

DR. SAHIL SINGH JASROTIA

Dr. Sahil Singh Jasrotia is a faculty in the area of Marketing at Jaipuria Institute of Management, Indore, India. He holds a Ph.D. degree in Marketing Management. He has done his Masters in Commerce (M.com) and Bachelors in Business Administration (BBA) from the University of Jammu. His academic and research interest lies in Marketing Management, Consumer Behaviour, Qualitative Market Research, Tourism Management, and Channel Choice Behaviour. He has published papers in many International and National Journals which are ABDC, SSCI and Scopus listed. His recent publication is in the International Journal of Distribution and Retail Management (ABDC "A" Category). Prior to Joining the Jaipuria Institute of Management, he worked with the Indian Institute of Management, Indore as an Academic Associate from Jan 2018 to July 2019. His research has been published in various refereed journals of renowned publishers such as Sage, Wiley, Springer, Emerald, Inderscience etc.

ABOUT JAIPURIA, INDORE

Jaipuria's journey in education began in 1945 with the establishment of the Jaipuria College in Kolkata. Today, 74 years after its inception, the House of Jaipuria has been delivering superior quality education consistently. It is this unique heritage and panning 7 decades and 4 generations that sets us apart from other educational institutes. The Jaipuria ethos is focused on creating and nurturing the next generation of thought leaders through intuitive education. This ongoing quest for ensuring academic excellence led us to set up the first Jaipuria Institute of Management in Lucknow in 1995. Established in 2010, Jaipuria Indore is situated in a picturesque location, fully equipped campus having modern amenities to facilitate learning in a digital based business learning environment. Spearheaded by Dr. Prithvi Yadav, the institute goes beyond conventional education methodologies where students are not merely learners but also contributors. The curriculum and the unique tea ching-learning processes ensure transformation of its students and empower them with capabilities to build innovative business models and formats. The institute offers 2 years NBA Accredited AICTE approved PGDM program. Jaipuria Group of Institutes has been certified consecutively for the third time as "Great Work Place" by the organization Great Place to Work, India.



JAIPURIA INSTITUTE OF MANAGEMENT, INDORE

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JAIPURIA INSTITUTE OF MANAGEMENT, INDORE ORGANIZES 2-DAYS FDP ON MIXED METHODOLOGY FOR BUSINESS RESEARCH

12-13 MAY 2022 (THROUGH ONLINE MODE)

Registration link: <https://forms.gle/kzowqv6LAYGJhMqw8>



OBJECTIVES

The basic objective of this FDP is to expose the participants to the mixed method with inclusion of both qualitative and quantitative approaches for a comprehensive interpretation as either of the approaches are incomplete when applied separately. The participants will understand on various qualitative techniques and scale development using qualitative research. Furthermore, the participants will understand about scale validation using quantitative research techniques and how to enhance the reliability and validity of their research.

LEARNING OBJECTIVES

- Understanding the craft of writing qualitative inquiry
- Ensuring Reliability and Validity in Qualitative and Quantitative Researches
- Balancing the qualitative data findings with quantitative validation.
- Ensuring triangulation through mixed method design.

CONTENT

- **Introduction to Mixed Method Research**
- **Research Instrument Development**
- **Data Analysis using Excel**
 - “t” test
 - ANOVA
 - Simple and Multiple Linear Regression
- **Data Analysis using SPSS**
 - Discriminant Analysis
 - Factor Analysis
 - Cluster Analysis
- **Qualitative research**
 - Grounded Theory
 - Case Study research

PEDAGOGY

The course will be delivered using Excel and SPSS

FOR WHOM

- Faculty Members
- Research Scholars
- Industry Practitioners

COURSE FEES:

- Faculty members – ₹500
- PhD/ MPhil scholars – ₹300
- Industry – ₹1,000
- International faculty/ student – USD 50

The above fee is inclusive of GST.



FEE PAYMENT DETAILS:

Bank Name: **AXIS BANK**

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IFSC: **UTIB0000040**

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GSTIN: **23AAATI1375E1Z3**

INSTRUCTORS' PROFILES

DR. JAGDISH BHAGWAT

Dr. Jagdish Bhagwat, Ph. D. from Symbiosis International University, Pune also a Metallurgical Engineer from Malaviya National Institute of Technology, Jaipur and MBA from IMS, DAVV, Indore. He has thirteen years of rich industrial experience in India and abroad; and more than 20 years of experience in the academics and management education sector. He has worked in Production Management, Quality Control, Product Development, Supply Chain Management, and Customer Relations Management areas with a number of reputed steel companies viz; Indore Steel and Iron Mills Limited, Qatar Steel Company Limited, and Kalyani Carpenter Special Steels Limited (Bharat Forge Group, Pune). Currently, Dr. Bhagwat is a faculty at Jaipuria Institute of Management. He had been adjudged as best faculty for three consecutive years i.e; 2015, 2016, and 2017. Being from an Industry background Dr. Bhagwat forte lies in Management Development Program, He has conducted several MDP's for Airtel, Tata International Limited, and Ranbaxy Laboratories Limited. Dr. Bhagwat was also a guest faculty with the Institute of Chartered Accountants of India – Indore chapter and Institute of Management Studies (DAVV), Indore.

DR. SIDDHARTH SHANKAR RAI

Dr Siddharth Shankar Rai is a faculty member in the operations management area in Jaipuria Institute of Management, which is India's one of the best MBA colleges in Indore, Madhya Pradesh. He holds a Ph.D. degree in supply chain management and has over seven years of experience in teaching and research in the field of operations and supply chain management. Before joining JIM Indore, he worked as an Assistant professor at Banaras Hindu University for nearly four years, where he taught logistics and supply chain management. He was also associated with the Indian Institute of Management Kashipur where he worked as an Academic Associate in the area of Operations Management and Decision Sciences for more than three years. His research is focused on the emerging issues in operations and supply chain management. His research has been published in various refereed journals of renowned publishers such as Taylor & Francis, Springer, Emerald, Inderscience etc.

COURSE INSTRUCTORS:

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