



## Mixed Methods Research Date: December 8-9, 2021

### Programme overview:

Learning about a research methodology which involves collecting, analysing and integrating quantitative (e.g., experiments, surveys) and qualitative (e.g., focus groups, interviews) research called as mixed method research. This research approach help in a better understanding of the research problem.

Mixed methods research is best suited when researcher wants to validate or corroborate the results obtained from other methods as well as when one wants to develop a theory about a phenomenon of interest and then test it.

### Objectives:

Using both quantitative and qualitative research in a single research context helps in gaining breadth and depth of understanding and corroboration, while offsetting the weaknesses inherent to using each approach by itself. In the program we will be studying

- A. When to use both the methodology, research design
- B. Various research design including, Triangulations, Embedded, Explanatory, Exploratory.
- C. Concurrent and sequential, Equal and unequal weight

### Contact details of the programme coordinator:

Prof. Dr Prashant Salwan  
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### Content:

- Research design,
- Quantitative research,
- Qualitative research,
- Mixed method design ,
- Sequential explanatory design,
- Concurrent triangulation design

### Faculty:

IIM Indore faculty members will handle sessions

### Target audience:

Faculties, PhD students, Masters Students.

### Delivery Mode:

The classes will be scheduled on an online platform. IIM Indore will provide requisite access to the online platform via a login account.

### E-certification:

Upon completion of the programme a certificate of participation will be issued by IIM Indore. The certificate will be sent by post to the participants address.

### HOW TO ENROLL

Applicant willing to participate in the programme shall enrol themselves by filling the online application form available on the website. Last date for submission of application is November 20, 2021. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

### PROGRAMME FEE PAYMENT

The programme fee Rs. 17,700/- (Rs. 15,000/- plus 18% GST) is to be paid by way of electronic fund transfer.

### For more details, please contact:

#### Prof. Sanjeev Tripathi

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