



IIMK RESEARCH SEMINAR

Research Office invites you to attend a research seminar on



Prof. Alex Fenton

Professor of Digital Transformation and
Associate Dean for International Affairs in the
Faculty of Science, Business and Enterprise,
University of Chester.

"Cyborg Researchers: AI, Digital Transformation and the Future of Research"

Date: September 25, 2026

Time: 03:00 PM - 04:30 PM

Venue: PGP Classroom C3

**IIMK RESEARCH
SEMINAR 2026-27**

Brief Bio

Dr. Alex Fenton is a Professor of Digital Transformation at the University of Chester and Associate Dean for International Affairs in the Faculty of Science, Business and Enterprise. With over 25 years of experience in digital development, he has held leadership roles in academic and industry settings, including Head of the Centre for Professional and Economic Development and Digital Business academic at Salford University. He has received multiple awards, including a European Search Award, Vice Chancellor's Teaching Awards, and a Big Chip Award.

Dr. Fenton's research focuses on digital marketing, transformation, and sports, particularly in the context of social media and fan engagement. He has worked with English Premier League football clubs and top rugby teams and has secured funding for various projects, including the Nesta Healthier Lives Data Fund. He is a published author, a co-founder of the world's first Netnography conference, and a reviewer for top journals and publishers. Dr. Fenton also has strong international connections, having been a visiting professor in Brazil, India and China, and regularly collaborates on global research projects. His popular textbooks on digital marketing and digital transformation are widely used in academia.

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Abstract of the Paper

Digital transformation and Generative AI are rapidly changing how researchers collect, process, analyse and interpret data. AI can increase the speed and scale of research, supporting large datasets, pattern identification, coding, thematic analysis and theoretical exploration. However, hallucination, bias, exaggerated or overlooked evidence, confidentiality and limited transparency create new questions about research integrity, credibility and researcher responsibility.

This session explores these tensions through macro, meso and micro perspectives. At the macro level, it considers changing research practices, expectations and skills. At the meso level, it explores digitally mediated methods, including digital ethnography, online communities, social media data, surveys and social network analysis. At the micro level, it examines AI-assisted coding, analysis, interpretation, theory development and reflexivity.

Drawing on cyborg methodologies and netnography, the session considers how researchers and technologies become entangled in knowledge production, potentially reshaping what researchers see and know.

Using practical examples, participants will explore the opportunities and risks of AI augmentation before collaboratively developing principles for responsible AI use in research—and considering how these boundaries may evolve.

