

# Five Days Faculty Development Programme

Modules offered by  
IIMB Professors

## Qualitative Research in Management - Methodologies and Applications

 May 13<sup>th</sup> - 17<sup>th</sup>, 2024  09:30 AM - 04:15 PM



Ranked among the top universities in India and considered a cerebral destination for students across the world and Bangalore in particular, for its illustrious history of developing talent, JAIN (Deemed-to-be University) is a hub for learning in every sense of the word.

The University offers a conducive environment for learning, be it academically or in extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, JAIN (Deemed-to-be University) has some of the best minds in the educational and research fields, and centers that inspire entrepreneurship and ground-breaking work to simplify and manage life better. What makes JAIN (Deemed-to-be University) different is its outlook toward life, its values and beliefs. Its ever-evolving and open-minded system and quest for continued success and resilience, has made it one of the top universities in India.

The University has been accredited with A++ with a cumulative grade point of 3.71 in the year 2021 by the National Assessment and Accreditation Council (NAAC) and is ranked 68th nationally in the National Institutional Ranking Framework (NIRF), Government of India, in 2023. The University is also ranked 5th among the top universities in India by the India Today magazine. With an unwavering commitment to academic excellence, the university fosters an environment that encourages innovation, creativity and critical thinking. It plays a vital role in shaping a brighter future for both individuals and society as a whole.

CMS Business School, an integral part of JAIN (Deemed-to-be University), is India's leading Business School with an international perspective. It is a place where ideas are born, theories are debated and business is done. The Business School is a catalyst that can make a difference to the career and personal progression of students. Its MBA Program has a strong foundation in academic research, and is designed to tackle the complex problems that challenge business community. It lays strong stress of actionable research leading to classroom teaching. The dynamic curriculum of CMS Business School, meticulously designed in collaboration with academic experts and industry leaders, offers unparalleled opportunities to master new skills and explore diverse perspectives for the students.

CMS Business School is ranked 85th in the latest NIRF ranking. The MBA Program is accredited by the National Board of Accreditation (NBA). It is an esteemed member institution of the Association to Advance Collegiate Schools of Business (AACSB), USA and the Business Graduates Association (BGA), UK, an international membership and quality assurance body. BGA is part of the same organization as the Association of MBAs (AMBA). The Business School is ISO 21001:2018 Certified.

### **Objectives of the FDP:**

This FDP is expected to equip the faculty with indepth knowledge of qualitative research which are adoptable and can lead to publishable outcomes. It will help inculcate the discipline of building rigorous qualitative research capabilities rather superfluous research which are often rushed through. The participants will be walked through the complete cycle of conceptualizing models to conducting the study and analysing to finally publishing. It will help:

1. Build a strong foundation on fundamentals of theorizing and building a study around it in management research.
2. Identify suitable methodology to study the research problems on hand and implementing the study.
3. Build capabilities in applying various qualitative methods like content analysis, social network analysis, case based analysis, etc.
4. Provide exposure to writing publishable paper and getting it published in a refereed journal.
5. Equip researchers with the tools and techniques necessary for conducting interdisciplinary research.

Registered participants will be required to submit an Abstract of their proposed study in 300 words and submit by May 10<sup>th</sup>. They will get individual feedback and will also be used as illustration to explain possible approaches during the FDP. The programme will be intensive and would require active engagement from the participants.



## Audience Profile:

This FDP is designed for academicians, educators, researchers from management discipline who are interested in Qualitative research and wish to take deep dive.

## Duration and Modalities:

This FDP is for five days and is conducted **offline** at JAIN (Deemed-to-be University), CMS Business School, Bangalore. The timings for all five days will be **09:30 AM - 04:30 PM**

### Speaker Profiles:



**Dr. Ganesh N. Prabhu**

Professor, Chairperson, Strategy

He is the Chairperson of Strategy area and Career Development Services at IIMB. He is a Fellow of IIM Ahmedabad and his research interests and teaching areas are in product innovation, strategic management, and entrepreneurship. He has been a member of the governing council of the Strategy Academy Knowledge Center Society, the International Advisory Board of the Center for Advancement of Research Methods and Analysis in the USA, and the USID Foundation Advisory Board. He has designed and offered a course on Qualitative Research Methods for PhD students for several years.



**Prof. Sushanta Kumar Mishra**

Professor, Organizational Behavior & Human Resources Management. Chairperson, Research and Publications

He is a Fellow of IIM Ahmedabad with specialization in OB & HRM. He is an active researcher, having published his work in reputed journals, book chapters, and case outlets.

