AMITY COLLEGE OF COMMERCE & FINANCE

FDP ON

QUALITATIVE RESEARCH IN SOCIAL SCIENCES

February 10-11, 2020

Organised by

AMITY COLLEGE OF COMMERCE & FINANCE
AMITY UNIVERSITY, SECTOR-125
NOIDA (U.P.)

Qualitative Research | Data Analysis | NVivo Software

ABOUT ACCF

ACCF is a pioneer institute specializing in capacity building of professionals for promoting highest standards of professional competence and practice. ACCF plays a pivotal role in developing management professionals. The emphasis is given not only on making the students academically brilliant, but true leaders and team players, by empowering them with additional skills to integrate well into the corporate world. ACCF has one of the finest faculty team comprising distinguished academicians, eminent entrepreneurs, and scholars to establish the highest standards of teaching in management and social sciences domain.

ABOUT THE FDP

Qualitative research "is an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting" . Qualitative research is designed to reveal a target audience's range of behavior and the perceptions that drive it with reference to specific topics or issues. It uses in-depth studies of small groups of people to guide and support the construction of hypotheses.

Rationale:

The purpose of this workshop is to enable the participants from different disciplines to develop an understanding of philosophical underpinnings of different research approaches, and to provide them with a comprehensive overview of qualitative research framework and nuances of designing studies using qualitative methods. The sessions designed will facilitate the participants to appreciate and critically reflect on a variety of methods employed in qualitative research and to have a hands-on experience using Nvivo.

Learning Outcomes:

The workshop aims to deliver the following outcomes:

a. To provide an overview of comprehensive qualitative research framework

b. To acquire expertise in identifying appropriate qualitative tools for different types of research objectives

c. To provide hands-on training in the application of Nvivo in data processing.

d. Opportunity to be trained by an expert resource person and share experience with co-participants from across India.

Pedagogy:

The workshop will be conducted through interactive lectures spread over two days. The participants will also be engaged in group practicum for application based learning and will have a hands-on experience in Nvivo.

Contents:

The goal of the course is to build the core competencies in the area of theoretical frameworks, study design, data collection/ data management and analysis. Topics that would be covered during the workshop include:

- Epistemology of qualitative research
- Choosing appropriate study designs in qualitative research
- Methods of data collection: Observation, In-depth interview and
- Focus Group Discussion Data management in Qualitative Research Methods
- Approaches to analysis of qualitative data using Nvivo
- Writing up qualitative research for publication
- Application of modern methods of scientific research and discussion of key factors for successful publications in scopus and web of science journal.

For Whom

The program is intended for current and prospective faculty and researchers of management institutes and business schools.

Resource Person: Dr. Ivan Zupic

Dr. Ivan Zupic is a Faculty in Entrepreneurship at the Institute of Management Studies, Goldsmiths, University of London. He completed his Ph.D. in Management and Organisation at Faculty of Economics and Business, University of Ljubljana, Slovenia. His research interests include digital strategy & innovation, technology entrepreneurship, high-growth firms, entrepreneurial ecosystems and research methods. His research has been published in peer-reviewed journals such as Organizational Research Methods, European Management Journal and Management Decision. Before entering academia he worked as a consultant in the IT industry and as a journalist/photographer in the media.

How to Apply

Registration can be done by sending duly filled Registration Form to accfworkshop2020@gmail.com with details of fees or by submitting the form and DD personally.

Registration Charges: INR 6000

Registration can be done via DD in favour of 'AMITY UNIVERSITY-UTTAR PRADESH' payable at NOIDA or through NEFT transaction.

(NEFT Details: Allahabad Bank, Amity Campus, Sector-125, Distt. Gautam Buddha Nagar-201313; IFSC ALLA0212270; A/c No. 20519034454)

Last date of Registration: January 6, 2020)

Important Points:

1. Participation seats are limited and based on first come first serve basis.
2. Confirmation of seat will be intimated by mail.
3. Certificates would be awarded after the completion of the workshop.
4. Programme Schedule will be sent by mail after confirmation of participation.
5. Registration fees will include Kit, Lunch (2 days) & Certificate.

Advisory Committee

Chief Patron:

Hon'ble Dr. Ashok K. Chauhan
(Founder President, Amity University)

Patrons:

Hon'ble Dr. Atul Chauhan
(Chancellor - Amity University, Noida)

Prof. (Dr.) Balvinder Shukla
(Vice Chancellor - Amity University, Noida)

Dr. Sujata Khandai
(Deputy Dean-Academics and Officiating Director-ACCF)

Organising Committee:

Dr. Geeta Mishra, Associate Professor, ACCF
Dr. Nandita Mishra, Associate Professor, ACCF
Dr. Nitin Kumar Sharma, Astt. Registrar, ACCF.
Mr. Rakesh Juyal, Manager CRC, ACCF

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