



Course Director's Report

10-Day Research Methodology Course

organised by

Dept. of Management & Business Administration

Aliah University

Sponsored by

Indian Council of Social Science Research (ICSSR)

New Delhi

13th to 22nd January, 2020

Venue: Dept. of Management & Business
Administration, Aliah University

1. Introduction

1.1 Title of the Course: 10-day Research Methodology Course

1.2 Duration, Dates and Place: 10 days,
13th January, 2020 to 22nd January,
2020
Dept. of Management and Business
Administration, Aliah University,
Kolkata, West Bengal, India

1.3 Purpose of the course:

The research environment in Social Science domain (covering areas such as Geography, Economics, Management & Business Administration, Statistics etc.) has changed rapidly with the introduction of technology and availability of data sources. The research has become predominantly data-driven. But, at the same time, researchers and supervisors find it quite difficult to refine, filter and assimilate data for analysis. Furthermore, the analysis provides them with broad spectrum results which are also difficult to interpret. In qualitative research, thus far, the approach has been quite subjective in nature as a result of which the output is difficult to perceive, interpret and generalize. Qualitative data analysis, now, has been upscaled with appropriate packages that makes the data interpretable. It has also been found that the research scholars and supervisors fail to conceive a proper research design which is the foundation of a sound research programme. The research design should be absolutely precise and should accommodate appropriate methods and methodologies. Since the domain of Social Science addresses to a broad perspective the very essence of research design, data collection, data analysis and interpretation becomes absolutely critical. Advanced analysis techniques in quantitative research programme namely Multi Dimensional Scaling, Interdependence techniques etc. are being used to

develop predictive models. Software packages namely SPSS and its extensions namely AMOS assists to prepare predictive and structural models. For supervisors in the field of Management & Business Administration, who are also engaged in consultancy work, advanced level analytics using SPSS becomes all the more imperative. In the field of qualitative data analysis too, software packages namely NVivo, MAXqda, Atlas.ti, CATPACK etc. have been introduced which enables a vivid content analysis and provides an objectified interpretation. Considering the changing and availability of advanced tools and techniques in conducting research in Social Science, the proposed programme on research methodology justifies the requirement of the young teachers and the research scholars to understand the critical and key issues in conducting advanced level quantitative and qualitative research work. The participants will be able to frame appropriate research design. This programme will expose the participants to the fundamental issues in research design and use of advanced analytics. The participating young teachers will be benefitted by getting adequate insight into the peripherals of research programme and may emerge as better supervisors. The participating research scholars shall be able to understand the basic requirements to conduct a purposeful research. The decision-making process needs to be more precise and less erroneous and hence the programme is justified to provide the participants with insights into good analytical technique and proper interpretation.

The core objective of the workshop was to equip the supervisors and the research scholars with set of skills and potentiality to undertake the research very effectively in the disciplines of social science and to turn completed research into publishable material of high quality in the form of articles, journals and books. This programme is designed to offer the practical guidelines and direct the supervisors and researchers through all

the stages of research from identifying a research problem to the submission of a dissertation, report writing and research article. The course intends to deal with variety of quantitative and qualitative research methods used in social science researches. It also gives exposure to data analysis with the help of software packages.

1.4 Focus of the course

The 10-Day Research Methodology Course primarily focused on **Qualitative Research Approaches**. Additionally, it also addressed some of the critical issues of Quantitative Research Methods too. The Qualitative Research Methods were covered in sessions which dealt with:

- [a] Grounded theory
- [b] Participatory Rural Appraisal
- [c] Ethnographic Study
- [d] Case Study approach
- [e] Applications of Focus Group
- [f] Qualitative Research Design
- [g] Sampling in Qualitative Study
- [h] Culture & Diaspora in Qualitative Study
- [i] Data collection for Qualitative Study
- [j] Qualitative Data Analysis
- [k] Qualitative Data Analysis Software
 - [i] Atlas.ti
 - [ii] QDAMiner Lite

The Quantitative Research Approaches primarily focused on:

- [a] Sampling and hypothesis formulation
- [b] Data analysis
 - [i] Bivariate

- [ii] Multivariate
- [c] Use of Data analysis software
- [i] IBM SPSS
- [ii] IBM AMOS
- [iii] IBM SPSS Modeler
- [iv] Jamovi

2. Selection of Participants/ Resource Persons

2.1 Advertisement

Business Standard 07-12-19 **ECONOMY 5**

Irdai to standardise insurance norms for houses and shops

NAMRATA ACHARYA
Hyderabad, 6 December

The Insurance Regulatory and Development Authority of India (Irdai) is coming out with standard guidelines for products aimed exclusively at units like 'dwelling houses' and small commercial establishments.

Currently, there is no standardisation of insurance cover for units like small shops and houses. These units, however, can be covered under fire and allied perils insurance, which are mostly aimed at bigger units.

Irdai is expected to come out with norms in the next few months, said a source close to the development. Standardisation would entail affordable insurance products to help cope with risks and recover from common ailments while adhering to certain levels of cover, premium and benefit standards.

In the last few years, the need for such standardisation was accentuated by increasing loss of small houses and commercial establishments due to natural calamities.

In May, Irdai had come up with an exposure draft revisiting the product structure for dwellings, offices, hotels, shops and micro, small and medium enterprises (MSME) against fire and allied perils. It constituted a working group to look into the specific needs of the segment. The working group made various recommendations, which it was decided to work on the product and draw up the proposed policy wordings. These include the terms and conditions in plain language, keeping the target groups in mind. The group also recom-

SUGGESTIONS

- All perils that can affect a segment should be covered in the base product
- GI Council or IB likely to create a database of cost
- Tenure of policies up to 5 years
- Call for doing away with upfront discount

Some other recommendations of the group included insurance of houses in multi-storied apartments on the total saleable price of the apartment based on 'ready reckoner' rates published by each state government. It also recommended restricting tenure of the dwelling structure policies to five years.

It also talked about doing away with upfront discount and providing in-built sum insured auto-escalation at the rate of 10 per cent per annum.

India continues to see one of the lowest insurance penetration rates at 3.69 per cent, according to the annual report by IRDAI.

The penetration for non-life insurance sector in the country was 3.69 per cent in 2017.

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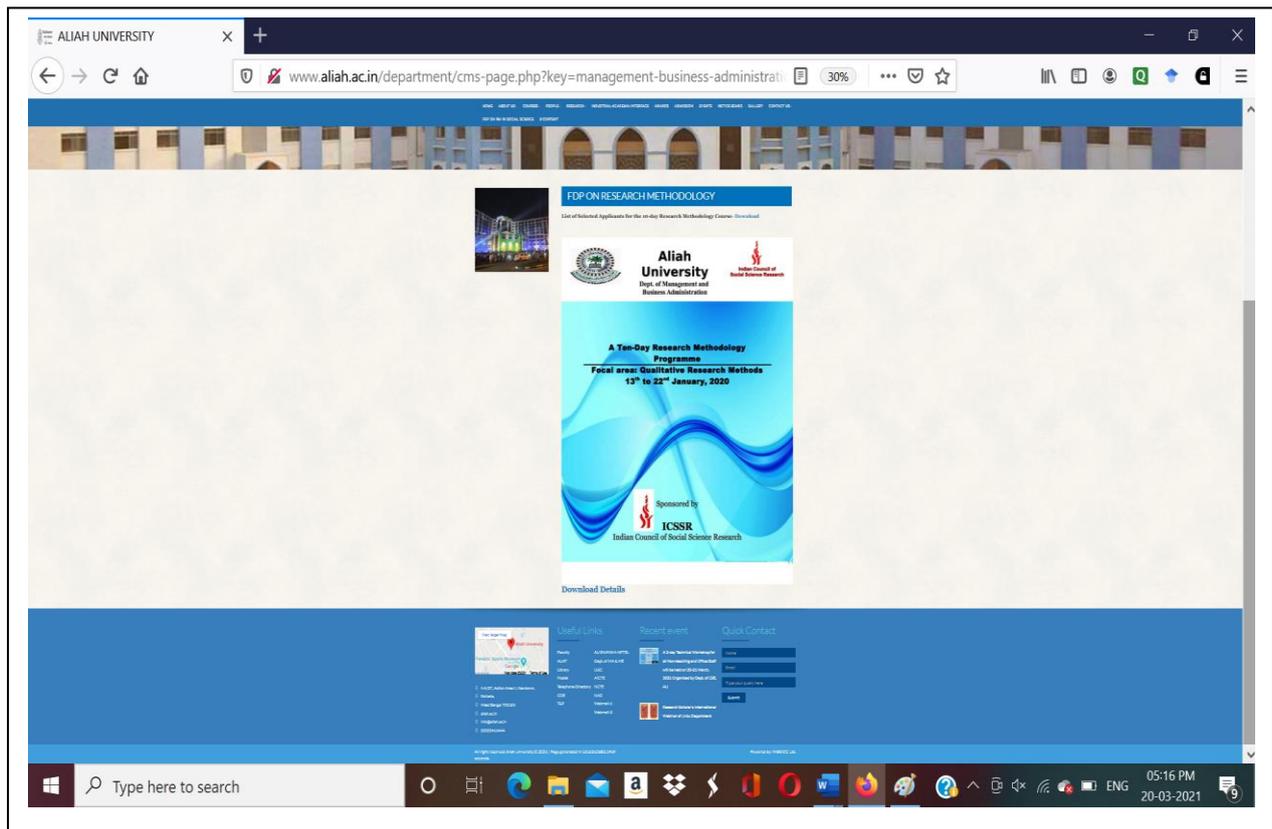
The penetration for non-life insurance sector in the country was 3.69 per cent in 2017.

