



## Workshop on Qualitative and Quantitative Research Methods for Social Sciences

**Date : 16<sup>th</sup>, 17<sup>th</sup> and  
18<sup>th</sup> September 2018**

### Program Directors:

Prof. Prashant Barsing  
Dr. Surabhi Koul  
Dr. Manoj Kumar

*Organized by*

**SVKM's NMIMS Navi Mumbai  
Campus**

**Venue:** SVKM's NMIMS Navi Mumbai Global  
Campus, Pethapada, Plot No.2 Sector- 33,  
Kharghar, Navi Mumbai 410210.

### About the Workshop

Conducting focused research has become the need of academia in 21st century. The basic aim of this workshop is to provide an upstart to the participants in conceiving and conduction of their research. The workshop is focused on providing insights on both qualitative and quantitative research methods. Statistical tools like Computer Aided Qualitative Data Analysis Software (CAQDAS) and SPSS would be used by the facilitators to provide the hands on experience.

### Objective of the Workshop

- To identify and conceptualize the research problem.
- To train participants to understand research tools & ways of conducting research in scientific way.
- To provide conceptual facilitation in interpreting the output generated by statistical software.

### Target Audience for Workshop

Faculty members, Research scholars, Business Managers and Management students.

### Workshop Contents

Day 1	Understanding Qualitative Research using phenomenology and Grounded Theory
Day 2	Data Analysis using SPSS
Day 3	1. CAQDAS for Qualitative Data Analysis. 2. Writing and Publishing Quality Research Papers

### Payment Details

Fee for the programme can be paid through two modes:

- 1) **Demand Draft** payable in favor of "SVKM's NMIMS" payable at Mumbai.
- 2) **NEFT:** Name of A/c: 0710653011 - SVKM NMIMS.  
**IFSC Code** - CITI0100000,  
Bank name - CITI Bank  
(Fort Branch, Mumbai-400 001)

### Workshop Inclusions

Registered participants will get a workshop completion certificate, working lunch/tea, and registration kit with course material. Stay arrangement can be facilitated in nearby hotels on extra payment basis to be paid directly to the hotel.

### How to Register

**Participants should submit duly filled in registration form attached here via email at:**

*prashant.barsing@nmims.edu*  
*surabhi.koul@nmims.edu*

**Research Scholars/students: Rs. 2400/-**  
**\*Faculty/Academicians: Rs. 3600/-**  
**\*Industry Resource Person: Rs. 5400/-**  
**\*The fee should be submitted latest by 12 September, 2018.**

## Resource Persons

**Dr. Anil Behal (PhD, Fielding Graduate University, USA):**

He is the CEO of ORGDYNE Training & Consulting, LLC, a Philadelphia based global firm dedicated to connecting people and ideas worldwide. As an avid social science researcher and scholar-practitioner. He is an avid social science researcher and a corporate trainer.

**Prof. Prashant Barsing (Senior Doctoral Scholar, IIM Lucknow):**

Professor Prashant Barsing is working as an Assistant Professor of operation management and quantitative techniques at SBM, NMIMS, Navi Mumbai, India. He received his M.Tech from IIT, Kanpur.

**Dr. Surabhi Koul (Ph.D. Marketing):**

Dr. Surabhi Koul is working as an Assistant Professor (Marketing) at SVKM's NMIMS School of Business Management, Navi Mumbai, India. Her academic and research interests lies in Retailing, consumer behavior and Channel Management.

**Dr. Manoj Kumar (Ph.D., IIT Bombay):**

Dr. Manoj Kumar has a work experience of over 19 years and is currently the Associate Dean & Professor at School of Business Management, NMIMS, Navi Mumbai Global Campus. Earlier, he was a Professor of Finance & Accounting at IIM Lucknow & IIM Rohtak. He has trained over 1000 senior & middle Management Professionals and also over 500 teachers through MDPs and FDPs.

**Dr. Surabhi Verma (FPM, NITIE):**

Professor Surabhi Verma is working as an Assistant Professor of Management of Information System at NMIMS, Navi Mumbai, India. She had completed doctorate from NITIE, Mumbai. She received her M.Tech from IIT (ISM), Dhanbad. Her work has been published in reputed listed ABDC journals. She may be contacted at [Surabhi.verma@nmims.edu](mailto:Surabhi.verma@nmims.edu)

**About the Institution** NMIMS Campus has been established in 2017. SVKM's NMIMS is a premier management institute consistently ranked among top 10 business schools. It has a long standing legacy of collaborations with industry and corporates. We incorporated best global academic practices to nurture business managers. The institute aims at holistic development of management skills as well as Indian management system.

## Program Directors:

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**Dr. Surabhi Koul**  
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**Dr. Manoj Kumar**  
Associate Dean , SBM, NMIMS  
Navi Mumbai Campus  
Email: [manoj.kumar@nmims.edu](mailto:manoj.kumar@nmims.edu)

## Registration Form

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Department : \_\_\_\_\_

Name of the Institution : \_\_\_\_\_

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Contact No.: \_\_\_\_\_

Email: \_\_\_\_\_

Mode of Payment : NEFT/ DD:

## How to Reach

- 1) **Air**: Nearest airport is CSI Airport (40 kms)
- 2) **Rail**: Nearest Mumbai Suburban Station is Kharghar (6 kms)
- 3) **Bus**: NMMT Bus No: 53 from Kharghar Station to NMIMS

**Frequent Cabs, Auto and Taxi services (online/offline) available from airport and from Kharghar Station to NMIMS Navi Mumbai Campus.**

**Landmark:**  
**Pethpada Metro Station/Ramsheth Thakur College**

**Google Map Web-Link:**  
<https://tinyurl.com/yahqmx5r>