



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL

INDRAPURAM, GHAZIABAD

Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow



In collaboration with Jaipuria School of Business



Faculty Development
Programme on

QUALITATIVE RESEARCH TOOLS AND TECHNIQUES

1-5 August, 2022

Venue : JIM Campus



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BACKGROUND

The qualitative research has become a powerful and active method of interpretation and understanding of human behaviour. It has gained importance across many academic disciplines. Qualitative research as a field of study, qualitative approaches include research concepts and methods from multiple established academic fields. The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue – that is, the often contradictory behaviours, beliefs, opinions, emotions, and relationships of individuals.

The FDP on Qualitative research will aim at improving qualitative skills of teaching faculty and research scholars in both sciences and social sciences. This FDP is especially useful to those conducting research in highly dynamic environments where the researcher is able to address a range of issues which cannot be answered exclusively with a quantitative standpoint.

OBJECTIVE

- To provide an overview of comprehensive qualitative research framework and acquire expertise in identifying appropriate qualitative tools for different types of research objectives
- To acquaint the participants with the use of basic data analysis tools with the help of software's like **NVIVO**, **MAXQDA**
- To provide a hands-on experience to the participants in analyzing and interpreting data for conducting qualitative research in the different subject domains by using statistical software.
- To improve the skills of writing effective research papers using qualitative research methods.

FOR WHOM

Research scholars, Faculty members, Industry delegates in the management/social sciences area.

WHY TO ATTEND

- Understanding different types of Qualitative Research Methods
- Expertise in various qualitative research approaches
- Hand on Session to use qualitative software.
- To get insights to write qualitative research papers, thereby improving the quality of research.

PEDAGOGY

The FDP includes a mix pedagogical approach where the participants will have lectures and discussions on the qualitative approach of the research and also hands on experience with the experts for the application of analytical software used in qualitative research.

PROGRAMME CONTENT

The Programme is designed keeping in view the theoretical perspective and analytical application of the various qualitative research tools for the academicians, researchers and industry delegates.



PROGRAMME OUTLINE

DAY-1

- Introduction to Qualitative research: Overview & Introduction Different approaches of Qualitative Research
- Qualitative Research Data collection: Focus Group, Interview, Observations, Surveys
- Systematic literature review for qualitative research

DAY-2

Metaanalysis for secondary qualitative analysis, Introduction to Qualitative Analysis: Bibliometric analysis, Application of VoS viewer, Bibliometrix, Sentiment analysis in Qualitative research: Tools and Techniques, Hands on Session/ Practice Session

DAY-3

Thematic analysis and Social media analysis, Hands on Session/ Practice Session, Data Analysis techniques for Qualitative Research, Introduction to Software used in Qualitative Research

DAY-4

Installation of NVIVO, Introduction to NVIVO software, Hands on Session on Software, MAXQDA software : Introduction & Application in Qualitative research, Hands on session

DAY-5

Writing qualitative studies for academic publications, Identification and selection of Journals for qualitative Research, Ethical Issues in Qualitative research; Establishing Trustworthiness in Qualitative research, Valedictory session and certificate distribution

ORGANIZING COMMITTEE

Prof. (Dr) Daviender Narang

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Jaipuria Institute of Management, Ghaziabad

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PROGRAMME FEE

FDP Registration Fees : Rs. 2500/- per participant.

Cheque / DD to be drawn in favour of **"Jaipuria Institute of Management"**, payable at Ghaziabad along with duly filled registration form, should reach us by 25 July, 2022.

Note: Accommodation will be provided on a paid basis. The registration fee includes meals for all 5 days.

RESOURCE PERSON

Our resource persons are well known renowned academicians from highly reputed management institutions across the nation. They have more than two decades of experience in research, training, consultancy and industry.

ABOUT THE INSTITUTE

Jaipuria Institute of Management was set up by Seth Anandram Jaipuria Education Society in 2001. It has a sprawling campus spread over 5 acres at Indirapuram, Ghaziabad, a posh area on NH-24 within NCR.

During this short span of 21 years, under the able guidance of the Late Dr. Rajaram Jaipuria and Shri Shishir Jaipuria JIM has been acclaimed as a leading business school in Northern India.



Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic, financial and social aspects set by concerned statutory bodies. The Institute started a full time 2 years Master Degree Program in Business Administration (MBA) in the year 2001 and MBA (Business Analytics) Program in the year 2020. Both these programs are duly approved by AICTE, and affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow (UP). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society manage various reputed schools and colleges in the country. Jaipuria Institute of Management, Indirapuram, Ghaziabad, aims to provide quality management education to transform individuals into Business Leaders, Skilled Managers & Entrepreneurs.

Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. Jaipuria Institute of Management has established itself as a leading management institute in Northern India.



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**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL
Accredited by NAAC with
Grade 'A'



Faculty Development
Programme on

QUALITATIVE RESEARCH TOOLS AND TECHNIQUES

REGISTRATION FORM

1-5 August, 2022

Venue : JIM Campus

Name of the participant: _____

Designation: _____

Organization: _____

Address of the organization: _____

Phone No: _____ Mobile No: _____

Email: _____

Payment Details:

Mode of Payment: ☐ Cash ☐ Cheque ☐ Demand Draft

Amount Rs : _____ (in words) _____

Demand Draft No: _____ Date of Issue: _____

Issuing Bank: _____ Branch: _____

Payable At: _____

Please send the filled registration form along with demand draft / Cheque to:

Prof. (Dr.) Daviender Narang

Director

Jaipuria Institute of Management

Block A, Gate No-2, Shakti Khand IV, Indirapuram, Ghaziabad 201014 (UP)

(Make Extra Copies if Required)

Signature of participant