



## Navi Mumbai Campus



# WORKSHOP

Qualitative Research Methods

and

Its Applications

in

Social Sciences

*In-depth Study of Phenomenology & Grounded Theory*

14th - 15th September, 2018

**Programme Coordinators:**

Dr. Surabhi Koul (+91-7727961733)

Prof. Prashant Barsing (+91-9794258005)

Prof. Aditya S. Kasar (+91-9833982732)

**Venue:** SVKM's NMIMS, School of Business Management,  
Navi Mumbai Campus, Pethapada, Plot No.2 Sector- 33, Next  
to Ramsheth Thakur College, Kharghar, Navi Mumbai 410210.

<http://nmimsnavimumbai.org>



## About the Workshop

A hands-on workshop, using the elements of didactic and experiential learning with greater emphasis on the latter. It is an intensive workshop designed to learn phenomenology by doing phenomenology. The participants will be involved in a continuous learning process using the resources provided in the workshop. While day one focuses on getting participants feet wet as they delve into uncharted territory, day two is the capstone of the workshop where participants engage with and immerse in two in-depth studies dedicated to phenomenology and grounded theory respectively. We start with picking a concept (study phenomenon), crafting a concept paper, brainstorming possible research questions (RQ) and methodology, understanding how to do a literature review, and finally draft a dissertation proposal.



## Objectives of the Workshop

- To identify and conceptualize the Qualitative Research Problems.
- To help participants in drafting of a dissertation proposal.
- To train participants in research tools & techniques of qualitative research with special emphasis on Phenomenology and Grounded Theory.



## Target Audience

- Academicians and Research scholars from areas of Business Management, Psychology, History, Economics, Languages etc.
- Doctoral students for quick progress in conceptualization and conduction of their research work.
- Professionals working in the areas of marketing and social research.

# Pedagogy

- A mix of pedagogical tools will be used. Cases, lectures, discussions, presentations and experiential exercises.
- Hand-on exercises for conceptual clarity
- Access to a password protected online box folder containing study materials, papers and publications.

## Topics to be Covered

### Day One

- Phenomenology and its essence
- The “philosophical giants” of phenomenology: Husserl, Heidegger, Schutz, Merleau-Ponty, Sartre, Hegel, and contemporary phenomenologists such as Van Manen
- Understanding the important definitions and lexicon of phenomenological inquiry, such as paradoxically bilateral research, lived experience, life world, human sciences, epoch, bracketing, phenomenological reduction, Verstehen, triple hermeneutics etc.
- Paradox and dialectical tension
- In-depth discussion on Negative Capability: A Critical Faculty in Qualitative Research and Practice

### Day Two

#### **Case study 1: (half day)**

A deconstruction and analysis (facilitator’s doctoral dissertation)

- Negative Capability: A Phenomenological Study of Lived Experience at the Edge of Certitude and Incertitude (published with UMI/ProQuest: 2014)
- Discussion: A systematic, step-by-step (turnkey) research methodology entitled “Interpretative Phenomenological Analysis” (IPA) developed in the UK for studying and analyzing phenomena.

#### **Case study 2: (half day)**

A construction of a previously agreed upon phenomenon to be collectively studied by the class, deploying the Grounded Theory Method:

- Exploring a study phenomenon
- Developing a concept paper and research question (RQ)
- Setting up a study design and positioning the research methodology
- Developing a draft research proposal
- Data gathering method
- Data analysis and interpretation (recordings, transcription, analysis)

## Resource Person



Dr. Anil Behal is the CEO of ORGDYNE Training & Consulting, LLC, a Philadelphia based global firm dedicated to connecting people and ideas worldwide. As an avid social science researcher and scholar-practitioner, Anil has been at the forefront of deploying technology for cutting-edge initiatives, such as pioneering the first-ever “online” group relations conference in the Tavistock tradition in 2006, followed by a subsequent offering in 2007 to integrate the somewhat diverse group relations and NTL methodologies in a single event.

Anil earned a PhD in Human and Organizational Systems (OD) from the Fielding Graduate University. As a strong proponent of “Anekantavada” and pluralism, he works regularly with Fortune 100 companies in the US, including MNCs in India.

