

Workshop on **Qualitative Research Methods**

For Faculty/Research Scholars

December 10th-11th, 2015
(Thursday & Friday)



CENTER FOR MANAGEMENT DEVELOPMENT (CMD)
IBS HYDERABAD
Dontanapalli Campus, Shankerpalli Road
Hyderabad – 501 203.
www.ibsindia.org/ibshyderabad.org

This FDP focuses on the richness and mystery of qualitative research, with an emphasis on how to find your way through the morass of questions, experiences, events, data, and oddities that arise during the research process.

This FDP is especially useful to those conducting research in highly dynamic environments where there is a need for an inductive research response that seeks to address a range of social issues which cannot be answered exclusively with a quantitative standpoint.

A step-by-step examination of how a qualitatively-driven mixed method research models can tackle complex social issues will be undertaken. The FDP conductors will discuss how these technologies are challenging traditional divides between the on-line and off-line, ethnographic field and cyber-field data analysis. The FDP will specifically help academicians and social science researchers to explore “how to” infuse their research project with internet-mediated tools for data collection

(such as mobile surveys; online ethnographic tools), data visualization, and data sharing. The workshop will introduce a range of emergent data analysis tools that allow the researcher to integrate multi-media analytical and data interpretation tools (such as internet and mobile technologies) into a mixed methods and emergent research project.

Last but not the least, the workshop experts will demonstrate how to use computer assisted software tools to analyze unstructured data can be an excellent way to manage large numbers of qualitative text, audio, video and graphic data as well as still images. The experts will use QDAMINER, an easy to learn user friendly computer-assisted software package that analyzes qualitative data (text, audio, video and graphics) to demonstrate how computer assisted qualitative data analysis software (CAQDAS) can carry out a grounded theory approach to the analysis of data – from memoing to coding and retrieving materials.

Target Audience

- Faculty Members
- Research Scholars

Learning Objectives

- The craft of writing qualitative inquiry (finding the story in the data).
- How to ensure reliability and validity of qualitative research.
- Writing ethnographic and other qualitative texts as a means to personal, relational, and social change.
- Seeking vigorous and intriguing ways to analyze/interpret your field notes, journals, interview transcripts, etc. and
- Balancing the qualitative data findings with quantitative data validation, ensuring triangulation through mixed-method designs.

Learning Outcomes

The participant will gain knowledge and inputs on:

- Using qualitative software.
- Application of qualitative methods.
- Writing a qualitative paper.

Program Content

- Applications of Qualitative Studies
- Face-Face: Single Point Interviews
- Face-Face: Group Interviews
- Quantitative Analysis with Qualitative Data
- Case Study Research
- Online Techniques
- Mixed Methods
- Reliability & Validity

Important Dates

- Workshop Dates 10th-11th December, 2015 (Thursday and Friday)
- Last Date for registration 30th November, 2015.

Venue

IBS Hyderabad, Dontanpally Village, Shankarpally Road, Hyderabad, Telangana-501203.

Duration

The program holds the participants for duration of 6-7 hours each day, spread over two days.

Certificate for Participants

The Center for Management Development, IBS Hyderabad, IFHE Hyderabad (Deemed University) would award the participants with a Certificate of participation on the completion of the program.

Program Fee

- Single Participant Rs.8,000/-
- Two or more participants from the same Organization would be given 10% discount.

The program fee is inclusive of study material, lunch, and tea during the workshop. Also, accommodation is free for those who choose to stay on campus.

Program Directors

Dr. Ritu Gupta is Assistant Professor in the Department of Human Resource and Soft Skill at IFHEUniversity, Hyderabad, India. She completed her Ph. D. in 2014 with time perspective as main construct. She has published research papers in journals of international repute such as the International Journal of Human Resource Management (Routledge) and has presented papers in international conferences. She was a visiting scholar at Oklahoma State University from September 2011 to June 2012.

Her research interests include time perspective, change management, retirement, employee engagement and qualitative research methodology. She serves as an ad-hoc reviewer for Qualitative Market Research (Emerald), International Journal of Human Resource Management (Routledge) and Work, Aging and Retirement (Oxford University Press). She teaches courses on Organizational Behavior, Human Resource Management and Human Resource Analytics.

Payment Mode

Preferred mode of payment is Netbanking. (For any other mode of payment – such as DD, please kindly mail to: gritu@ibsindia.org)

Details for Fund Transfer through NET / ONLINE banking:

HDFC Current A/c No: 05212000004843

Bank & Branch: HDFC Bank, Banjara Hills Branch, Hyderabad

A/c Holder's Name: IBS Hyderabad

Swift Code: HDFCINBBXXX

RTGS/NEFT Code: HDFC0000521

Note:

1. While making online transaction, kindly mention "<your name>QRMFEE" (e.g. Vinay QRMFEE)
2. A duly filled registration form along with the fee must reach us by 15th November, 2015. A scannedcopy of the registration and demand draft/online payment receipt should also be sent to gritu@ibsindia.org.