E-TENDER NOTICE
Two nos. e-Tender (Tender ID: 2019_PHE.D.258167 1 & 2019_PHE.D.258167 2) invited by the undersigned (Sd/ Submission closing date 20.12.2019, 11:00 A.M. For details visit www.wbtenders.gov.in.
Sd/ Executive Engineer, N-34 Post, W.S. (P), P.H.E. Dist.

Aliah University
New Town Campus, Action Area-II, Kolkata-700160
Advt. No. AU/MBA/POP_RM-04/20 Date: 06.12.2019
The Dept. of Management and Business Administration is going to conduct a Ten-Day POP on Research Methodology focusing on Qualitative Research Methods in Social Science from 13th to 22nd January, 2020. Applications are invited from Faculty members/ Post-doctoral Fellows/ M.Phil/ Ph.D. scholars in Social Science discipline. For details, please visit: https://aliah.ac.in/department/oms-page.php?key=management-business-administration&page_key=pop-research-methodology
Sd/ Registrar (Acting)

GOVERNMENT OF INDIA

In Major Daily



Advertisement in University Website

2.2 Date and Place of Advertisement

Date: 07/12/2019

Place: (a) The Economic Times
(b) Anandabazar Patrika

Date: From 05/12/2029

Place: University Website (http://www.aliah.ac.in/department/cms-page.php?key=management-business-administration&page_key=fdp-on-research-methodology)

2.3 Number of Application received and Approved:

Number of Application received: 67

Number of Application approved: 32

2.4 Criteria of Selection

Criteria-1: Date of next promotion

Criteria-2: State of domicile

Criteria-3: District origin (in case of participants from West Bengal)

Criteria-4: Gender

2.5 Composition of Selection Committee

A five-member Selection Committee was formed comprising of the following members:

- a) Dr. Kaushik Kundu, Head, Dept. of Management & Business Administration, Aliah University
- b) Dr. Arup Kumar Bakshi, Associate Professor, Dept. of Management & Business Administration, Aliah University and Course Director, 10-day RMC
- c) Dr. Parveen Ahmed Alam, Associate Professor, Dept. of Management & Business Administration, Aliah University and Course Director, 10-day RMC
- d) Dr. Furquan Uddin, Assistant Professor, Dept. of Management & Business Administration, Aliah University and Course Director, 10-day RMC
- e) Dr. Samiran Sur, Assistant Professor, Dept. of Management & Business Administration, Aliah University and Course Director, 10-day RMC

2.6 Number of local applications received and selected**

Number of Application received: 41

Number of Application selected: 15

2.7 Number of state applications received and selected

Number of Application received: 15

Number of Application selected: 11

2.8 Number of outside state applications received and selected

Number of Application received: 08

Number of Application selected: 06

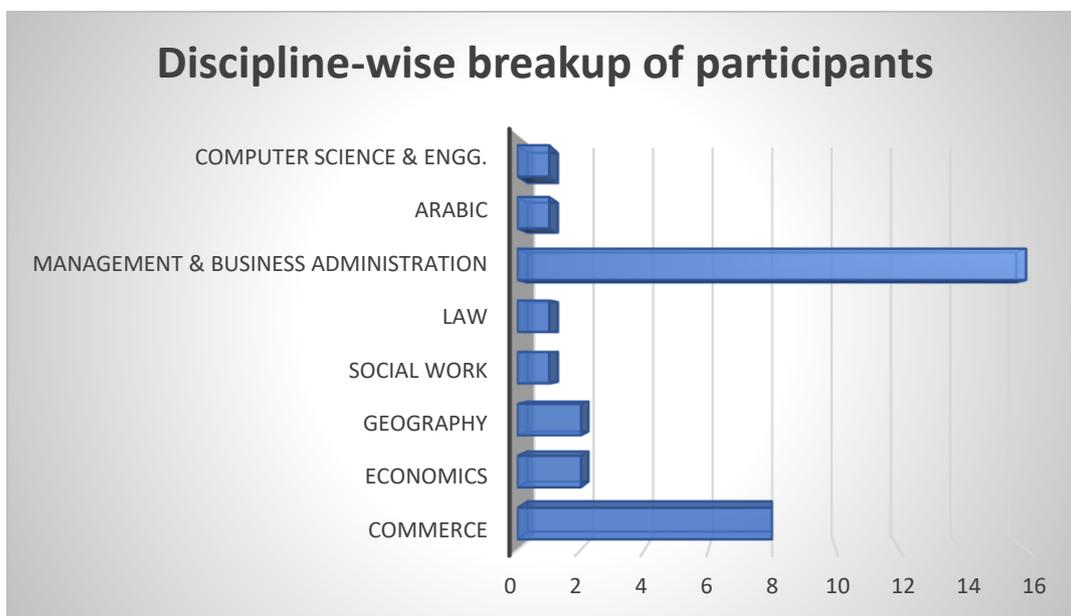
**** Some faculty members from the Dept. of Management and Business Administration and other departments of Aliah University were selected to undertake the RMC. No additional cost was incurred due to this inclusion as the internal faculty members were not paid any travelling (conveyance) allowance.**

2.9 Discipline-wise breakup of selected participants

Sl. No.	Participants	Designation and Affiliation	Discipline Represented
1	Parimalendu Bandopadhyay	Asst. Professor, Kazi Nazrul University, Asansol	Commerce
2	Subhas Ray Choudhuri	Assistant Professor, Anandamohan College, Kolkata	Commerce
3	Jonayed Roushan Mondal	Faculty Member, Sikkim University	Geography
4	Debasish Biswas	Asst. Professor, Ramnagar College	Commerce
5	Lalit Kumar Joshi	Asst. Professor, Kazi Nazrul University, Asansol	Commerce
6	Rashmi Jha	Research Scholar, Visva-Bharati	Social Work
7	Mustak Ahmed	Asst. Professor, IMS Kolkata	Management
8	Bappaditya Biswas	Asst. Professor, Calcutta University,	Commerce
9	Arvind Nath Tripathi	Research Assistant, Damodaram Sanjivayya National Law University, Vishakhapatnam	Law
10	Abhik Kumar Mukherjee	Asst. Professor, Burdwan University	Business Administration
11	Ahmed Hussain	Asst. Professor, Dept. of Commerce, Raiganj University	Commerce
12	Sahira Eram	Faculty, Dept. of Commerce, Umesh Chandra College, Kolkata	Management
13	Homera Ashraf	Faculty, Dept. of Commerce, Umesh Chandra College, Kolkata	Commerce
14	Zainab Khan	Faculty, Dept. of Commerce, Umesh Chandra College, Kolkata	Commerce
15	Brototi Bhattacharyya	Asst. Professor, HRDC, Burdwan University	Economics
16	Nasir Ahmed	Ph.D. Scholar, Jamia Millia Islamia	Geography
17	Monizah Parvez	Ph.D. Scholar, Jamia Millia Islamia	Management
18	Melisha Khatun	Asst. Professor, Dept. of Economics, Aliah University	Economics