He is associate editor of Personnel Review, and IIMB Management Review. He is also the review editor at the Frontiers in Psychology. He has been on the review panel of many conferences and journals. He has been with IIM Indore for 12 years and 6 months and Dean (Research). He offers programmes on faculty development in research and case handling. He is presently the Chief Editor of IIMB Management Review.



**Dr. Shallendra Kumar**

Assistant Professor, Strategy  
IIMB Young Faculty Research Chair

He holds Ph.D. in Management and comes with 16 years of pre-Ph.D. experience in IT Strategy & Architecture consulting across. His research interests are in studying how firm's cognition and agency are embedded in the socio-cognitive structures of the market and how the two shape each other. Has presented papers at esteemed conferences like the Academy of Management. He offers a course on Qualitative Research Management to PhD scholars at IIMB.



**Prof. Gopal Naik**

Senior Fellow, Chairperson, Centre for Public Policy

He is Senior Fellow and Jal Jeevan Mission and Chair Professor at the Centre for Public Policy, IIMB. He did his Doctorate from the University of Illinois, Urbana-Champaign, IL, USA. He has served as faculty member at IIM Ahmedabad, India, where he has been Chairperson, Centre for Management in Agriculture. At IIMB he has been, Chairperson of the Doctoral programme. He taught graduate courses on research methodology, econometrics, and managerial economics. He has immense experience in conducting action research and field experiments.



**Dr. Rejie George Pallathitta**

Professor, Indian Institute of Management, Bangalore

He is a distinguished Professor at the Indian Institute of Management, Bangalore, holds a PhD in Strategy from Tilburg University, Netherlands, complemented by a Master's in Business Economics from Cochin University of Science and Technology, India, and a Bachelor's in Economics, Political Science, and History from St Albert's College, India. Specializing in Corporate Governance, Strategic Management, and International Business, his research has been published in prestigious journals like the Strategic Management Journal and Journal of International Business Studies. Dr. Pallathitta actively contributes to international conferences, showcasing his innovative findings and cementing his standing as a leading academic scholar.





### Dr. Sachidananda Benegal

Strategy, Indian Institute of Management, Bangalore

An Advisor to firms, Mentor to startups, and Researcher specializing in entrepreneurship, strategy, and business models, he holds a Ph.D. in Entrepreneurship with a focus on the entrepreneur-ecosystem support organization interface. With 15 years of entrepreneurial experience, he has contributed significantly to over 1000 startup ventures. He is the author of a book on entrepreneurship and has conducted numerous workshops for students, aspiring entrepreneurs, and early-stage ventures. Sachidananda B S has served as a Visiting Assistant Professor in the Strategy Area at the Indian Institute of Management, Indore, developing and delivering courses on entrepreneurship and mentoring students in case study competitions. He has expertise in Lean Startup, Effectuation, Design Thinking, Business Models, Venture Growth, and Business Strategy.



### Prof. G Ramesh

Director, NITI School of Public Policy & Leadership

He retired as Professor from the Center for Public Policy of Indian Institute of Management, Bangalore after serving for about two decades. He is a Fellow of the Indian Institute of Management, Ahmedabad (1990). He was Member of the Indian Economic Service for a brief period. Presently, he has set up NITI School of Public Policy & Leadership under JAIN (Deemed-to-be University) in Bangalore.

He has been in various Government Committees and has undertaken several research studies and action research for central and state governments. He offers faculty development programmes on Case writing and handling. His research interests are in the domains of public policy, public governance, urban management, technology policy. His research interests include studying Indic Style of Management. He has keen interest in mentoring tech entrepreneurs and is also a mentor to Incubation labs.