Dr. Pratyush Banerjee is an assistant Professor in the Department of Human Resource and Soft Skill at IFHEUniversity, Hyderabad, India. He has completed his PhD in the field of Organizational Behavior and Human Resource Management from ICFAI University Dehradun in 2014. He has published research papers in journals of international repute such as the International Journal of Human Resource Management (Routledge) and has presented papers in national and international conferences. His research interests include qualitative research methodology, cognitive psychology and interdisciplinary research in consumer behavior, and human computer interaction. He serves as an ad-hoc reviewer for International Journal of Human Resource Management (Routledge), Social Indicators Research (Springer), Journal of Leadership and Organizational Studies (Sage), Journal of Workplace Behavioral Health (Routledge) and Qualitative Research in Organizations and Management (Emerald). He teaches courses on Organizational Behavior, Business Research Methods, Human Resource Planning and Human Resource Analytics.

Instructor Resource

Dr. Abhilash Ponnam (MBA, PhD) is Assistant Professor in Marketing and Strategy Department at IBS Hyderabad. His major research interest is in the areas of motives and benefits elicitation, market segmentation and developing mixed method research designs. His previous publications include: International Journal of Hospitality Management, Journal of Product and Brand Management, Journal of Customer Behavior, Journal of Targeting Measurement and Analysis for Marketing and Managing Leisure. He serves as ad-hoc reviewer for Qualitative Market Research, Journal of Brand Management and International Journal of Hospitality Management. He teaches courses on Marketing Research and Marketing Analytics.

Dr. Jighyasu Gaur holds a Master's degree in Mathematics from JNV University, Jodhpur, and earned his PhD in Operations Management from IFHE

University. Prior to joining IBS Hyderabad, he worked as a senior lecturer at Modi Institute of Technology, Kota for seven years. He was a visiting scholar in the Department of Marketing and Supply Chain Department, Fogelman College of Business & Economics, University of Memphis (USA) during September 2011 to June 2012. He has been awarded the Emerging Economies Doctoral Student Award (EEDSA) 2012 by Production and Operations Management Society (POMS) at 23rd Annual POM Conference in Chicago, Illinois. His teaching, research and training interests include Quantitative Methods, Operations Management, Supply Chain Management, and Consumer Psychology. His work has been published in several national and international journals of repute and he has been a part of multiple MDPs conducted at IBS Hyderabad. Presently he is taking courses on Quantitative Methods and Operations Research.

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IBS, Hyderabad

Icfai Business School (IBS), Hyderabad is a constituent of IFHE (The Icfai Foundation for Higher Education), a Deemed-to-be-University, declared by the UGC, under Section 3 of the UGC Act, 1956. It has been ranked among the top business schools in India, consistently for the past few years. Silicon India ranked IBS, Hyderabad as Second in their All India Ranking of non-IIM Business schools-2014.

The School has been re-accredited by SAQS (South Asian Quality Standards) till 2018, rated A** by CRISIL, EB2 IN by ICRA and as an "Excellent" Business School by Eduniversal. The World Consulting & Research Corporation (WCRC)-Asian Edition has ranked IBS Hyderabad, IFHE, among the Asia's Best Private Educational Institutions for the year 2012-13. The selection was by KPMG.

The school has an excellent Case Research Center which has a repository of 4000+ cases covering all areas of management. Some of the IIMs and leading business schools in India and abroad use the cases developed by the Institute.

Apart from contributing to regular courses leading to award of degrees, our faculty members also offer MDPs to executives and undertake research and

consultancy projects. The institute holds International Conferences in all areas of management. The institute offers Ph.D degree program which is rigorous and known for its high quality inputs. IBS Hyderabad has state of art infrastructure at its campus spread across 94 acres located near Dontapalli, Shankarpalli Road, Hyderabad. The School offers BBA, MBA and Ph.D programs.

Center for Management Development

The Center for Management Development, at IBS, Hyderabad, is delivering quality services to industry and academia in terms of training and consulting. Our CMD activities include Management Development Programs, Faculty Development Programs and Consultancy in core management areas.

The MDPs/FDPs are offered as open or in-company/institute-specific programs. Open programs are for participants from any organization. In-company/institute-specific programs are tailor-made to suit the requirements of specific organizations. Our Programs are conducted as residential or non-residential; at the IBS campus or at a chosen location by the client. We have a strong team of around 150 faculty members with skills in many contemporary areas of management.