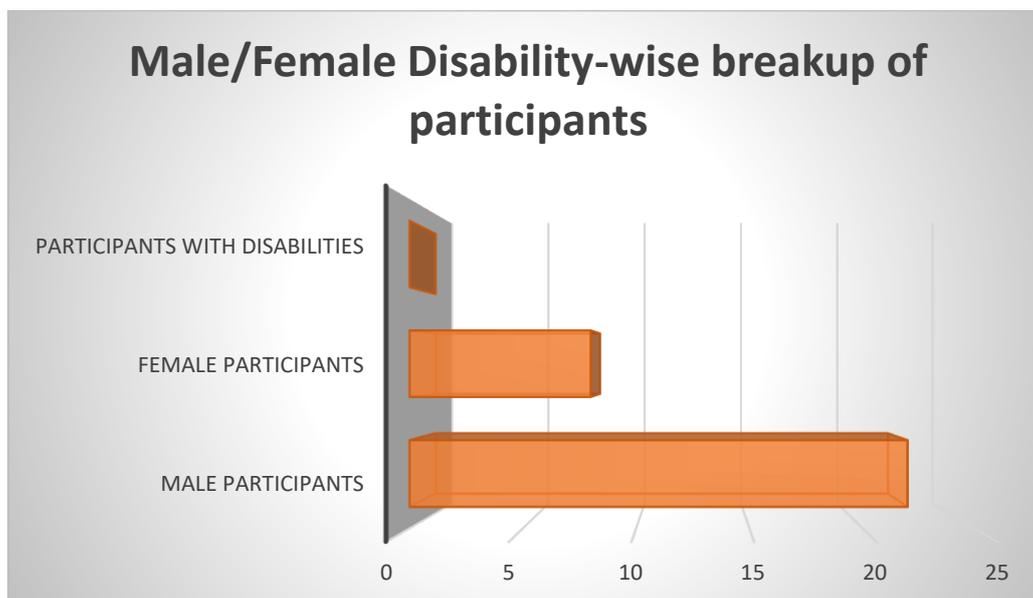
19	Saidur Rahman	Asst. Professor, Dept. of Arabic, Aliah University	Arabic
20	Shashi Mishra	Asst. Professor, Dept. of Economics, Aliah University	Economics
21	Abhisek Das	Asst. Professor, Dept. of Computer Science & Engg., Aliah University	Computer Science & Engg.
22	Mirza Mabood Ali Beg	Asst. Professor, Management & Business Administration., Aliah University	Management & Business Administration
23	Abdul Motin Ostagar	Asst. Professor, Management & Business Administration., Aliah University	Management & Business Administration
24	Asraful Islam	Asst. Professor, Management & Business Administration., Aliah University	Management & Business Administration
25	Adnan Ahmed Siddiqui	Asst. Professor, Management & Business Administration., Aliah University	Management & Business Administration
26	Nasreen Nasar	Asst. Professor, Management & Business Administration., Aliah University	Management & Business Administration
27	Zarnigah Parvez	Asst. Professor, Management & Business Administration., Aliah University	Management & Business Administration
28	Furquan Uddin	Asst. Professor, Management & Business Administration., Aliah University	Management & Business Administration
29	Parveen Ahmed Alam	Associate Professor, Management & Business Administration., Aliah University	Management & Business Administration
30	Kaushik Kundu	Associate Professor, Management & Business Administration., Aliah University	Management & Business Administration
31	Rasheed K.	Assistant Professor, Management & Business Administration., Aliah University	Management & Business Administration
32	Nasir Ahmed	Research Scholar, Aliah University	Mechanical Engg.

Commerce	Economics	Geography	Social Work	Law	Management & Business Administration	Arabic	Computer Science & Engg.
8	2	2	1	1	16	1	1



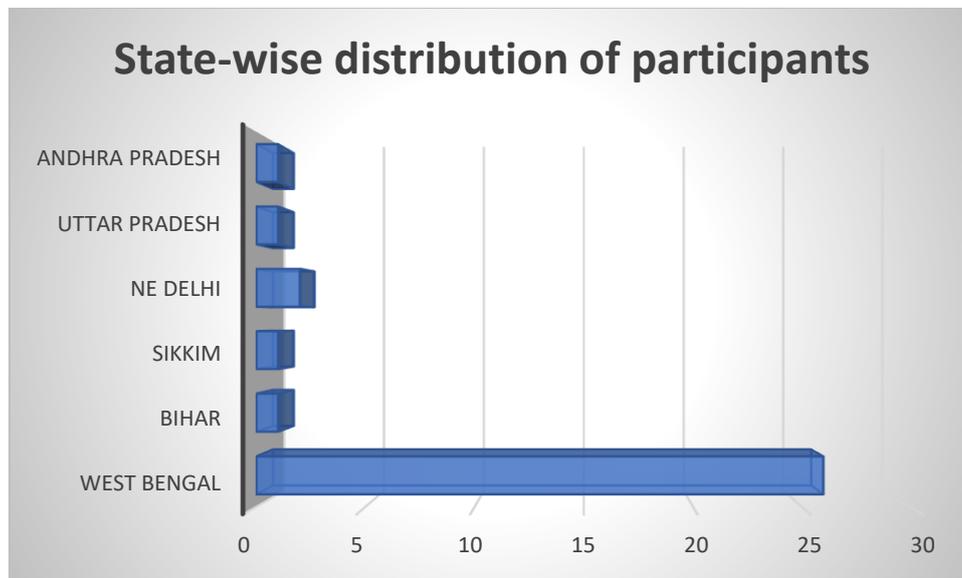
2.10 Male/Female/Disability wise breakup of participants

Male Participants	Female Participants	Participants with disabilities
23	9	0

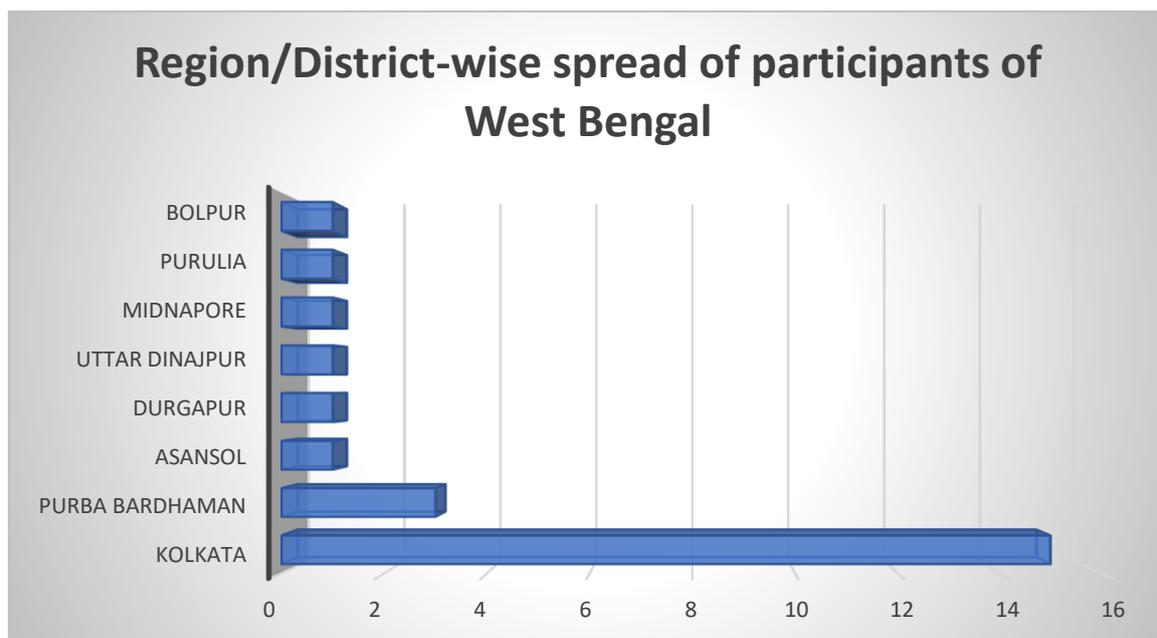


2.11 Regional or state-wise distribution of the applicants in tabular format

West Bengal	Bihar	Sikkim	New Delhi	Uttar Pradesh	Andhra Pradesh
26	1	1	2	1	1



Kolkata	Purba Bardhaman	Asansol	Durgapur	Uttar Dinajpur	Midnapore	Purulia	Bolpur	Hooghly
15	3	1	1	1	1	1	1	2



2.12 Selection of Resource Persons

A five-member Selection Committee was formed comprising of the following members for the selection of Resource Persons:

- a) Dr. Kaushik Kundu, Head, Dept. of Management & Business Administration, Aliah University
- b) Dr. Arup Kumar Bakshi, Associate Professor, Dept. of Management & Business Administration, Aliah University and Course Director, 10-day RMC
- c) Dr. Parveen Ahmed Alam, Associate Professor, Dept. of Management & Business Administration, Aliah University and Course Director, 10-day RMC
- d) Prof. Bivraj Bhusan Parida, Professor, Dept. of Tourism Management, The University of Burdwan, West Bengal (External Expert)
- e) Prof. Isita Lahiri, Professor, Dept. of Business Administration, Kalyani University, West Bengal (External Expert)
- f) Prof. Amit Hazra, Professor and Head, Life Long Learning, Palli Samgathana Vibhaga, Visva-Bharati (External Expert)

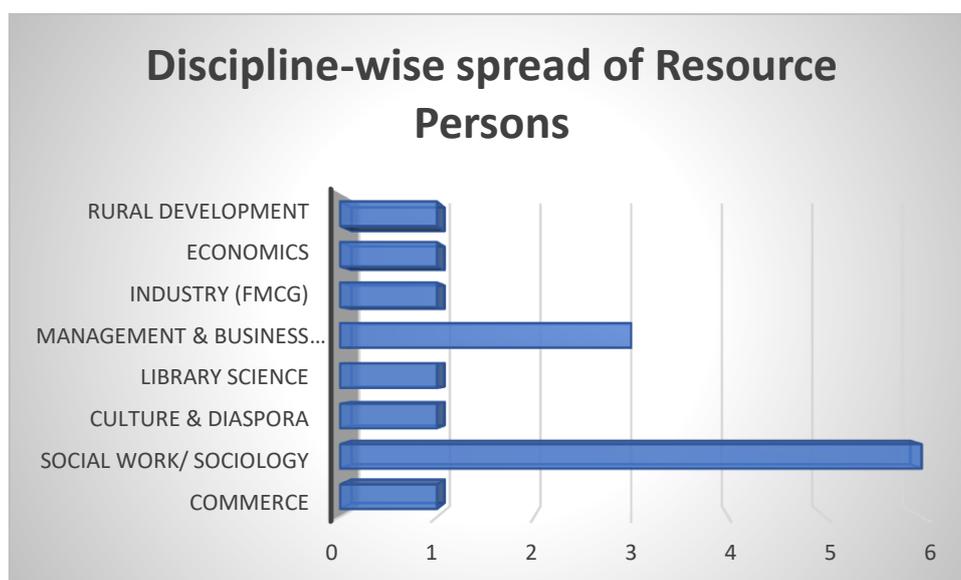
Additionally, the support, advice and help of ICSSR, New Delhi was always there in identifying Resource Persons. An initial pool of 25 Resource Persons were finalised. However, based on their availability etc. the following list was finalised:

Sl. No.	Resource Person	Designation and Affiliation
1	SUDIPTI BANERJEA	Former Professor, Calcutta University
2	KAUSHIK KUNDU	Associate Professor, Aliah University
3	PARAMITA ROY	Associate Professor, Visva-Bharati University
4	AMIT KUMAR HAZRA	Professor, Visva-Bharati University
5	JAYANTA CHOUDHURY	Professor, NIRD&PR, Guwahati, Assam

6	ANTARA RAY	Asst. Professor, Presidency University
7	PARTHASARATHI MUKHOPADHYAY	Professor, Kalyani University
8	YATINDRA SINGH SISODIA	Director & Professor M. P. ISSR, Ujjain, Madhya Pradesh
9	ANIRBAN SARKAR	Asst. Professor, West Bengal State University
10	G. RAVINDRAN	Professor, Madras University
11	PURBA CHATTOPADHYAY	Asst. Professor, Calcutta University
12	GAUTAM BANDYOPADHYAY	Associate Professor, NIT, Durgapur
13	BISWAJIT GHOSH	Professor, Burdwan University
14	DEV NARAYAN SARKAR	Director, Pepsico, Eastern Region
15	PIYALI SUR	Associate Professor, Jadavpur University

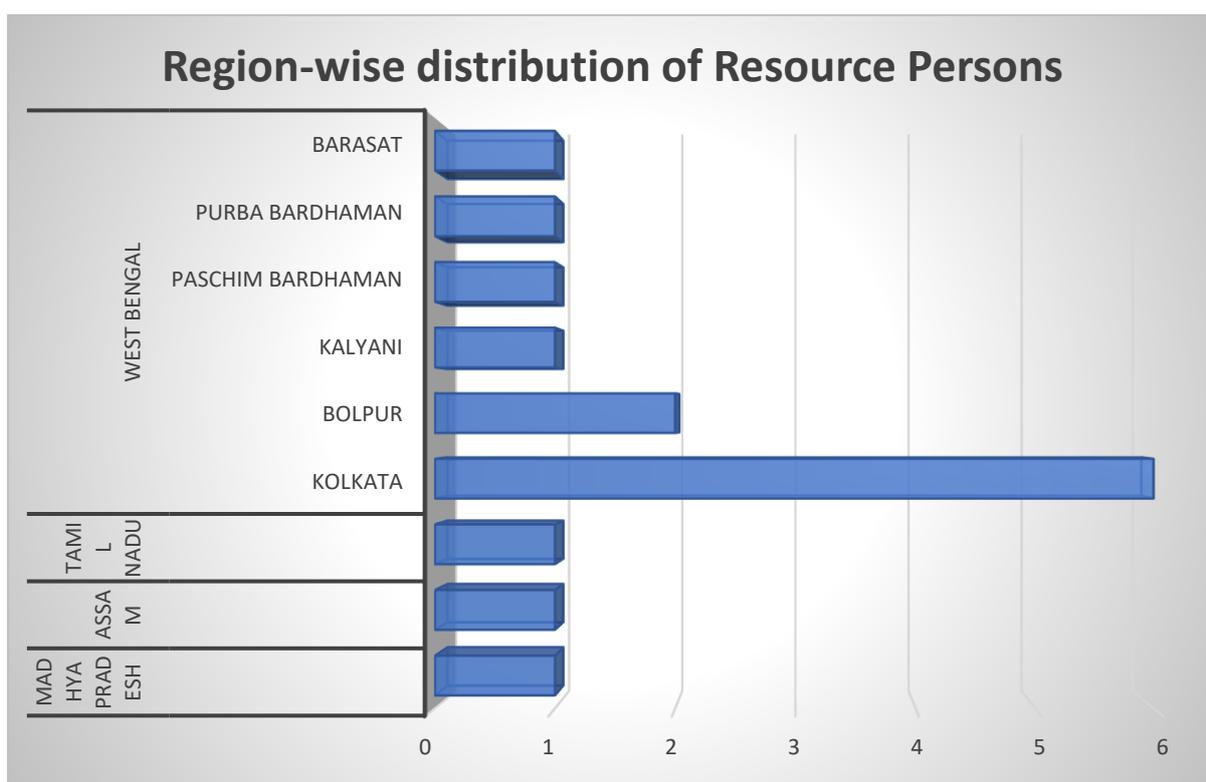
2.13 Regional and discipline wise representation of Resource Persons.

