

**FACULTY OF MANAGEMENT STUDIES
MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR (RAJ.)
MBA (E- Commerce) Program**

WORKSHOP ON QUALITATIVE METHODS OF RESEARCH

About FMS:

Being a management Institution since 1982, it provides a tremendous opportunity for its students to excel in forward and creative thinking. At FMS, students broaden their horizons, experience leadership opportunities, and establish lifelong learning through participating in various management games & activities conducted here.

Currently, there are three MBA courses offered by FMS. MBA (E-Commerce) being one of those, focuses on the use of Information & Communication Technology to foster various business activities and relationships. Ecommerce has changed the way companies carry out their operations. Further the course helps the students to develop skills to manage businesses in the Digital world.

About the Workshop:

The proposed workshop aims to educate researchers in using IT oriented research tools like R studio, and other qualitative software keeping in perspective the role of information technology in quality research and utilizing modern statistical tools for handling research data in most efficient manner. The workshop will not only deal with the problems of the non clarity of the research methodology but also other research related problems which the research scholars confront during their research work. The major highlights of the workshop would be getting comfortable with the techniques of sentiment analysis through R-studio.

R-Studio is a software that supports qualitative and mixed methods research. It's designed to help the researcher to organize, analyse and find insights in unstructured or qualitative data like: interviews, open-ended survey responses, articles, social media and web content.

The objectives of the workshop are to:

- Familiarize researchers with research design & methods so as to make them comfortable in developing and conducting research projects and analysing problem situations.
- Provide an opportunity to researchers to present literature review based research paper to enhance qualitative research.
- Discuss the methodological requirements of qualitative research and to stimulate and capture new approaches.
- Develop an understanding of sentiments of respondents & use it for research purpose.
- Develop skills to apply R studio software in research situations.

Workshop Schedule

Workshop Instructor:

Dr.H.K.Dangi & his Team:

Associate Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.

Workshop Coverage:

Day 1(26th June 2019):

1. Introduction to Qualitative research

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2. Text mining for writing Literature Review based paper
3. Hands on exercise on QS/R

Day 2(27th June 2019):

1. Sentiment Analysis using QSR/R
2. Hands on exercise

LUNCH

3. Issues, Challenges and Future of qualitative research
4. Valedictory

Registration and Selection of Participants

Participants: Research Scholars, Faculty members & Academicians

Registration Fees:

- Rs.1500 (For Participants from MohanLal Sukhadia University)
- Rs.2000 (For Participants from other Universities)

Previous workshop alumni will be given a discount of Rs.500 in the registration fee. They are required to submit a copy of that workshop certificate during registration.

Selection of Participants: Maximum of 30 participants will be shortlisted for the workshop on First Come First Serve Basis & they will be informed accordingly. The participants will be given certificate on successful completion of the programme.

Accommodation of Participants: Limited rooms are available in University Guest House which will be provided on first cum first serve basis. Participants are required to pay the guest house charge which can be booked till 15th June 2019.

Other Details:

- Last date for Registration is 15th June 2019.
- **Venue:** Faculty of Management Studies, MLSU, New Campus, Udaipur (Raj.)
- **Timings:** 10a.m.-1:00 p.m.; Break (1:00-2.00 pm); 2:00p.m.-5 p.m. for all days.
- All participants are required to bring their laptops with them.
- No TA /DA will be given to any participant.
- Inclusions: working lunch, certificate, workshop study material and kit.

Prof. Anil Kothari
(Director)
Faculty of Management Studies,
M. L. S. University, Udaipur

Prof Hanuman Prasad
(Workshop Coordinator)
Course Director (MBA-Ecommerce)
Cell: +919414343358

Organizing Committee:

- Devendra Meghwal
(SRF, Faculty of Management Studies, MLSU, Udaipur)
- Twinkle Jain
(JRF, Faculty of Management Studies, MLSU, Udaipur)
- Riya Garg
(Office Work Services)

**FACULTY OF MANAGEMENT STUDIES
MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR (RAJ.) 313001
(NAAC Accredited 'A' Grade)
MBA (E- Commerce) Program**

**TWO DAYS WOKSHOP ON QUALITATIVE METHODS OF
RESEARCH**

Registration Form

Name:

Designation:

Name of the Institution:

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Mailing Address:

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Mobile:

E-mail:

NEFT/Transaction details:

Transaction No. Date :

Name of Bank: Place:

Accommodation Required: Yes No

Bank Account Details:

Account Name: Course Director (MBA E Business)

Account No.: 694201700700 **IFSC Code:** ICIC0006942 **Bank Name:** ICICI Bank,
University Branch, Udaipur (Rajasthan)

IMPORTANT NOTE: Kindly mail/deposit registration form to workshop coordinator with receipt of online payment. The official receipt will be given on the day of workshop.

Signature of the participant with date: _____

(Mail duly filled form with online transfer details at profhanumanprasad@mlsu.ac.in)