## FDP Schedule: May 13<sup>th</sup> to 17<sup>th</sup>, 2024

Day & Date	Time	Topics
Monday May 13	09:30 AM - 11:00 AM	Inauguration
	11:30 AM - 01:00 PM	<b>Taking Research to Class:</b> Prof. Ramesh G
	02:15 PM - 04:15 PM	<b>Speculation &amp; Evaluation, Theorizing &amp; Crafting Theories:</b> Dr. Ganesh N. Prabhu
Tuesday May 14	09:30 AM - 11:00 AM	<b>Theory Building</b> Dr. Ganesh N. Prabhu
	11:30 AM - 01:00 PM	<b>Qualitative Research Approaches:</b> Dr. Ganesh N. Prabhu
	02:15 PM - 04:15 PM	<b>Field Research:</b> Prof. Gopal Naik
Wednesday May 15	09:30 AM - 11:00 AM	<b>Paradigm in Research: Grounded Theory:</b> Dr. Shailendra Kumar
	11:30 AM - 01:00 PM	<b>Data Collection &amp; Analysis, Case Based Research:</b> Dr. Shailendra Kumar
	02:15 PM - 04:15 PM	<b>Firming up Research Agenda:</b> Prof. Ramesh G
Thursday May 16	09:30 AM - 01:00 PM	<b>Hypotheses Testing:</b> Prof. Sushanta Kumar Mishra
	02:15 PM - 04:15 PM	<b>Publishing in Management Journal:</b> Dr. Rejie George Pallathitta
Friday May 17	09:30 AM - 01:00 PM	<b>Social Network Analysis:</b> Dr. Sachidananda Benegal
	02:15 PM - 03:15 PM	<b>Reflection and Feedback</b>

\*11:00 AM - 11:30 AM: Tea Break | 01:00 PM - 02:00 PM: Lunch Break

## Registration Fee:

Academicians/Researchers: ₹10,000/-

Participants have to make their own arrangements for their accommodation and travel.

Information assistance is available

## Registration Form:

<https://forms.gle/VnUMEJhy8MydZKeW8>

## Payment Procedure

Registration Fee must be paid by Demand Draft/ Digital Payments through any UPI Apps.

## Online Transfer / Bank Transfer

Bank Name : Karur Vysya Bank  
Branch : Jayanagar, Bengaluru  
Account Name : Jain University  
Account Number : 1315155000038088  
IFSC Code : KVBL0001315

## Scan QR Code for Registration



## Scan QR Code for Payment



### Chief Patron

**Dr. Chenraj Roychand**  
Chancellor  
JAIN (Deemed-to-be University)

### Patrons

**Professor (Dr.) Raj Singh**  
Vice Chancellor  
JAIN (Deemed-to-be University)

**Dr. Dinesh Nilkant**  
Pro Vice Chancellor  
JAIN (Deemed-to-be University)

**Dr. Jitendra Kumar Mishra**  
Registrar  
JAIN (Deemed-to-be University)

### Advisory Board

**Sri. Ravindra Bhandary**  
Vice President, JAIN Group

**Dr. N Sundararajan**  
Member – JGI Steering Board

**Dr. N V H Krishnan**  
Chancellor's Advisory Board

**Dr. Easwaran Iyer**  
Chancellor's Advisory Board

**Prof. K Sridhara Murthi**  
Chancellor's Advisory Board

**Ms. Aparna Prasad**  
Director - Communications  
HR & Student Fee Services

**Mr. M S Paraswanath**  
Director - Projects & Facilities

**Prof. Ramesh G**  
Director  
Niti School of Public Policy  
and Leadership

**Dr. Shradha Kanwar**  
Chief Academic Officer

**Dr. S A Hariprasad**  
Dean – Academics

**Prof. N S Manjunath**  
Controller of Examinations

**Mr. M S Santhosh**  
Joint Registrar

**Dr. Harold Andrew Patrick**  
Professor & Dean  
JAIN (Deemed-to-be University)  
CMS Business School



## Faculty Development Program Cell

### Dr. Madhavi R

Programme Coordinator - Professor  
JAIN (Deemed-to-be University)  
CMS Business School

 [dr.madhavi@cms.ac.in](mailto:dr.madhavi@cms.ac.in)  
 +91 99865 93254

### Dr. Vijaya G S

Programme Coordinator - Professor  
JAIN (Deemed-to-be University)  
CMS Business School

 [dr.vijayags@cms.ac.in](mailto:dr.vijayags@cms.ac.in)  
 +91 99025 32047

### Dr. Shakeela Banu

Associate Professor  
JAIN (Deemed-to-be University)  
CMS Business School

 [dr.shakeelabanu@cms.ac.in](mailto:dr.shakeelabanu@cms.ac.in)  
 +91 98445 06208

### Dr. Trupti Dandekar Humnekar

Associate Professor  
JAIN (Deemed-to-be University)  
CMS Business School

 [dr.truptidandekar@cms.ac.in](mailto:dr.truptidandekar@cms.ac.in)  
 +91 72763 21396



No.17, Sheshadri Road,  
Gandhi Nagar, Bengaluru -560009  
P: +91 80 4684 0400 | E: [bschool@cms.ac.in](mailto:bschool@cms.ac.in)  
[bschool.cms.ac.in](http://bschool.cms.ac.in)