Commer ce	Social Work/ Sociology	Culture & Diaspora	Librar y Science	Managem ent & Business Administration	Indust ry (FMC G)	Economi cs	Rural Developm ent
1	6	1	1	3	1	1	1



Region-wise distribution of Resource Persons

Madhya Pradesh	Assam	Tamil Nadu	West Bengal					
			Kolkata	Bolpur	Kalyani	Paschim Bardhaman	Purba Bardhaman	Barasat
1	1	1	6	2	1	1	1	1



3. The Course Content and the Faculty

(3.1) A brief outline of the course content

WEEK-1		
Sl. No.	Course Content Outline	Faculty
1	<p>[A] Research Overview</p> <p>(a) Basic tenets of qualitative research and quantitative research.</p> <p>(b) Overview of Research in Social Science: Qualitative Perspective</p>	Prof. Sudipti Banerjea

2	<p>[B] Background Research and Research Design</p> <p>Theory Sessions:</p> <ul style="list-style-type: none"> (a) Review of Literature in the context of Qualitative Research (b) Identification of variables, fixation of objectives and framing research questions (c) Qualitative Research Design and Methods (d) Qualitative Study by Literature Review: Use of Categorical Principal Component Analysis <p>Laboratory/ Hands-on Sessions:</p> <ul style="list-style-type: none"> (a) Literature Review with Atlas.ti: Coding, Memoing, Networks, Theme development, Variable identification, Gap analysis, Embedding Smart Referencing Tools, Use of Google Scholar, BASE and other Open Source Resources to search Literature. (b) Literature analysis and Content Summarization technique using Scholarcy application (c) CATPCA using IBM SPSS 	<p>Dr. Paramita Roy Dr. Kaushik Kundu Dr. Arup Kumar Baksi</p>
3	<p>[C] Field Research</p> <ul style="list-style-type: none"> (a) Fundamentals of Field Research and its evolution (b) Field Research techniques (c) Research Tools: Ethnography, PRA/ PLA Approach, Action Research (d) Grounded Theory: Design (e) Alternative Qualitative Research Methods, (f) Culture and Diasporic Methods 	<p>Prof. Amit Hazra Prof. G. Ravindran Dr. Piyali Sur</p>
4	<p>[D] Case Study and Observation Methods</p> <p>Theory Sessions:</p> <ul style="list-style-type: none"> (a) Concept of observation, its advantages and disadvantages; (b) Types of observation; field observation – participant and non-participant observation; collection of genealogies; structured and unstructured observation; Concepts of case, case study, case study method, case approach; (c) Types of case study. 	<p>Prof. Amit Hazra Prof. Jayanta Chowdhuri</p>

	Laboratory/ Hands-on Sessions: Analysis of Case Study using Atlas.ti	
5	[E] Interview Methods Theoretical Sessions: (a) Fundamentals of Interview methods (b) Focus Group Interview – Conduct & Analysis (c) Triangulation of Research Laboratory/ Hands-on Sessions: (a) Analysis of FGI using Atlas.ti	Prof. Jayanta Chowdhuri Prof. Biswajit Ghosh
6	[F] Sampling & Scaling (a) Sampling Technique in Qualitative Research (b) Sampling Techniques in Quantitative Research (c) Scaling techniques	Dr. Antara Roy
7	Qualitative Data Analysis Theoretical Sessions: (a) Qualitative Data Analysis, Data Visualization and Content Aggregation Laboratory/ Hands-on Sessions: (a) Qualitative Data Analysis, Data Visualization and Content Aggregation with Atlas.ti (b) Qualitative Data Analysis and Data Visualization with MAX Qda and QDA Miner Lite (c) Non Parametric Tests for Qualitative Research using R (d) Using SPSS for Qualitative Data Analysis	Dr. Dev Narayan Sarkar Dr. Anirban Sarkar Prof. Gautam Bandopadhyay Dr. Purba Chattopadhyay
WEEK-2		
Sl. No.	Course Content Outline	
8	[A] Academic Writing (a) Writing for Journal (b) Preparing Research Proposal,	Prof. Yatindra Singh Sisodia

	(c) Designing of Research Report & Language of Research (d) Issues of Plagiarism	
9	[B] Use of Open Resources and Smart Referencing Tools (a) Scholarly Communication Process (e-Library Training): The Open Way	Prof. Parthasarathi Mukhopadhyay
10	[C] Paper Clinic The Paper Clinic was organised over three sessions (two days). Each participant was given a task to prepare a demo paper. The papers were presented by each participant with Powerpoint Slides and were open for discussions.	Dr. Arup Kumar Baksi Dr. Kaushik Kundu
11	[D] Field Visit A short field visit to conduct: (a) A retail audit (b) Behavioural pattern observation	

(3.2) Name of the resource person

Sl. No.	Resource Person	Designation and Affiliation
1	SUDIPTI BANERJEA	Former Professor, Calcutta University
2	KAUSHIK KUNDU	Associate Professor, Aliah University
3	PARAMITA ROY	Associate Professor, Visva-Bharati University
4	AMIT KUMAR HAZRA	Professor, Visva-Bharati University
5	JAYANTA CHOUDHURY	Professor, NIRD&PR, Guwahati, Assam
6	ANTARA RAY	Asst. Professor, Presidency University
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8	YATINDRA SINGH SISODIA	Director & Professor M. P. ISSR, Ujjain, Madhya Pradesh

9	ANIRBAN SARKAR	Asst. Professor, West Bengal State University
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12	GAUTAM BANDYOPADHYAY	Associate Professor, NIT, Durgapur
13	BISWAJIT GHOSH	Professor, Burdwan University
14	DEV NARAYAN SARKAR	Director, Pepsico, Eastern Region
15	PIYALI SUR	Associate Professor, Jadavpur University

(3.3) Topic, date and time of his/her lecture

Sl. No.	Resource Person	Topic	Date & Time of deliberation
1	SUDIPTI BANERJEA	Overview of Research in Social Science: Qualitative Perspective	13/01/2020 11:00 PM-2:00 PM (2 sessions)
2	PARAMITA ROY	Qualitative Research Design and Methods	14/01/2021 10:30 AM – 1:30 PM (2 sessions)
3	AMIT KUMAR HAZRA	Research Tools: Ethnography, PRA/PLA Approach, Action Research	14/01/2021 2:00 PM – 5:00 PM (2 sessions)
4	JAYANTA CHOUDHURY	Analysis of Case Study and Interpretation of Results	15/01/2021 10:30 AM – 1:30 PM (2 sessions)
5	KAUSHIK KUNDU	Qualitative Study by Literature Review: Use of CATPCA	15/01/2021 2:00 PM – 4:00 PM (2 sessions)
6	ANTARA RAY	Sampling Technique in Qualitative Research	16/01/2021 10:30 AM – 1:30 PM (2 sessions)
7	PIYALI SUR	Grounded Theory: Design	16/01/2021 2:00 PM – 5:00 PM (2 sessions)
8	YATINDRA SINGH SISODIA	Preparing Research Proposal, Designing of	17/01/2021 10:30 AM – 1:30 PM (2 sessions)

		Research Report & Language of Research	
9	PARTHASARATHI MUKHOPADHYAY	Scholarly Communication Process (e-Library Training): The Open Way	17/01/2021 2:00 PM – 4:00 PM (2 sessions)
10	G. RAVINDRAN	Alternative Qualitative Research Methods, Culture and Diasporic Methods	18/01/2021 10:30 AM – 1:30 PM (2 sessions)
11	GAUTAM BANDYOPADHYAY	Non Parametric Tests for Qualitative Research using R	19/01/2021 10:30 AM – 1:30 PM (2 sessions)
12	PURBA CHATTOPADHYAY	Qualitative Data Analysis, Data Visualization and Content Aggregation	19/01/2021 2:00 PM – 5:00 PM (2 sessions)
13	BISWAJIT GHOSH	Focus Group Discussion & Triangulation Of Research	20/01/2021 10:30 AM – 1:30 PM (2 sessions)
14	DEV NARAYAN SARKAR	Qualitative Data Analysis using MaxQda	20/01/2021 2:00 PM – 5:00 PM (2 sessions)
15	ANIRBAN SARKAR	Using SPSS for Qualitative Data Analysis	21/01/2021 10:30 AM – 1:30 PM (2 sessions)

(3.4) Case studies/research papers discussed

Papers & Case Studies Discussed:

- [1] Bluhm, D., Harman, W., Lee, T. W., & Mitchell, T. R. (2011). Qualitative research in management: A decade of progress. *Journal of Management Studies*, 48(8), 1866-1891. <https://doi.org/10.1111/j.1467-6486.2010.00972.x>
- [2] Lewis-Pierre, L., Kovacich, J., & Amankwaa, L. (2017). The application of grounded theory: An example from nursing workforce research. *The Qualitative Report*, 22(5), 1269.
- [3] Aponte, L. G. (2011). *A grounded theory approach to studying strategic planning in higher education: a qualitative research methodology utilizing the literature review and interview* (Doctoral dissertation, University of Toledo).
- [4] MacDonald, S. V. (2007). *Struggling with Race: A Grounded Theory Study of the Developing of Awareness of Racism*.
- [5] Holmes, S. M. (2006). An ethnographic study of the social context of migrant health in the United States. *PLoS Med*, 3(10), e448.

