WORKSHOP ON
Qualitative Research Methodology and Data Analysis using NVivo

Workshop Objectives

The aim of this workshop is to provide a unique opportunity and enable the participant:

- To understand the fundamentals of qualitative research.
- To handle different data e.g., text files, field notes, audio/video recording interviews/documentaries/focus group discussions, websites, data sets, social media files etc. in NVivo software.
- To organize, classify and sort the different types of data.
- To transcribe audio/video recordings using NVivo Transcription Tools.
- To identify themes and apply codes (coding types & tree nodes).
- To explore results in different form e.g., tag clouds, tree maps, cluster maps, coded matrixes, graphs, charts etc.
- To interpret and report the qualitative findings (Published Research papers based on NVivo Analysis will be provided in this workshop)
- To shape the findings into models and relationships

Target Audience

MS/MPhil and PhD Scholars, Faculty Members, Professional Researchers from the various disciplines including Business Management, Social Sciences & Natural Sciences.

Resource Person

Dr. Rab Nawaz Lodhi is a Faculty Member at University of Engineering and Technology, (UET Lahore). He holds his Ph.D. Degree in Management Sciences from Bahria University Islamabad. He is also a certified international trainer of QSR NVivo 9/10 (Qualitative Research and Data Analysis). He has expertise in several quantitative and qualitative tools including NVivo, MaxQDA, Atlas-ti, Eviews, SPSS, STATA, AMOS, Smart PLS, MPlus, Endnote, etc and has trained almost 44 universities of MS/PhD scholars, Faculty Members, Professional researchers, and research institutes in Pakistan and outside Pakistan. Recently, he was invited to the University of South Florida, USA as a resource person to train Faculty Members of different universities of America and Canada in Qualitative Research and Data Analysis. Last year, he was invited by King Abdul Aziz University Saudi Arabia as a consultant for the Harvard University USA funded project to train their professors and project team members in mixed-method research designs and qualitative data analysis. He has more than 50 publications in International Journals and he is also the member of 36 international refereed journals.

Workshop Fees:

Rs.10,000/- each participant

Payment Mode:

a) Pay order in favor of IoBM.

b) Cash at IoBM’s accounts counter.

Note: The last date of registration is July 25, 2019

Contact at:
oric@iobm.edu.pk & farah.habib@iobm.edu.pk

or Call at 111-002-004 Ext: 730, 729