

Organizing Committee

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Important Dates

Registration Opens: 15 April 2022

Last date for Registration: 2 May 2022

Registration Fee : 500/-

Program Details

Day - 1

2.00 p.m.: Inauguration

2.30 p.m.: Philosophy of Qualitative Research

4.15 p.m.: Focused Group Discussion (FGD): Guidelines, Applications and Practices & Design and Development of Discussion Guide

Day-2

2.00 p.m.: Depth Interview (DI): Guidelines, Application and Practices & Design and Development of Interview Schedule

4.00 p.m.: Projective Techniques in Qualitative Research

Day - 3

2.00 p.m.: Systematic Literature Review and Bibliometric Techniques

4.00 p.m.: Grounded Theory, Participatory Action Research

Day - 4

2.00 p.m.: Text Analytics and Approaches to the Analysis of qualitative research data using NVivo

4.00 p.m.: Cluster analysis using NVivo : Socio Economic Perspectives

Day - 5

2.00 p.m.: Sentiments of respondents and Digital Media Analysis (Part- I)

4.00 p.m.: Sentiments of respondents and digital Media Analysis (Part - II)

Day -6

2.00 p.m.: Semiotics in qualitative research

4.00 p.m.: Preparation and Presentation of Qualitative Research Report for Publication in Refereed Journal of Repute

5.30p.m. : Valedictory ceremony

Faculty Development Program

Virtual Mode

Hands on training on Qualitative Research

9 to 14 May 2022



ASTHA

School of Management

Plot No.: 261, Panchamukhi Vihar, Atala, Balianata, Bhubaneswar - 752101

www.asthaeducation.in

For registration please copy and paste the following link in your browser
<https://forms.gle/FAzDBEFPJc3nfa56>

ASTHA School of Management: An Overview

ASTHA School of Management is a prominent B-School in the state of Odisha, imparting two-year full-time Master of Business Administration (MBA) program. The institute is approved by All India Council for Technical Education (AICTE), under MHRD, Govt. of India and affiliated to Biju Patnaik University of Technology (BPUT), Govt. of Odisha. It is run and managed by Shree Panchamukhi Educational & Charitable Trust, founded by a group of noble intellectuals and first generation entrepreneurs. The institute, in sync with its philosophy of “ensuring complete transformation”, has excelled in imbibing winning traits and habits among its cherished students to become effective corporate leaders.

ASTHA has achieved many accolades over a period of 14 years. Some of its accomplishments are:

- ➔ Best Management Institute - Pedagogy & Placement , 2021.
- ➔ Best Educational Institute , 2020.
- ➔ Best B-School in Campus Recruitment, 2018 .
- ➔ The first institute to initiate YUGMA- A National Level Oratory contest for all under graduate colleges across Odisha, since 2017.
- ➔ 20th Best B-School in Eastern India ranked by BT-MDRA Survey, 2016.
- ➔ Awarded Best B- School (East) at the Indian Education Congress, 2015.
- ➔ The first institute to initiate a mega annual sporting event called Shuttle Smashers (Open-door badminton championship) for B-schools and corporate houses, since 2015.
- ➔ The first institute in Eastern India to host the inter B-school SIP contest namely, PRAKALPA, since 2014.
- ➔ Emergent B-School of the year, 2013.
- ➔ Training partners to Dept. of Agriculture, Govt. of Odisha, NSS and NIRD & PR Since 2012.

Faculty Development Program Theme:

Organisation for Economic Cooperation and Development (OCED) defines research as, “Any creative systematic activity undertaken in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this knowledge to devise new applications”. The Merriam-Webster Online Dictionary defines research as, “studious inquiry or examination; especially: investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws.”

Researchers engage in both quantitative and qualitative research to unveil new knowledge. Quantitative study generalizes phenomena through application of statistical tools. Although quantitative data captures the snapshot of a chosen population, but creates problems in inference. It answers “what and how many”, but fails to answer “why”.

In real life, there are many significant instances in which numbers do not explain a phenomenon or happening. There is a need to know the reason or the matter leading to such a happening. The role of the qualitative research is highly imperative in these occasions. For instance, quantitative research can count the number of start-ups in the country, but the qualitative research helps to identify the reasons for the increase in the number of new ventures. Similarly, the quantitative research gives the trend in the increase in the number of gamers, but is mute with regard to the reasons. This can be explored through qualitative research.

This FDP has been designed with an aim to enrich the entire faculty fraternity with the elements of knowledge, and competencies pertaining to qualitative research.

The objectives:

1. To understand the philosophy of Qualitative Research.
2. To learn Qualitative Research techniques.
3. To experience Text Analytics using NVivo.
4. To learn various aspects of Digital Media Analysis.

This program is expected to be highly interactive, and promises intensive learning for the participants. The sessions will be delivered by the resource persons using demonstrative techniques. The materials will be made available to the participants at the end of the program.