- [6] Crawford, K. M. (2016). Developing the Whole Teacher: A Phenomenological Case Study of Student Teachers' Emotional Experiences in One Teacher Education Program.
- [7] Henry, A., Casserly, A., Coady, M., & Marshall, H. (2008). A phenomenological case study exploring different perspectives on inclusion within one post-primary school in the north west of Ireland. *Sligo, Ireland: St. Angela's College and NUI Galway*.
- [8] Sutton, D. J., Hocking, C. S., & Smythe, L. A. (2012). A phenomenological study of occupational engagement in recovery from mental illness. *Canadian Journal of Occupational Therapy, 79*(3), 142-150.
- [9] Sarkar, D. N., & Kundu, K. (2018). The overlap spaces of alternative economy and subaltern businesses: a study of emigrant peddlers. *Journal of Economic Structures, 7*(1), 1-24.
- [10] Hwang, S. (2008). Utilizing qualitative data analysis software: A review of Atlas.ti. *Social Science Computer Review, 26*(4), 519-527.
- [11] Verd, J. M., & Porcel, S. (2012, May). An application of qualitative Geographic Information Systems (GIS) in the field of urban sociology using ATLAS.ti: Uses and reflections. In *Forum Qualitative Sozialforschung/Forum: Qualitative Social Research* (Vol. 13, No. 2).
- [12] Baksi, A. K. (2020). Understanding Responsible Tourism Perception By Mining Twitter Data: A Sentiment Analysis Approach. *Journal of Tourism, 21*(1), 29.
- [13] Baksi, A. K. (2020). Identifying Destination Branding Using Twitter Data. *SCMS Journal of Indian Management, 17*(2), 70-81.
- [14] Sarkar, D. N., & Kundu, K. (2020). Conceptual Expansion and Approaches to the Concept of Alternative Economy. *Global Journal of Emerging Market Economies, 12*(3), 257-282.
- [15] Sarkar, D. N., & Kundu, K. (2016). The economic and social importance of unorganized retailers in rural India. *Journal of Rural Studies, 43*, 159-172.
- [16] Fisher, C. F. (1972). The Use and Effectiveness of the Case Study Method in the Inservice Training of College and University Administrators.
- [17] Benjamin, W. (2008). *The work of art in the age of mechanical reproduction*. Penguin UK.
- [18] Hall, S., & Jefferson, T. (Eds.). (1993). *Resistance through rituals: Youth subcultures in post-war Britain* (Vol. 7). Psychology Press.

(3.5) Data sources/ library sources discussed

Data Sources discussed:

- [A] Google Scholar
- [B] Proquest
- [C] Capitaline
- [D] Ebsco
- [E] Google Public Data Platform (Open Source)
- [F] Wizdom.ai
- [G] BASE
- [H] Unpaywall

Library sources discussed:

- [A] National Digital Library of India
- [B] Sodhganga
- [C] Inflibnet
- [D] DOAJ
- [E] DOAR

(3.6) Analytical tools discussed

Hands-on practice of IBM-SPSS, IBM-SPSS Modeler, Atlas.ti and Jamovi were done. While, IBM-SPSS, Modeler & AMOS were used to depict quantitative and categorical analysis, Atlas.ti was exclusively used for qualitative analysis. Further QDAMiner Lite was used for Content analysis. Jamovi was used for Multivariate analysis.

A brief introduction to R was made with basic demonstrations to use R in qualitative data analysis.

(3.7) Outcome of the course

On completion of the 10-day RMC, the participants would be able to:

- [A] design qualitative research
- [B] execute sampling techniques for qualitative research
- [C] execute coding and memoing using QDAS
- [D] adopt PRA/ PLA techniques for rural research settings
- [E] use data visualization tools for qualitative data inputs
- [F] stream-in social network and e-commerce data for in-depth analysis and interpretation
- [G] execute ethnographic methods and embed culture & diaspora
- [H] search database and use open-source platforms and resources

(3.8) The detailed time-table.

As Annexure



Department of Management and Business Administration,
Aliah University Programme Schedule for 10-day Faculty Development Programme on Research Methodology

Registration: 10:00 am to 10: 30 am

Date	Day	10.30 am-12.00 pm	12.00 pm - 1.30pm	1.30pm-2.00pm	2.00 pm -5.00 pm
13/01/2020	Monday	Inauguration (10:30 am – 11:00 am) Overview of Research in Social Science: Qualitative Perspective (Prof. Sudipti Banerjea)		Lunch	Review of Literature in the context of Qualitative Research Identification of variables and Research gaps using Atlas.ti (Dr. Arup Kumar Baksi)
14/01/2020	Tuesday	Qualitative Research Design and Methods (Prof. Paramita Roy)		Lunch	Research Tools: Ethnography, PRA/ PLA Approach, Action Research (Prof. Amit Hazra)
15/01/2020	Wednesday	Analysis of Case Study & Observations and Interpretation of Results (Prof. Jayanta Choudhury)		Lunch	Qualitative Study by Literature Review: Use of CATPCA (Dr. Kaushik Kundu)
16/01/2020	Thursday	Sampling Technique in Qualitative Research (Dr. Antara Ray)		Lunch	Grounded Theory: Design (Prof. Piyali Sur)
17/01/2020	Friday	Preparing Research Proposal, Designing of Research Report & Language of Research (Prof. Yatindra Singh Sisodia)		Lunch	Scholarly Communication Process (e-Library Training): The Open Way (Prof. Partha Sarathi Mukhopadhyay)
18/01/2020	Saturday	Alternative Qualitative Research Methods: Culture and Diasporic Methods (Prof. G. Ravindran)		Lunch	Laboratory Session & Short Field Visit
19/01/2020	Sunday	Non Parametric Tests for Qualitative Research using R (Prof. Goutam Bandopadhyay)		Lunch	Qualitative Data Analysis, Data Visualization and Content Aggregation (Prof. Purba Chattopadhyay)
20/01/2020	Monday	Focus Group Discussion & Triangulation Of Research (Prof. Biswajit Ghosh)		Lunch	Qualitative Data Analysis using MaxQda (Dr. Dev Narayan Sarkar)
21/01/2020	Tuesday	Using SPSS for Qualitative Data Analysis (Prof. Anirban Sarkar)		Lunch	Paper Clinic
22/01/2020	Wednesday	Paper Clinic	MCQ-based Test	Lunch	Valedictory: Professor Saibal Kar, Centre for Studies in Social Sciences, Kolkata

4. Write-up on Practical Sessions/Field Trips etc.

(4.1) Detail note on practical sessions

The Practical/ hands-on sessions were carried out in the following areas:

- [a] Use of Atlas.ti in Literature Review (**Dr. Arup Kumar Baksi**)
- [b] Use of IBM SPSS in Categorical Principal Component Analysis (**Dr. Kaushik Kundu**)
- [c] Use of Atlas.ti to analyse Case Study and FGI data (**Dr. Arup Kumar Baksi**)
- [d] Use of Atlas.ti to analyse data evolving from Social Networks & e-Commerce platforms (**Dr. Arup Kumar Baksi**)
- [f] Use of IBM SPSS Modeler to analyse e-commerce data. Use of KNN and Market Basket Analysis (**Dr. Arup Kumar Baksi**)
- [g] Use of R to assess qualitative data (**Prof. Gautam Bandopadhyay**)
- [h] Content analysis with QDA Miner Lite (**Dr. Dev Narayan Sarkar**)
- [i] Content analysis and data-visualization with Atlas.ti (**Dr. Arup Kumar Baksi**)
- [j] Qualitative data analysis using SPSS (**Dr. Anirban Sarkar**)

(4.2) Detail note on field trip.

The short field trip was conducted on 18/01/2020. The Patha Sathi Project of Govt. of West Bengal to promote organised motels and the Project of Rehabilitating street vendors into organised retail in NKDA area were taken as two cases. The participants were taken to 2 such Patha Sathi Outlets in the vicinity of New Town, Rajarhat, Kolkata (South 24 Parganas) and to 3 such organised retails. 32 participants were broken down randomly into five groups. Two groups were deployed to interact with the proprietor of Patha Sathi Motels with

unscheduled instruments and the other three groups went to the retails. The qualitative data that were generated out of the interviews were noted by the participants and group discussions followed on the same. Demo research proposals were developed based on the problem identified and were presented in the Paper Clinic.

