



UNIVERSITÀ DEGLI STUDI  
DI SALERNO



## Improving Your PhD Scientific Reports and Dissertation with GenAI

Centro ICT per i Beni Culturali

April 8, 2025 15:00 - 17:00

Edificio E1 piano interrato - Campus di Fisciano - Università di Salerno

**Prof. Minna Rollins**

Prof. Dr. Minna Rollins is a distinguished scholar in marketing and international business. She currently teaches Marketing at the University of West Georgia. In recent years, her interest has expanded to include the role of Generative AI (GenAI) in higher education, examining its influence on curriculum design, instructional strategies, and institutional policies.

The presentation, designed for a PhD Student audience, will provide advice and practical examples on using Generative AI tools throughout the dissertation process, with a special emphasis on writing and editing.