



Online Research Seminar_ AI in Business



For ambitious high school and undergraduate students worldwide: are you ready to move beyond theory and learn how to conduct original, university-level research? This is your invitation to an exclusive online research experience that will distinguish your academic profile.

Guided personally by Professor Andrea Bernini, you will become a practicing researcher. Professor Bernini (Ph.D., Oxford; former postdoctoral fellow at Harvard and Assistant Professor at the University of Houston; now a Career Development Fellow and Lecturer in Economics at Oxford) will mentor you in applying his rigorous, evidence-based approach—the kind published in top-tier journals—to your own project. You will learn to craft a compelling research argument on a pressing topic in business and technology, developing exceptional analytical skills that stand out.



Why Choose This Research ?

For Your Mind	For Your Future	For Your Profile
Tackle Real-World Questions: Explore urgent topics at the nexus of AI, sustainable business, and strategic decision-making.	Oxbridge-Level Mentorship: Receive direct instruction and feedback from Professor Andrea Bernini, whose work is published in top journals like the Journal of Political Economy.	A Standout Academic Credential: Graduate with a complete, polished research paper—a tangible demonstration of your ability to undertake university-level work.
Master the Research Craft: Navigate the full academic cycle: from formulating your question to presenting your findings with confidence.	Hyper-Personalized Guidance: With only 3 students per cohort, you benefit from unparalleled access to your professor, including dedicated 1-on-1 mentoring sessions.	Powerful Recommendations: Exceptional participants will earn a personal letter of recommendation from Professor Bernini, a credential of significant weight in competitive admissions.
Learn in a Global Micro-Group: Collaborate with and learn from a tiny, select group of motivated peers from around the world.	Build Critical Skills: Develop the analysis, writing, and independent thinking skills that are the true currency of success in top universities and future careers.	Formal Skill Certification: Complete the LASER Level 3 portfolio, earning an official certification in academic research skills.

AI in Business: Strategy, Ethics & Sustainable Impact

An Exclusive Online Research

Personal Mentorship by Prof. Andrea Bernini, University of Oxford

Are you ready to move beyond theory and learn how to conduct original, university-level research?



Your Transformative 7-Week Journey

We have designed a clear, step-by-step pathway that mirrors the mentorship model of the world's best universities.

STEP 01

The Flagship Live Seminar with Prof. Andrea Bernini (15 Hours)

This is the heart of the experience. Professor Bernini will personally lead you through weekly live sessions, from project conception to final polish.

- Weeks 1-4:** Foundation & Framework. Learn to define a research question, evaluate academic sources, and design your analysis.
- Week 5:** Deep-Dive Mentoring. Each student receives a private 30-minute session with Prof. Bernini to refine their project's core argument.
- Weeks 6-7:** Synthesis & Showcase. Complete your full paper and prepare to present your findings to the group in a final academic showcase.

STEP 02

LASER Certification Support (Included)

To formally certify the research skills developed in this seminar, the GEC Academy Academic Team will provide a dedicated guidance session delivered through a concise PowerPoint presentation. This session is strategically designed to minimize extra work by clearly demonstrating how to compile your LASER Level 3 portfolio. We will show you how to efficiently utilize the

research proposal, critical evaluations, and final paper produced during Step 1 with Professor Bernini. This streamlined, visual guide allows you to achieve formal certification with focused effort, adding a recognized credential to your achievements without starting from scratch.

Professor's Recommendation: Students who produce work judged to be of excellent quality will be eligible for a personal letter of recommendation.

STEP 03

Advanced Publication Pathway (Optional)

For students seeking to refine their research to publication standard, we offer optional, expert-guided support.

- 5 hours of 1-on-1 coaching with a senior teaching fellow for intensive paper development.
- Submission strategy guidance for suitable undergraduate journals or conferences.
- Support in creating a conference-style presentation (e.g., PPT) to effectively share findings.

Important: This is a tutoring and guidance service. Publication is not guaranteed, as acceptance decisions lie with independent journals/conferences. Our role is to mentor your scholarly development, not to write the paper for you. Fee: £350

A Glimpse Into Your Potential Research

Your project will be uniquely yours. Under Prof. Bernini's guidance, you might explore questions like:
Can AI-driven ESG ratings reduce "greenwashing," or do they create new forms of bias?

Is This For You?



This program is designed for students who are:

- Academically curious and self-motivated.
- Interested in economics, business, technology, public policy, or sustainable development.
- Eager to develop a serious, university-level research project for their portfolio.
- Aiming for competitive universities and seeking to distinguish their applications.

Cohort Size: >3 Students

Format: Live Online Seminars

Program Fee (Step 1 & 2): TBC

*This class price requires a minimum of three participants to commence.

Seminar Start: April 2026 (The seminar will commence once the cohort of 3 is finalized. Apply early to secure one of the limited spots.)

Take the First Step Toward Academic Excellence

This is more than a course; it's an academic accelerator designed for future scholars. With only three places available, this is a rare opportunity to be personally mentored by an Oxford researcher, develop a substantial independent project, and build a profile that distinguishes you.



Ready to accelerate your academic journey?

Contact us to express your interest and receive the full syllabus. We will guide you through the next steps.

We look forward to supporting your success.

The GEC Academy Team