eS research network, a globally facing research network primarily aimed at research training and capacity building, resting on a foundation theme of responsible science.

QUESTIONS?

Contact:

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REGISTRATION for KTU STUDENTS & STAFF

This workshop is open only to IGPRC2026 Lithuania competition participants & KTU students and KTU staff. Spaces are limited – **registration is open until the 10th of November, 2026.**

Register here:

<https://forms.gle/1FK44kZd9bpCGvHy9>

DATE & TIME

19 November 2026, 13:00-16:00

VENUE

Conference Room, KTU School of Economics and Business, Gedimino St. 50, Kaunas (entrance from the inner courtyard)

WHO SHOULD ATTEND?

IGPRC2026 Lithuania competition participants & KTU students and KTU staff