



BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY)
INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI
'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA
RE-ACCREDITED WITH 'A+' GRADE BY NAAC



Organises

FACULTY DEVELOPMENT PROGRAM

ON

QUALITATIVE RESEARCH ANALYSIS USING NVIVO

NVIVO



25th-29th October 2021

**LAST
DATE OF REGISTRATION-
22nd October 2021**

**ENROLL
NOW....**



ABOUT BVIMR

Established in 1992, Bharati Vidyapeeth Deemed University Institute of Management and Research (BVIMR), New Delhi focuses on imbuing the said values across various stakeholders through adequate creation, inclusion and dissemination of knowledge in management education. The institute has over the past few years emerged in the lead with a vision of Leadership in professional education through innovation and excellence. This excellence is sustained by consistent value enhancement and initiation of value added academic processes in institute's academic systems. Based on the fabulous architecture and layout on the lines of Nalanda Vishwa Vidyalaya, the institute is a scenic marvel of lush green landscape with modern interiors. The Institute which is ISO 9001:2015 certified is under the ambit of Bharati Vidyapeeth University (BVU), Pune as approved by Govt. of India on the recommendation of UGC under Section 3 of UGC Act vide its letter notification No. F. 9 – 16 / 2004 – U3 dated 25th February, 2005. Strategically located in West Delhi on the main Rohtak Road, BVIMR, New Delhi has splendid layout on sprawling four acres of plot with 'state-of-art' facilities with all class rooms, Library Labs, Auditorium etc., that are fully air-conditioned. The Institute that has an adjacent Metro station "Paschim Vihar (East)", connects the entire Delhi and NCR.



THEME OF THE FACULTY DEVELOPMENT PROGRAM (FDP)

Qualitative research “is an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting”. Qualitative research is designed to reveal a target audience’s range of behaviour and the perceptions that drive it regarding specific topics and issues. It uses in-depth studies of small groups of people to guide and support the construction of hypothesis.

LEARNING OUTCOMES

To provide

- a) An overview of the comprehensive qualitative research framework.**
- b) To acquire expertise in identifying appropriate qualitative tools for different types of research objectives.**
- c) To provide hands-on training in the application of Nvivo in the data processing.**
- d) Opportunity to be trained by an expert resource person and share experience with co-participants from across India.**

TARGET AUDIENCE

Early Career Researchers, Ph.D, Scholars and Faculty Members.



ADMINISTRATIVE DETAILS

VENUE-

MS TEAMS

DATE & TIME-

**25th - 27th : 3:30PM to 5:30PM
28th & 29th : 3PM to 4:30PM**

E-CERTIFICATES WILL BE PROVIDED TO ALL THE REGISTERED PARTICIPANTS AFTER THE SUCCESSFULL COMPLETION OF THE FDP

REGISTRATION

PLEASE ENSURE FILLING UP THE REGISTRATION FORM BEFORE MAKING THE PAYMENT AS THE FDP HAS LIMITED SEATS.

Fill this Google Form-

<https://forms.gle/zPmhkwS41PjwBGuk7>

FDP FEES: 600/- PARTICIPANT (INCLUDING GST)

In Order To Register For The Workshop, Please Make the PAYMENT AT-

NAME OF ACCOUNT HOLDER: DIRECTOR BVIMR

ACCOUNT NO: 201503130000004

BANK NAME: BHARATI SAHKARI BANK LTD.

IFSC CODE: SVCB0010015

TYPE OF ACCOUNT: SAVING

MAKE CHEQUE OR DD IN FAVOUR OF " DIRECTOR BVIMR, NEW DELHI"

COURIER TO THIS ADDRESS: ACCOUNT DEPARTMENT C/O BHARATI VIDYPEETH

(DEEMED TO BE UNIVERSITY) INSTITUTE OF MANAGEMENT AND RESEARCH , A-4, ROHTAK ROAD , PASCHIM VIHAR, NEW DELHI, 110063, (NEAR PASCHIM VIHAR EAST METRO STATION)

For Online Transfer Through NEFT- You need to add below Account Number 24 hrs before you make Payment.





- **25TH-27TH OCT**
TIME- 3:30PM TO 5:30PM

**"SESSION BY
DR. JASPREET KAUR"
TOPIC- Coding in NVIVO,
Exploring word cloud and
text search, Sentiment
analysis and Social media
analysis.**

- **28TH OCT**
TIME- 3PM TO 4:30PM

**"SESSION BY
DR. NAVNEET GERA"
TOPIC- Publication in
Scopus/ABDC for early
researchers**

- **29TH OCT**
TIME- 3PM TO 4:30PM

**"SESSION BY
DR. NAVNEET GERA &
DR. RITIKA MALIK"
TOPIC- Practice Session
on NVIVO**

JOIN THE WHATSAPP LINK-
<https://chat.whatsapp.com/BE5ClyJbmN41b3s6r3zmMO>





RESOURCE PERSONS

DR. JASPREET KAUR



Dr. Jaspreet Kaur is an associate professor at Pearl Academy. She has over 16 years of teaching experience in Marketing research. She has authored two books on Customer relationship Management and Service Marketing and has written many research papers in Scopus and ABDC journals. She is an Editor and Reviewers to many ABDC and Scopus journals like International journal of consumer studies(Wiley) and Management Decisions(Emerald).She is an AMT certified faculty from AIMA and has received the GRABS "Best researcher Award" in 2008 and the ITSR "Best researcher's 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" this year.





DR. NAVNEET GERA



Dr Navneet Gera is Associate Professor in Bharati Vidyapeeth Institute of Management and Research, New Delhi. He did his doctorate from University of Rajasthan on 'Dollar Vs Euro in International Financial Markets'. Dr Gera is supervisor and guide to Ph.D. Scholars from Bharati Vidyapeeth Deemed University. Dr Gera has 43 research papers to his credit which are published in ABDC/SCOPUS/WOS and UGC listed journals. He is a member of AIB (Academy of International Business). He has conducted more than 25 Workshops in International marketing and export management. Dr Gera is trainer for Research Methodology workshops and SPSS training.

DR. RITIKA MALIK



Dr. Ritika Malik is Assistant Professor in Bharati Vidyapeeth Institute of Management and Research, New Delhi. She has 10 + years of experience in teaching, research and consulting in the area of General Management and 1 year corporate experience. She is Editor of Book "Emerging Trends in Science, Engineering and Management". She is supervisor and guide to Ph.D. Scholars in Department of Commerce & Management, JIT University, India. She is author of Contemporary Topical Book on Mobile Marketing. She is Certified and awardee as a Co-author of the Anthology "Mobile Marketing". She has presented and participated in almost 15+ research papers in National and International Seminars. She had published 20+ research papers/articles in reputed journals which are Scopus indexed, web of science, google scholar indexed and UGC listed journals. She has published 10+ research papers in Edited Books titled Contemporary Issues and Challenges in Management and Decision Sciences, Management in the New Millennium, Marketing Magic for Millennials, Rural Development: Trends, Opportunities and Challenges in 21st Century, Contemporary Issues and Challenges in Management & Decision Sciences. She presented herself as a Speaker on Time Management in the wake of COVID-19 organised by Speakout Solutions.



FDP ORGANISERS

FOR ANY QUERIES CONTACT-



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Dr. Yamini Agarwal
Director
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(Deemed to be University)
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