

Activity: Workshop On Qualitative Research Methods

Date: 26th Feb 2021

Time: 10.30 am to 1.00 pm

Location: ISME, 2nd Floor Classroom 3

Resource Person(s): Dr. Raja Sankaran

Faculty In-charge: Dr. Meena

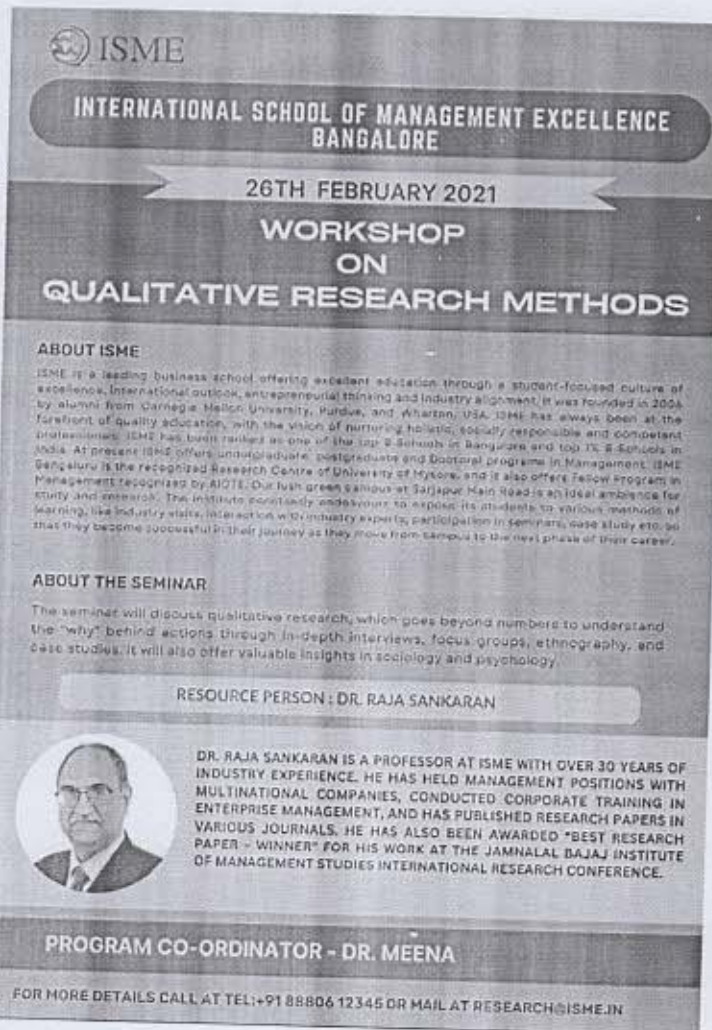
Student In-charge:

No of students/Participants present: 50

URL if applicable:

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Poster / Flyer / Notice



ISME
INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE


26TH FEBRUARY 2021

**WORKSHOP
ON
QUALITATIVE RESEARCH METHODS**

ABOUT ISME
ISME is a leading business school offering excellent education through a student-focused culture of excellence, international outlook, entrepreneurial thinking and industry alignment. It was founded in 2006 by alumni from Carnegie Mellon University, Purdue, and Wharton, USA. ISME has always been at the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. ISME has been ranked as one of the top 2 Schools in Bangalore and top 10 Schools in India. At present ISME offers undergraduate, postgraduate and doctoral programs in Management. ISME Bangalore is the recognized Research Centre of University of Mysore, and it also offers Fellow Program in Management recognized by AICTE. Our lush green campus at Sarjapur Main Road is an ideal ambience for study and research. The institute constantly endeavours to expose its students to various methods of learning, like industry visits, interaction with industry experts, participation in seminars, case study etc. so that they become successful in their journey as they move from campus to the next phase of their career.

ABOUT THE SEMINAR
The seminar will discuss qualitative research, which goes beyond numbers to understand the "why" behind actions through in-depth interviews, focus groups, ethnography, and case studies. It will also offer valuable insights in sociology and psychology.

RESOURCE PERSON : DR. RAJA SANKARAN



DR. RAJA SANKARAN IS A PROFESSOR AT ISME WITH OVER 30 YEARS OF INDUSTRY EXPERIENCE. HE HAS HELD MANAGEMENT POSITIONS WITH MULTINATIONAL COMPANIES, CONDUCTED CORPORATE TRAINING IN ENTERPRISE MANAGEMENT, AND HAS PUBLISHED RESEARCH PAPERS IN VARIOUS JOURNALS. HE HAS ALSO BEEN AWARDED "BEST RESEARCH PAPER - WINNER" FOR HIS WORK AT THE JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES INTERNATIONAL RESEARCH CONFERENCE.

PROGRAM CO-ORDINATOR - DR. MEENA

FOR MORE DETAILS CALL AT TEL: +91 88806 12345 OR MAIL AT RESEARCH@ISME.IN

Event Report

Dr Raja Sankaran commenced the session by defining Qualitative research methods as a diverse set of techniques used to explore and understand complex phenomena in-depth. Unlike quantitative methods, which focus on numerical data and statistical analysis, qualitative research emphasizes the collection and analysis of non-numerical data such as interviews, observations, and textual analysis. These methods are particularly well-suited for investigating subjective experiences, social processes, and contextual factors that shape human behavior and interactions.

