

## ISME PRESENTS

Two Day Faculty Development Program on

## QUALITATIVE RESEARCH USING NVIVO

6<sup>th</sup> & 7<sup>th</sup> October 2023

### ABOUT INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE (ISME), BANGALORE

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 been ranked as one of the top B-Schools in Bangalore and top 1% B-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. ISME also offers Fellow Program in Management recognized by AICTE. The doctoral programs at ISME are designed to cater the scholarly needs of working executives, managers, faculty members, researchers and entrepreneurs. The objective of the doctoral programs is to develop scholars for higher level careers in management research and teaching, practice, consulting, training and development and new business creation. The faculty members and scholars of ISME undertake industry focused research that has a meaningful impact on academia and international business environment.

### ABOUT THE FDP

The FDP is designed to equip the participants with the knowledge and skills to conduct qualitative research using Nvivo. The FDP will enable participants to use Nvivo for

- Thematic Analysis
- Sentiment Analysis
- Social Media Analysis
- Content Analysis
- Text Mining

### RESOURCE PERSON



Dr. Jaspreet Kaur is a prolific researcher who has written many research papers in Scopus and ABDC indexed journals like Psychology and Marketing, Thunderbird International Business Review, International Journal of Emerging Markets and others. She has also authored two books on Customer Relationship Management and Service Marketing. She is editor and reviewer to many reputed journals like International Journal of Consumer Studies (Wiley) and Management Decision (Emerald).

She is an AMT certified faculty from AIMA and has received the GRABS "Best Researcher Award" in 2008 and the ITSR "Best Researcher Award" in 2020. She has conducted over 55 FDPs and workshops on the topics of Systematic Review and Meta-Analysis and Qualitative research with NVIVO.

### REGISTRATION DETAILS

FEES	LINK	LAST DATE
Research Scholars : Rs. 1500/- Academicians : Rs. 2000/- Corporate Delegates : Rs. 2500/-	For registration please visit, <a href="https://isme.nopaperforms.com/">https://isme.nopaperforms.com/</a>	15 <sup>th</sup> September 2023
	<i>*Registration fee includes tea &amp; lunch</i>	

### ORGANIZING COMMITTEE

Program Patron	Program Director	Program Coordinators		
Dr. Nitin Garg Director ISME	Dr. Rony G Kurien Dean ISME	Dr. Nisha Mary Thomas HoD - Research <a href="mailto:research@isme.in">research@isme.in</a>	Dr. Haritha Coordinator <a href="mailto:haritha@isme.in">haritha@isme.in</a>	Dr. Ramesh Coordinator <a href="mailto:ramesh@isme.in">ramesh@isme.in</a>

### KNOWLEDGE PARTNERS



### INDUSTRY PARTNERS

