



Dr. D.Y. Patil Pratishthan's

## **Padmashree Dr. D. Y. Patil Institute of Management Studies**

(Approved by AICTE, recognized by Govt. of Maharashtra and affiliated to University of Pune)

**Accredited By National Assessment and Accreditation Council (NAAC) with 'A' Grade**

Sector 29, Behind Akurdi Railway Station, Nigdi Pradhikaran, Pune -411044

Phone: 020 27654736, 27652794, Fax 020-27650229.

Web site: www.dypims.com, Email: mba@dypims.com



### **Report on Two-day Workshop on:**

### **'Qualitative and Quantitative Research, Software Applications and Thesis Writing'**

A two-day workshop on '**Qualitative and Quantitative Research, Software Applications and Thesis Writing**' was organized on 30<sup>th</sup> and 31<sup>st</sup> July 2016 by **DYPIMS** in association with **SPSS South Asia Pvt. Ltd., Bangalore**. This was a part of the activities of the Research Center and FDP Committee.

The workshop was organized to highlight the various aspects as well as strengths and weaknesses of both qualitative and quantitative researches. Researchers use the mixed method approach (a combination of both the methods) to avoid the weaknesses of both types of research. Using a combination of qualitative and quantitative data, a researcher can improve an evaluation by ensuring that the limitations of one type of data are balanced by the strengths of another. Most evaluations collect both quantitative data (numbers) and qualitative data (text, images, opinion, observations); however, it is important to plan in advance how these need to be combined. Once the data is collected, analysis of the data plays an important role. In order to do the appropriate data analysis, appropriate tests are to be used which are relevant to the research. Finally, the report writing should be correct to improve the quality of the research.

#### **The objective of the workshop was as follows:**

With an ever-increasing complexity of business, social operations and social problems, it has become a necessity to understand research methodology, research tools, data analysis and best ways of writing reports. For this, data analysis using contemporary statistical techniques is an absolute necessity for conducting management research for better decision-making.

The key objective of this workshop was to equip management & social researchers with qualitative and quantitative research and various statistical tools which are widely used in management and social science research. The workshop also provided insights on thesis writing.

The workshop was inaugurated by Dr. (Mrs.) Surya Ramdas; Director, DYPIMS on 30.07.16, at 9.30 a.m.

The first resource person of the workshop was Dr. Vasant Bang, (Director, DELTA-M Management R&D Lab, Pune). He conducted his session from 10 a.m. to 1.30 p.m. Dr. Bang spoke about Perspective building and philosophy of Qualitative Research in which he discussed the differences between Quantitative and Qualitative Research. He informed about qualitative research techniques in brief. He explained the significance of qualitative research and also mentioned that expertise in qualitative research methods and good interpersonal skills are required for good qualitative research. He enlightened the participants on how to collect the qualitative data and also discussed data collection methods for qualitative research. He also provided insights on how to write a quality research paper in reputed peer reviewed journals.

The second resource person of the workshop was Mr. Lalit Prasad (Assistant Professor, DYPIMS). He delivered a lecture on sample size calculation, sampling error, scaling and sample design on the first day from 3.00 p.m. to 4.00 p.m. On the second day he conducted a session on software applications in which he covered topics such as Introduction to SPSS Statistics, Data Handling, Data Preparation, Missing Value Analysis, Building & Editing Charts, and Creating & Editing Graph board Visualisations including SPSS Maps from 10.00 a.m. to 12.00 p.m. and factor analysis from 2.00 p.m. to 3.00 p.m.

The Third resource person of the workshop was Dr. Amod Markale (Director, IIMS, Pune). He conducted his session on 30.07.2016, from 4.00 p.m. to 6.00 p.m. He enlightened the participants on 'Thesis Writing' and discussed the dos and don'ts of Thesis Writing.

The fourth resource person of the workshop was Mr. Amitabh Patnaik (Assistant Professor, DYPIMS, Akurdi, Pune). He also enlightened the participants' on software applications and covered the topics as Descriptive Statistics, T-tests, ANOVA, Correlation and Regression Analysis. He conducted the sessions on 31.07.2016 from 12.00 p.m. to 1.00 p.m. and from 3.00 p.m. to 5.30 p.m.

The research institutes and scholars who participated in the workshop were Dr. D. Y. Patil School of Hotel Management, Chorholi; Indira College of Engineering and Management, Pune; AISSMS's MSIHMCT, Pune, Lotus Business School, Pune; Sinhgad Institute of Management, Pune; Rajarshi Shahu College of Engineering Pune; S. B. Patil Institute of Management, MIT, Pune; Dr. D. Y. Patil Institute of Management, Ambi and Indira Institute of Management, Pune. 12 participants were from other institutes and colleges, 5 research scholars of DYPIMS and 12 faculty members of DYPIMS.



Dr. Surya Ramdas (Director-DYPIMS) addressing the gathering



Dr. Vasant Bang, (Director, DELTA-M Management R&D Lab) while delivering a talk on Quantitative and Qualitative Research



Dr. Amod Markale (Director, IIMS, Pune) while delivering a talk Thesis Writing



Mr. Lalit Prasad (Assistant Professor, DYPIMS) while conducting a session on Quantitative Research



Mr. Amitabh Patnaik (Assistant Professor, DYPIMS) while conducting a practical session on Descriptive Statistics, T-tests, ANOVA, Correlation and Regression Analysis

Dr. (Mrs.) Surya Ramdas distributed the certificates to the participants and in the end Mrs. Harini Tripathi proposed a vote of thanks.