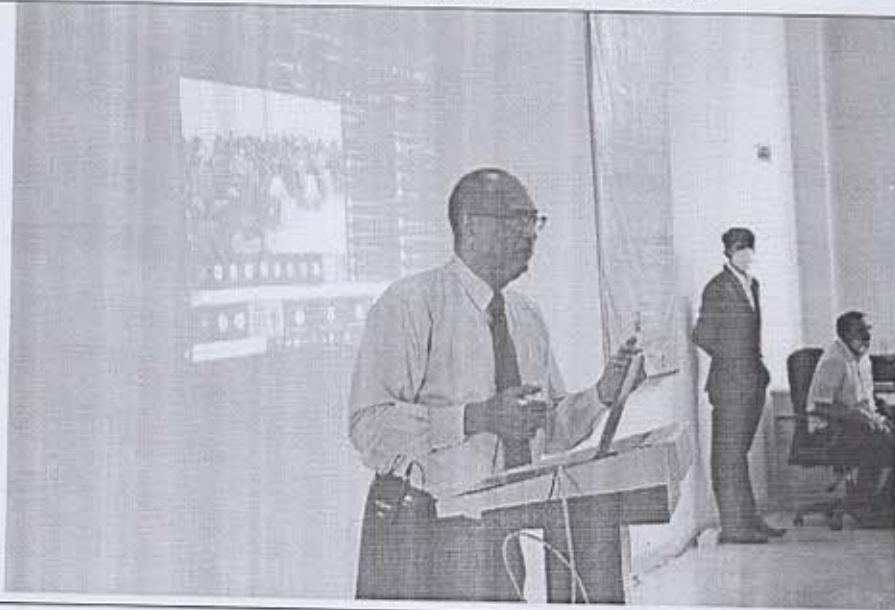
Dr Raja further explained about the common qualitative research methods, which include interviews, focus groups, ethnography, case studies, and content analysis. Each method offers unique advantages and challenges, allowing researchers to tailor their approach to the specific research questions and objectives. For example, interviews provide opportunities for in-depth exploration of individual perspectives and experiences, while ethnography enables researchers to immerse themselves in the natural setting of study to observe social interactions and cultural practices.

Participants were able to understand that data analysis in qualitative research involved systematic coding and interpretation of qualitative data to identify themes, patterns, and insights. This process often involves iterative cycles of data collection and analysis, allowing researchers to refine their understanding of the research topic and develop nuanced interpretations.

Dr Raja concluded the session stating that qualitative research methods offer rich insights into the complexities of human behavior, social interactions, and cultural phenomena. By providing a deep understanding of context and meaning, qualitative research enhances our understanding of the social world and informs theoretical frameworks and practical interventions. Whether used independently or in conjunction with quantitative methods, qualitative research plays a vital role in advancing knowledge and addressing real-world problems across various disciplines.

Qualitative research workshop offered valuable insights to the participants in areas like sociology and psychology, complementing quantitative methods for a comprehensive understanding adding value.

Geotagged Photographs with Caption



Dr. Raja Sankaran - Seminar on Business Policy and Strategic Management - 26th Feb 2021

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List of Participants

Sl No	Name of the Participant
1.	Dr. R Duraipandian
2.	Gajjala Kiranmai
3.	Rachana Rao
4.	Mathew John
5.	Papri Ray
6.	Mr. Joel Manjaly
7.	Dr. Ranjana Mary Varghese
8.	Mr. Philip Varughese
9.	Ms. Preetha Suresh
10.	Dr. M Ramesh Kumar
11.	Alex Nero
12.	Dr. Sreedhara
13.	Mr. Deepak Joy Mampilly
14.	Dr. Sreedhara R
15.	Prof. Meera Seshanna
16.	Dr. Savitri Jayant
17.	M R Suji Raga Priya
18.	S. Rangapriya
19.	Dr. J Meenakumari
20.	Vinay Prasad B
21.	Naveena L
22.	Dwijendra Kumar Kashyap

23.	Remya Nair
24.	Dr. Jayaprakash
25.	Aishwarya Mohan
26.	Aarsh Kansara
27.	Narayana B
28.	Aamir Iqbal
29.	Thamaraiselvan
30.	Ramakrishnan N
31.	Shabnum Mukhtar
32.	Rishikesh Kudale
33.	Mr. Sumesh P Soman
34.	Mrs. Kusuma H S
35.	Khazi Mohammed Owais
36.	Anjali Atipamula
37.	Balasubrahmanyam M V
38.	Ani Smriti
39.	Aakash Ashesh
40.	Subhankar Adhikary
41.	Divya E Jacob
42.	Sameeksha Kaushik
43.	Preet Kaur Sidhu
44.	Rachit Shukla
45.	Antima Bansal
46.	Adithya Aithal
47.	Siddharth Jadhav
48.	Pooja Vishnoi
49.	Palash Khatri
50.	Sekhar Chebolu

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name:

Date: 26th Feb 2021



A handwritten signature in blue ink, appearing to be "Rajesh Kumar", written over a horizontal line.

DEAN

International School of Management Excellence

Sample Certificates (where Applicable) – Max 2 and Max 6



**INTERNATIONAL SCHOOL OF
MANAGEMENT EXCELLENCE**
88, Chembanahalli, Sarjapur Road, Bengaluru, Karnataka 562 125 | www.isme.in



**Workshop on Qualitative Research
Methods**

Certificate of Participation

Mr. Philip Varughese

For Participating in the Workshop on
Qualitative Research Methods
conducted on 26th February 2021



DR. RONY G KURIEN
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**Workshop on Qualitative Research
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Certificate of Participation

Mr. Joel Manjaly

For Participating in the Workshop on
Qualitative Research Methods
conducted on 26th February 2021

DR. RONY G KURIEN
DEAN