Email: [abehal@email.fielding.edu](mailto:abehal@email.fielding.edu) | Web site: <https://www.orgdyne.com>

### Certificate:

Certificate of participation will be issued to the participants after successful completion of the programme.

### Venue & Accomodation:

The programme will be held at the SVKM's NMIMS Navi Mumbai Campus, Pethapada, Plot No.2 Sector- 33, Next to Ramsheth Thakur College, Kharghar, Navi Mumbai 410210.

The accommodation will be provided at the expenses of the participants.

### Programme Fee:

- Research Scholars/students: Rs. 2400/-\*
- Faculty Academicians: Rs. 3600/-\*
- Industry Resource Person: Rs. 5400/-\*

The fee should be submitted latest by 10 September, 2018.

\* The fee is inclusive of all taxes.

### Nomination & Mode of Payment:

You can nominate for the programme by filling up the attached nomination form and send it along with the programme fee.

Fee for the programme can be paid by two modes:

- Demand Draft payable in favor of “ SVKM's NMIMS” payable at Mumbai.
- NEFT: Name of A/c - SVKM NMIMS, Account no. 0710653011 , IFSC Code - CITI0100000, Bank name - CITI Bank (Fort Branch, Mumbai 400001).

The Demand Draft / NEFT payment details along with the nomination form have to be posted to under mentioned:

Dr. Surabhi Koul / Prof. Prashant Barsing / Prof. Aditya S. Kasar  
SVKM's NMIMS, Navi Mumbai Campus, Pethapada, Plot No.2 Sector- 33,  
Next to Ramsheth Thakur College, Kharghar, Navi Mumbai 410210.

Any organization sponsoring 3 or more participants to the programme will be entitled to a discount of 10%.

Special 10% discount for anyone associated with the SVKM's family.



## About SVKM's NMIMS, School of Business Management

The School of Business Management (SBM) of SVKM's NMIMS, Deemed to be University (as per UGC Norms), one of India's premier business schools is situated in Mumbai - the financial hub and nerve centre of the country.

Apart from offering diverse cutting-edge programs for students, it also offers executive education programs for professionals who want to make the key transition in their careers. The SBM educational experience aims to equip students with a bedrock of management skills to help them navigate through the complex business environment of today. A dynamic curriculum designed in conjunction with academics and industry practitioners, provides them the opportunities to master new skills and explore varied perspectives.

The School uses the case method as its chief pedagogical tool to bring to the classroom real world business scenarios that provide compelling opportunities amidst challenging settings. The emphasis here is on practical knowledge and personalized learning. SBM has an abundance of intellectual capital in the form of faculty members who are renowned in their respective fields and are committed to creating a dynamic learning environment.

Social sensitivity is the credo at SBM, where students are sensitized to respond to the changing social realities through the development and application of knowledge for creating a sustainable society.

## Program Coordinators



### **Dr. Surabhi Koul (Ph.D. Marketing)**

Dr. Surabhi Koul is working as an Assistant Professor (Marketing) at SVKM's NMIMS School of Business Management, Navi Mumbai, India. Her academic and research interests lie in Retailing, consumer behavior and Channel Management. She has published papers in many International and National Journals.

She may be contacted at **(+91-7727961733)**, [surabhi.koul@nmims.edu](mailto:surabhi.koul@nmims.edu)



### **Prof. Prashant Barsing (Senior Doctoral Scholar, IIM Lucknow)**

Professor Prashant Barsing is working as an Assistant Professor of operation management and quantitative techniques at SVKM's, NMIMS, School of Business Management, Navi Mumbai, India. He is a senior FPM of IIM Lucknow. He received his M.Tech from IIT, Kanpur. His work has been published in reputed ABDC listed journals. He may be contacted at **(+91-9794258005)**, [prashant.barsing@nmims.edu](mailto:prashant.barsing@nmims.edu)



### **Prof. Aditya S. Kasar (M.E CAD CAM & Robotics)**

Professor Aditya S. Kasar is working as an Assistant Professor (Mechanical) at SVKM's, NMIMS, School of Technology Management & Engineering, Navi Mumbai, India. His academic and research interests lie in Renewable energy and Hybrid Electric Vehicles. He has published papers in many International and National Journals. He may be contacted at **(+91-9833982732)**, [aditya.kasar@nmims.edu](mailto:aditya.kasar@nmims.edu)