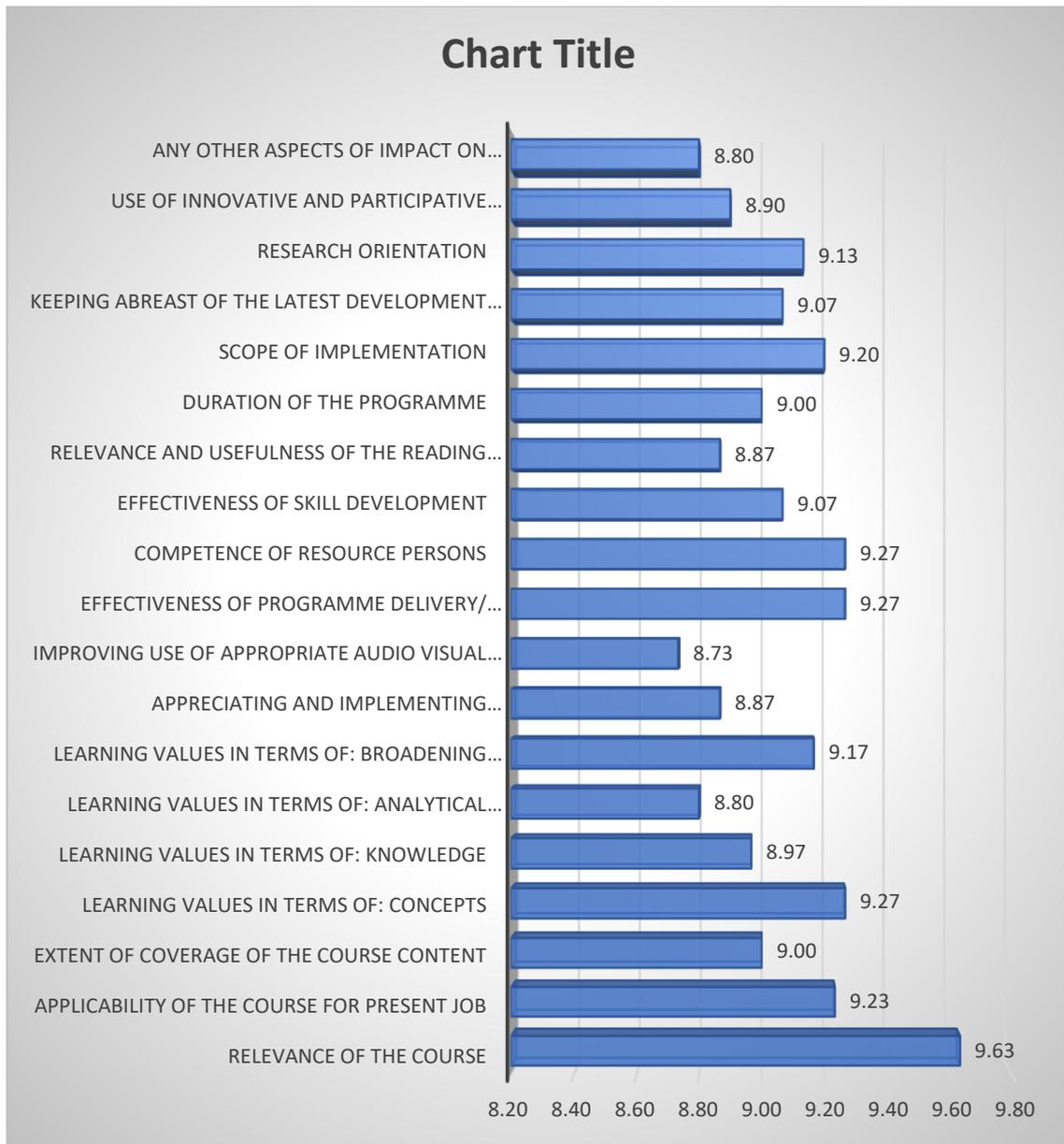
5. Evaluation by Participants/Resource Persons

(5.1) The summary of the course evaluation by the participants

The course was evaluated by the participants using a Pre-designed Feedback format issued by ICSSR, New Delhi. The Feedback template had 19 focal parameters for the participants to put forward their perception about the course on a 10 point scale. Relevance of the course was duly acknowledged (mean value=9.67). The choice and deliberations of the Resource Persons was found to be satisfactory (mean value=9.27). Research orientation (mean value=9.13), effectiveness of programme deliver/ communication (mean value=9.27) etc. were found to be perceived satisfactorily.

Relevance of the course	Applicability of the course for present job	Extent of coverage of the course content	Learning Values in terms of: Concepts	Learning Values in terms of: Knowledge	Learning Values in terms of: Analytical abilities	Learning Values in terms of: Broadening perspectives	Appreciating and implementing experiential	Improving use of appropriate audio visual technology	Effectiveness of Programme delivery/ Communication	Competence of Resource Persons	Effectiveness of skill development	Relevance and usefulness of the reading materials	Duration of the programme	Scope of implementation	Keeping abreast of the latest development in your discipline/ subject	Research orientation	Use of innovative and participative learning methods	Any other aspects of impact on professional orientation and development
11	10	10	9	9	10	9	9	5	9	10	9	8	9	10	8	10	7	8
10	10	8	7	7	7	7	8	8	8	8	8	9	9	9	8	9	8	9
10	9	9	10	9	10	9	8	9	9	10	9	10	10	8	9	9	10	8

10	10	8	10	10	9	10	8	9	10	9	9	10	10	10	10	10	9	9
10	10	10	10	10	10	10	1	10	10	10	10	10	10	10	10	10	10	10
10	10	10	10	10	10	9	9	10	10	10	9	10	9	9	9	9	9	9
9	9	10	8	8	8	8	9	8	9	9	9	9	8	8	8	8	9	8
10	10	9	10	9	10	10	1	9	10	10	10	9	10	10	10	9	10	10
10	9	10	9	9	9	9	8	10	9	9	9	8	9	9	9	9	9	8
10	10	9	9	8	8	9	9	9	9	8	10	9	10	9	10	9	8	8
10	8	8	9	8	8	10	9	9	8	8	9	7	8	10	10	10	9	9
10	10	10	10	10	10	10	1	10	10	10	10	10	10	10	10	10	10	10
10	10	10	10	10	10	10	1	10	10	10	10	10	10	10	10	10	10	10
8	8	7	9	8	7	8	8	8	9	9	8	7	7	8	8	7	7	8
9	9	8	8	8	9	8	8	8	8	9	9	7	9	10	8	8	9	8
10	10	8	9	9	8	10	1	8	10	9	9	10	9	10	9	9	9	9
9	8	9	9	9	8	9	9	8	10	10	9	9	8	8	10	10	10	9
8	8	8	8	8	7	9	8	7	8	8	8	7	8	8	6	7	7	7
10	8	9	9	9	9	9	1	10	10	10	10	10	8	9	10	10	10	10
10	10	9	10	9	9	9	9	9	10	10	9	9	9	10	10	9	9	9
10	9	9	10	10	10	10	9	9	9	9	9	8	9	9	9	9	8	9
10	10	10	10	10	10	10	1	10	10	9	10	10	10	10	10	9	8	9
10	9	9	9	9	9	9	8	9	9	9	8	10	9	9	8	9	9	8
10	10	10	10	10	10	10	1	10	10	9	10	10	10	10	10	10	10	10
8	8	9	9	9	9	9	8	8	9	9	9	8	8	8	9	8	9	8
8	8	9	9	9	8	9	8	8	9	9	8	8	8	9	8	9	8	8
10	10	9	10	10	10	10	9	9	10	10	10	10	10	10	10	10	10	10
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10	9	8	9	8	7	9	9	8	9	9	8	7	8	8	8	9	8	9
10	8	9	10	9	7	8	7	9	9	9	8	8	9	9	9	10	9	9
10	7	9	9	8	8	9	8	9	9	9	9	8	8	8	9	9	9	9
10	10	9	9	9	9	10	9	9	9	10	9	9	9	9	9	10	9	8

