

INTERNATIONAL WORKSHOP ON QUALITATIVE REASERCH

DATE- 18TH – 22ND MARCH 2024

ORGANISED BY

FACULTY OF MANAGEMENT STUDIES, THE ICFAI UNIVERSITY, RAIPUR

In Collaboration with



CMC GROUP OF COLLEGES, PHILIPPINES

About University The ICFAI University, Raipur has been established under Section 9(2) of the Chhattisgarh Private Universities (Establishment and Operations) Act 2005 and notified on March 25, 2011. The University is empowered by UGC to award degrees under Section 22 of UGC Act, 1956. The University is a member of the Association of Indian Universities (AIU) New Delhi. The ICFAI University offers Post Graduate and Undergraduate courses in the field of Management, Information Technology, Science & Technology, Education & Law.

PG Programs- MBA, MCA, MA, MSC

UG Program- B.TECH, B.SC. B.SC(HONS), B.A. B.A(HONS), B.COM. B.COM (HONS) BBA, BCA, B.ED. B.A. L.L.B.(HONS), L.L.B. (HONS)

DIPLOMA- DCA , PGDCA (1 YEAR)

Doctoral Program- Ph.D. (Full time / Part time)

About Faculty of Management Studies:- The ICFAI University Raipur Faculty of Management Studies (FMS) offers high quality programs in different areas of management to a cross-section of students, executives and professionals across India reputation for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy and publications. Faculty of Management Studies (FMS) seeks to provide a high quality learning experience, in an adaptive environment, with a focus on relevance, rigor and research. The mission of Faculty of Management Studies is to develop ethically-grounded professional managers who can add value to the organizations and communities to which they belong. The ICFAI University Raipur Faculty of Management Studies offers MBA and BBA with specialization in Marketing, finance and human resource management. MBA is a two years course it consists of 4 semesters and BBA is a three years course it consists of six semesters. PhD in management is also offered in Full time and Part time.

The Faculty of Management Studies (FMS) at The ICFAI University, Raipur, are excited to announce an upcoming International Workshop on Qualitative Research. This collaborative initiative with **CMC Group of Colleges, Philippines** aims to provide a platform for researchers, academicians, and professionals to probe into the details of qualitative research methodologies and their application across diverse fields.

Participants can expect engaging sessions, hands-on workshops, and interactive discussions to enhance their understanding of qualitative research techniques and their relevance in today's dynamic academic and professional landscape.

Details of the Workshop:-

S. No	Topic	Expert	Date and Time
	Inaugural		18 th March (1:00 PM to 2:00 PM)
1.	Introduction of Qualitative Research, Techniques of data collection including In-Depth Interview and Focus Group Discussion	Prof. Dr Azhar Kazmi , Former Visiting Professor, Department of Management and Marketing, KFUPM, Dahrn, Saudi Arabia	18 th March (2:00 PM to 4:00 PM)
2.	Grounded Theory Approach	Dr Shaphali Gupta , Mani Ayer Chair Professor of Marketing, MICA, Ahmedabad	19 th March (2:00 PM to 4:00 PM)
3.	Netnography	Dr Anupama Ambika , Lecturer, IMT, Dubai, UAE	20 th March (2:00 PM to 4:00 PM)
4	LR through AI Tools	Dr Dhaval Maheta , Professor, Department of business and Industrial Management, Veer Narmad South Gujrat University, Surat, Gujrat	21 st March (2:00 PM to 4:00 PM)
5	Hands on Training on N-Vivo	Dr Sahil Gupta , Associate Professor, Jaipuria School of Business, Ghaziabad	22 nd March (12:30 PM to 2:00 PM)
6	Hands on Training on N-Vivo	Dr Sahil Gupta , Associate Professor, Jaipuria School of Business, Ghaziabad	22 nd March (2:15 PM to 3:45 PM)
	Valedictory		4.00 PM

Note: The Mode of Workshop will be Hybrid through Zoom Link.

Registration Fee- Rs 500 per participants

Organising Team

Chief Patron

Prof. S. P. Dubey, Vice-Chancellor

Co-Patrons

Prof. Manish Upadhyay, Registrar

Prof. K. Kishore Kumar, Dean Academics

Convener

Dr Archi Dubey, Head of Department

Co-Conveners

Dr Shubhra Tiwari

Dr R Vijayalakshmi

Mr Ambarish Ghosh

Internal Advisory Committee

Dr Jayant Isaac

Dr Sanjay Yadav

Dr Pratibha Barik

Technical Committee

Mr. Naveen Vaishnav

Mr Durgesh Maurya

Ms. Tanishka Shukla