



Activity: Seminar On Qualitative Research Methods

Date: 2nd July 2022

Time: 10.00 am to 12.00 pm

Location: ISME, 2nd Floor Classroom 5

Resource Person(s): Dr. Rema Viswanathan

Faculty In-charge: Dr. Ramesh M

Student In-charge:

No of students/Participants present: 14

URL if applicable:

Poster / Flyer / Notice

ISME
INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE


**SEMINAR
ON
QUALITATIVE RESEARCH METHODS**
2nd JULY 2022

ABOUT ISME
ISME IS A LEADING BUSINESS SCHOOL OFFERING EXCELLENT EDUCATION THROUGH A STUDENT-FOCUSED CULTURE OF EXCELLENCE, INTERNATIONAL OUTLOOK, ENTREPRENEURIAL THOUGHT AND INDUSTRY ALIGNMENT. IT WAS FOUNDED IN 2004 BY ALUMNI FROM CHENNAI, MUMBAI, HYDRABAD, PUNE, AND CHENNAI, 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 10 SCHOOLS IN BANGALORE AND TOP 10 SCHOOLS IN INDIA. AT PRESENT ISME OFFERS UNDERGRADUATE, POSTGRADUATE AND DISTANCE PROGRAMS IN MANAGEMENT. ISME BANGALORE IS THE RESEARCH CENTRE OF UNIVERSITY OF HYDRABAD AND IT ALSO OFFERS FELLOWSHIP PROGRAM IN MANAGEMENT RESEARCHER OF 60TH DAY LUMI CAREER CAMPUS AT SANGHVI PARK ROAD IN AN IDEAL AMBIENCE FOR STUDY AND RESEARCH. THE INSTITUTE CONSTANTLY ENDEAVORS 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
THIS SEMINAR ON QUALITATIVE RESEARCH METHODS WILL PROVIDE A COMPREHENSIVE UNDERSTANDING OF RESEARCH DESIGN, DATA COLLECTION TECHNIQUES, ETHICAL CONSIDERATIONS, PRACTICAL APPLICATION, AND AN INTERACTIVE Q&A SESSION, ENSURING ATTENDEES GAINED CONFIDENCE IN CONDUCTING EFFECTIVE QUALITATIVE RESEARCH.

RESOURCE PERSON - Dr. Rema Viswanathan

Dr. Rema Viswanathan is a B.Tech (Electrical) and MBA (Cochin University) graduate who has joined the industry in 1986 and has worked in various positions before joining the teaching profession in 1998. Her work are focused on urban and as middle class women as consumer. She has taught Consumer Behavior, Advertising & Sales Promotion, B2B, and Marketing Management at ISME. Her research interests include Marketing and Consumer Behavior.



PROGRAM CO-ORDINATOR - DR. RAMESH

FOR MORE DETAILS CALL AT tel: 91 88606 12347 OR MAIL AT research@isme.in

Event Report

Dr. Rema Viswanathan's seminar on Qualitative Research Methods was a comprehensive and insightful session that aimed to equip participants with the knowledge and skills necessary for conducting effective qualitative research. The seminar covered the fundamentals of qualitative research, research design and methodology, data collection techniques, data analysis and interpretation, ethical considerations, practical application and case studies, and an interactive Q&A session. Dr. Rema provided a solid foundation in the philosophy, goals, and characteristics of qualitative research, emphasizing the importance of selecting appropriate research designs based on the research question and objectives. Participants were introduced to various data collection techniques, including interviews, focus groups, participant observation, and document analysis. The seminar also emphasized the importance of ethical considerations, such as navigating ethical challenges, obtaining informed consent, and ensuring confidentiality and anonymity of research participants. The seminar concluded with an interactive Q&A session, allowing participants to seek clarification on specific topics and share their experiences and challenges in conducting qualitative research. Overall, the seminar proved to be an invaluable learning experience, equipping attendees with the knowledge and skills needed to undertake qualitative research with confidence.

Geotagged Photographs with Caption



Dr. Rema Viswanathan - Seminar On Qualitative Research Methods - 2nd July 2022

Geotagged Photographs with Caption

Meeting now

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Positivism Vs. Interpretivism

Focus of research	What is general, typical and representative	What is specific, unique and idiosyncratic
Knowledge generated	Absolute Laws, strong, objective and value free	Relative meanings (time, context, culture, value bound)
Subject-Researcher relationship	Rigid separation	Collaborative, participative
Nature of reality	Objective, tangible, single	Socially constructed, multiple
Goal of research	Explanation, strong prediction	Understanding, weak prediction
Desired information	How people think and do a specific thing, or have a specific problem	What some people think and do, what kind of problems they are confronted with, and how they deal with them

Rema Viswanathan

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10:45 02-07-2022

Dr. Rema Viswanathan - Seminar On Qualitative Research Methods - 2nd July 2022

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List of Participants

Sl No	Name of the Participant
1.	Vidya C M
2.	Dr. Meena Kumari
3.	Rema Viswanathan
4.	Dr. Nisha Mary Thomas
5.	Arun Kumar Narayanan
6.	Asha Mathew
7.	Beena Thomas
8.	Sunil George
9.	Kowshika
10.	Dr. Ramesh
11.	Maya Patil
12.	Kirananshu Chakraborty
13.	Rekha Raghavan
14.	Samriddha Chatterjee

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name: DR. NISHA MARY THOMAS

Date: 2nd July 2022Head-Research
ISME, Bangalore.

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





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**Seminar on Qualitative Research
Methods**

Certificate of Participation

Ms. Koushika

For Participating in the Seminar on
Qualitative Research Methods
conducted on 02nd July 2022

DR. NISHA MARY THOMAS
HEAD - DEPARTMENT OF RESEARCH