

Only 10 seats  
available on first  
come first serve basis  
Hurry! Last date of  
nomination  
9<sup>th</sup> March, 2018

*National Insurance Academy, Pune  
Presents*



# WORKSHOP ON QUALITATIVE RESEARCH METHODS

13<sup>th</sup> to 15<sup>th</sup> March 2018



**NATIONAL  
INSURANCE  
ACADEMY**



## WORKSHOP ON QUALITATIVE RESEARCH METHODS

Qualitative Research Methods have gained importance over the years. Qualitative Research has especially been popular for interdisciplinary research and in helping the researchers and practitioners in exploratory and in depth understanding a business issue/ phenomenon by finding answers to ‘why’ questions. Qualitative Research Methods help in developing new insights and providing meaning to unstructured data.

Prof. Ganesh N. Prabhu Professor, Indian Institute of Management, Bangalore will facilitate the workshop.

The aim of this workshop is to provide the participants including faculty members, researchers, and practitioners a comprehensive overview of qualitative research framework and approach to designing studies using qualitative methods. The workshop will also cover important aspects of theory building, case research, and research on management practice.

### **METHODOLOGY**

This is a 15 classroom hours + 5 fieldwork hours workshop on qualitative research. It will introduce the research process and the theoretical foundations of qualitative research for developing theories and cases in management.

### **Pre Work**

This is a discussion based course and participants are expected to carefully read each of the required readings in the course and think through the ideas presented in it.

### **Pedagogy**

The workshop will be conducted through interactive lectures, activities and group work. The participants will be engaged in group practicum for application-based learning.

### **Field Work and Presentations**

Five hour fieldwork on a theme of interest will be followed by half day presentations on the research hypothesis emerging from the field. Participants will interact with pre identified group of business executives in their respective offices located in Pune and will collect data using one/more qualitative

research methods. The participants will make presentation in groups based on their experiences and challenges faced during fieldwork to facilitate peer learning.

### WHO CAN ATTEND?

The workshop is open to faculty members from B Schools interested in qualitative research.

**No of Seats 10 based on first come first serve basis.**

### CERTIFICATE

Certificate of participation will be presented to all the participants at the end of the workshop.

### WORKSHOP FEES

**₹5,000/- (+) 18% GST = ₹5,900/- Non Residential**

The fees quoted above also covers lunch, tea and course material

### WORKSHOP SCHEDULE

	<b>Tuesday, 13<sup>th</sup> March, 2018</b>	<b>Wednesday, 14<sup>th</sup> March, 2018</b>	<b>Thursday, 15<sup>th</sup> March, 2018</b>	
9.00 am to 9.30 am	Orientation to Workshop		9.00 am to 2.00 pm	Field Research Interviews
9.30 am to 11.30 am	Generating Research Questions	Theory Building		
11.45 am to 1.15 pm	Speculation	Theoretical Contribution		
2.00 pm to 3.30 pm	Evaluation	Qualitative Research on Managerial Practice	3.00 pm to 4.15 pm + 4.30 pm to 6.00 pm	Presentations on Hypothesis
3.45 pm to 5.15 pm	Theorizing	Case Research		





## **FACULTY: PROF. GANESH N. PRABHU**

Professor Ganesh N Prabhu is Strategy Professor and Chairperson, Career Development Services at Indian Institute of Management, Bangalore Professor Prabhu has conducted top management sessions for Honeywell, ITC, Qualcomm, Tata Group, Tesseract and Tetra Pak and has conducted strategy, visioning or innovation workshops for senior executive groups at Bharat Electronics, Crompton Greaves, ETA Ascon Holding, HAL, Honeywell, Indian Oil, L&T, Quest, Oracle, Union Bank of India. He jointly coordinates executive programmes Strategic Analysis for Competitive Advantage and Creating Successful New Products and has led customized programmes for Amul, Cognizant, CA Technologies, Future Group, Trent, Reliance, Siemens, Wipro-GE and Yahoo.

Professor Ganesh was Chair of the Post Graduate Program for two years and Chair of Placements for three and half years. He was also;

- ▲ Nominated member on the India Design Council
- ▲ On the governing council of the Strategy Academy Knowledge Center Society
- ▲ On the International Advisory Board of the Center for Advancement of Research Methods and Analysis, USA
- ▲ On the USID Foundation Advisory Board

### **Education**

- ▲ Fellow, Indian Institute of Management, Ahmedabad, India
- ▲ PG Diploma in Rural Management, Institute of Rural Management Anand, India
- ▲ Bachelor of Science, Elphinstone College, Bombay University, India

### **Workshop Coordinator**

**Dr. Sushama Chaudhari**

HOD - HRM & OB | **Email ID:** [sushama@niapune.org.in](mailto:sushama@niapune.org.in)

### For Enquiries and Correspondence Contact

**Ms. Anuradha Kulkarni**

**Email :** avkulkarni@niapune.org.in

**Tel.:** 020-27204094

### Nominations

Nominations are solicited from organizations / self-nomination to reach us before 9th March, 2018. For Registration, send your mail to avkulkarni@niapune.org.in; programoffice@niapune.org.in.

The workshop fee must be sent by demand draft, payable at Pune favoring National Insurance Academy, along with nomination form.

**OR**

It can be paid through NEFT as per the details given below along with nomination forms

For Bank Transfer			
1.	Account Holder – National Insurance Academy	5.	Type of bank account - Savings
2.	Bank - Bank of Maharashtra, Pune 411045	6.	MICR Code of the bank - 411014074
3.	Branch Code No. - 1121	7.	IFSC Code - MAHB 0001121
4.	Account Number - 20008885848	8.	Mode of Electronic transfer available :- ECS/RTGS/NEFT

**P.S.:** The bank charges are to be borne by you and the full fee amount is payable to us.



## ABOUT NATIONAL INSURANCE ACADEMY (NIA)

National Insurance Academy (NIA) is a premier institution devoted to equip the insurance industry with the best of talents. Its close association with the Insurance industry provides the 'real life' reference to its training, education, research and consultancy activities. NIA's PGDM programme aims at providing stream of young management graduates to the Insurance and allied services.

NIA was established in 1980 jointly by the Ministry of Finance - Government of India, Life Insurance Corporation of India, General Insurance Corporation of India, The New India Assurance Company, National Insurance Company, United India Insurance Company and The Oriental Insurance Company on 16th December, 1980 in Mumbai to be the institute of excellence in learning and research in Insurance, Pension and allied areas. The Academy was shifted to Pune on 4th June, 1990 with the state-of-the-art facilities for learning and research.

### Venue and Address for Communication



**NATIONAL  
INSURANCE  
ACADEMY**

25, Balewadi, Baner Road, NIA P.O.,  
Pune 411 045 (India)  
Tel.: +91-20-27204000, 27204444

**Fax:** +91-20-27204555, 27390396  
**Email:** niapune@vsnl.com  
**Website:** www.niapune.org.in

