

**VIT<sup>®</sup>**  
**AP**

**ONE DAY WORKSHOP ON**  
**QUALITATIVE METHODS: APPROACHES AND**  
**TECHNIQUES IN MARKETING**  
**AND CONSUMER BEHAVIOUR RESEARCH**

**Date: 09.11.2019 (Saturday)**

**Time: 9.30am - 5pm**

Organized by



**VIT-AP School of Business (VSB)**

**VIT-AP University**

**Amaravathi, Andhra Pradesh**




## ABOUT VIT-AP

VIT-AP offers distinctive education through its undergraduate, post graduate and Ph.D programmes. The teaching learning process at the institute strives to prepare students for the future. Students are pro-actively involved in the process of applied learning with the help of experienced faculty who enable the students to channelize their talent and intellect to contribute effectively towards the development and sustainability of society. With an emphasis on innovation and applying technology to improve life.






## ABOUT VIT-AP SCHOOL OF BUSINESS (VSB)

The VIT-AP School of Business (VSB) is launched with the vision of preparing the future leaders of India to face the emerging crisis-opportunities. With management knowledge and leadership being integral parts of the modern age, VSB programs are designed to enhance leadership competencies, social and ecological sensitivity and systems thinking of the participants.

## ABOUT THE WORKSHOP

 This workshop will cover the qualitative techniques used in the market and consumer behaviour research. This specifically will help the research scholars, professionals and academicians working on mixed methods. The workshop aims to demonstrate techniques of qualitative data collection and analysis of unstructured data.

## TOPIC COVERED

-  Contribution of business anthropology in market and consumer behaviour research
-  Basic introduction to qualitative research: approaches, usage of qualitative research, advantages and disadvantages
-  Techniques in qualitative research: Overview of different qualitative techniques used for data collection and challenges in collecting sensitive data; Art of Recording field notes and data analysis
-  Techniques of doing research in business organizations
-  Ethnography in Digital spaces: Ethnography of Virtual worlds, Netnography and digital ethnography

## RESOURCE PERSON

### Dr. M. Romesh Singh

Professor and Head Department of Anthropology,  
University of Hyderabad

## ABOUT THE PERSON

M. Romesh Singh, is Professor and Head in the Department of Anthropology, University of Hyderabad. He has been teaching Business Anthropology in the department for the last one decade. He has research interest includes organization behavior and corporate culture studies. He has recently published book on “ Management Culture in India: An ethnographic study”. He was also a visiting scholar at Department of Anthropology, University of North Texas, Denton, United State for Raman Post-doctoral Fellowship. Recently was awarded University Chancellor Award for his excellent contributions to teaching and research at the University of Hyderabad.

## WHO CAN ATTEND ?

This workshop will benefit the research scholar/ NGO professionals/academicians members working on market research or social science research.

## METHODOLOGY

- ◆ Workshop will be highly interactive and experiential based. Both theoretical and practical sessions will be arranged so that the participants can understand, appreciate and they will be able to meaningfully interpret and analyse their own research.

## FEES

For Research Scholars/ PG students: **Rs. 250/-**

For Academicians/ Industry persons: **Rs. 500/-**

**Fees includes certificate, lunch and refreshments. Fees will not be refunded in case of cancellation**

## REGISTRATION DETAILS

- ◆ Registration is on a first-come first-serve basis.
- ◆ Spot registration is also available for cases with proper intimation.
- ◆ For online registrations, fill in the form given below.  
<http://vtop1.vitap.ac.in:8080/QAM/QMAinitial>

## FACULTY CO-ORDINATOR

### Dr. Madhulika Sahoo

Assistant Professor

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## VENUE

**Einstein Hall, First Floor**

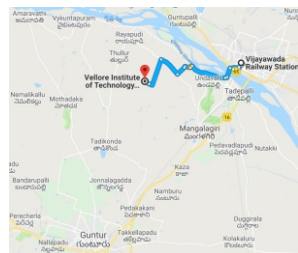
**Academic Block - I**

**VIT-AP University**

Near AP Secretariat

Amaravati - 522237

Andhra Pradesh



## HOW TO REACH VIT-AP CAMPUS?

Google Maps Keyword : **VIT AP CAMPUS**