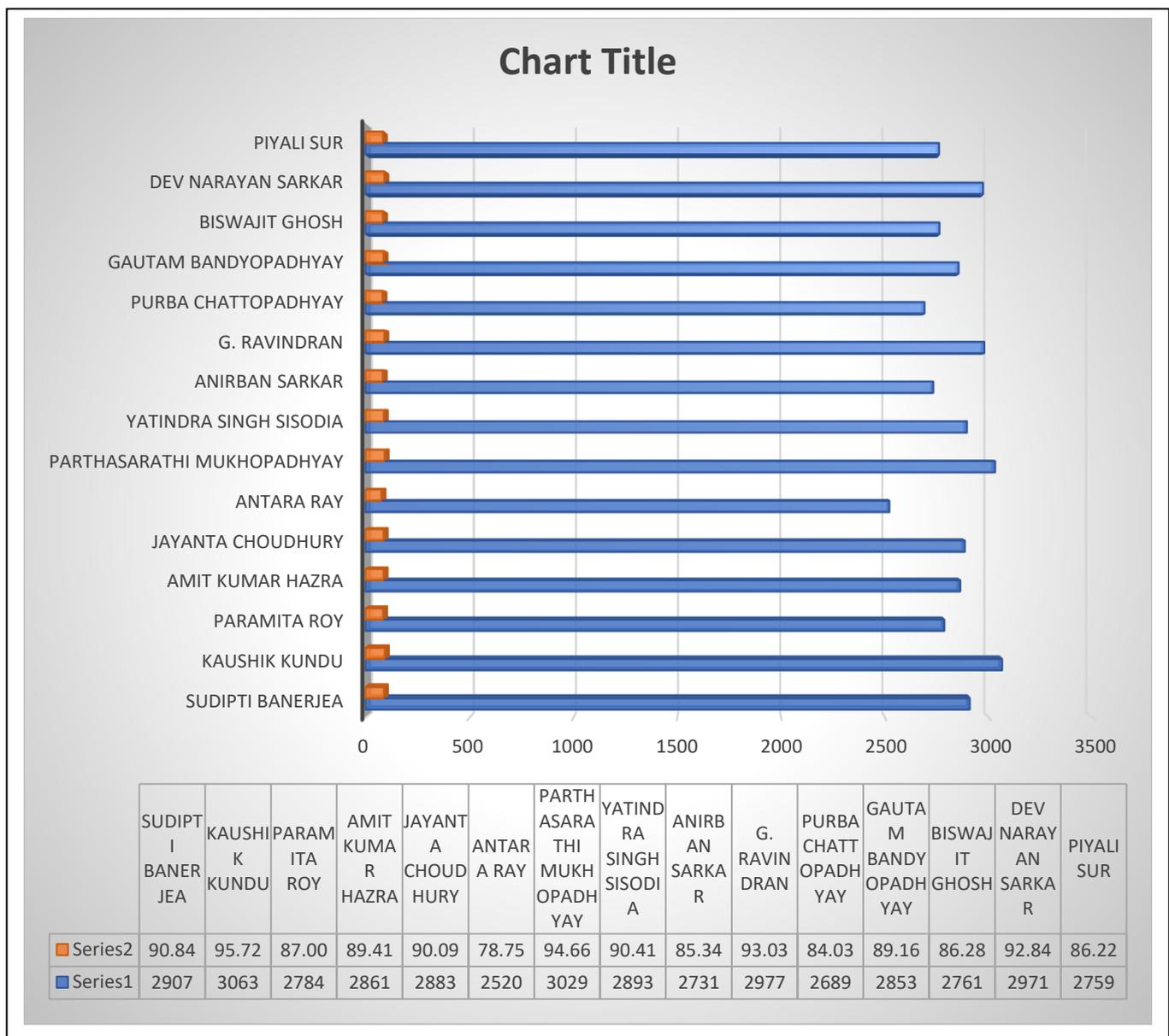


(5.2) Feedback and overall performance of the resource persons by the participants

The feedback regarding the resource persons were also obtained through the pre-designed feedback template provided by ICSSR, New Delhi. The mean overall score was 2845.40 (out of 3200) and the mean individual score was 88.92 (out of 100). The analysis of the feedback is appended below:

SUDIPTI BANERJEA	KAUSHIK KUNDU	PARAMITA ROY	AMIT KUMAR HAZRA	JAYANTA CHOUDHURY	ANTARA RAY	PARTHASARATHI MUKHOPADHYAY	YATINDRA SINGH SISODIA	ANIRBAN SARKAR	G. RAVINDRAN	PURBA CHATTOPADHYAY	GAUTAM BANDYOPADHYAY	BISWAJIT GHOSH	DEV NARAYAN SARKAR	PIYALI SUR
97	97	95	97	95	51	98	97	92	100	76	77	89	91	87
83	89	82	86	85	84	89	88	87	86	82	81	86	88	84
96	94	94	91	94	86	95	87	88	91	90	98	87	99	95
95	100	100	94	91	89	92	91	92	100	76	92	92	92	100
85	91	86	86	89	69	96	89	85	80	78	91	83	84	84
85	91	86	86	89	69	96	90	85	92	83	96	83	87	84
90	100	90	90	90	80	100	90	90	90	81	90	90	90	90
82	92	85	84	89	90	96	77	78	92	87	83	79	90	83
65	100	63	92	68	69	90	66	67	100	78	79	67	84	96
92	100	90	89	100	87	100	86	87	100	86	100	84	96	90
89	99	90	92	89	87	100	97	97	98	98	100	99	100	96
91	100	83	87	89	80	100	100	91	100	89	100	88	100	88
100	100	80	82	80	79	100	100	80	92	92	80	80	100	91
85	85	77	85	77	79	90	82	80	79	78	80	80	83	74
95	99	93	88	92	72	93	93	70	91	96	98	90	99	93
94	98	92	94	87	85	93	88	84	92	84	82	81	97	82
83	83	83	80	80	83	79	81	82	78	80	83	80	81	82
97	99	90	94	87	74	99	93	68	100	88	85	96	99	88
93	98	92	90	80	70	100	92	60	100	88	75	96	94	80
93	100	90	82	97	91	99	94	99	99	90	100	94	100	100
98	100	93	92	95	75	90	89	88	97	85	88	97	88	87
87	98	82	82	80	81	100	91	81	100	81	93	95	97	90
89	95	90	90	91	80	100	90	90	100	90	97	90	93	88
88	98	90	88	91	78	89	87	91	90	81	92	79	87	61
96	100	90	91	98	96	91	100	91	95	79	78	98	100	76
100	89	87	87	91	74	82	88	67	81	73	77	81	87	69
100	100	100	100	98	50	98	93	100	98	91	89	92	100	86
99	99	71	99	99	83	99	99	90	99	80	99	88	99	84
91	96	78	91	89	75	99	92	89	98	82	92	79	92	89
92	98	81	93	88	81	98	92	97	72	82	91	78	90	82

89	91	89	88	88	86	81	79	98	98	93	99	81	93	92
88	84	92	91	90	87	97	91	87	89	72	88	79	91	88
290	306	278	286	284	252	302	287	273	297	268	285	276	297	275
96.	102.	92.	95.	94.	84.	100.	95.	91.	99.	89.	95.	92.	99.	91.
90	10	80	37	87	00	97	73	03	23	63	10	03	03	97



5.3 Quality and relevance of course contents

The course content was designed to capture the essence of qualitative research methodologies and methods. Further the content incorporated the advanced tools and applications that support the qualitative research process. The quality of the course content, its relevance and its

deliberation were confirmed by the feedback received from the participants. The laboratory/ hands-on sessions were particularly appreciated as almost all the participants were exposed to QDAS for the first time. The courseware that were distributed to the participants were also appreciated. The courseware contained relevant journal papers, case-studies, concept notes, user-guidance practice and data sets. In addition, all the powerpoint presentations were also shared with the participants. To ensure the impact and absorption of the course, a MCQ based test was conducted. The Paper Clinic was also conducted with a lot of effort and each and every participant was made to deliver a lecture on a demo paper.

The course contents were designed to address the application of qualitative research designs, methods and tools. The relevance of the course content was reflected in the selection of most advanced quality data analysis and data visualization tools.

5.4 Observation/Recommendations of the Resource Person on the programme.

The Resource Persons appreciated the structure and content of the course, and specifically, the incorporation of QDAS. Some recommendations forwarded by the resource persons are appended below:

[A] Some more sessions to be allotted for real-time assignment purpose

[B] Post-course paper submission by the participants and publication of a monograph may be explored

6. Course Director's Suggestions/Recommendations

The Dept. of Management and Business Administration, Aliah University, Kolkata, expresses its deep sense of gratitude to Indian Council of Social Science Research (ICSSR), New Delhi for lending their support in organising the 10-day Research Methodology Course.

The department, while planning for the course, took note of the prevailing RMCs that were taking place on various academic platforms and found that almost all of them are aligned predominantly along the quantitative methodologies of research. There has an absolute dearth of RMCs focusing on Qualitative Research. Therefore, the department decided to focus on Qualitative Research in the RMC and apropos prepared the course outline.

While locating resource persons the department had to face problems as academic personnel with pure research orientation and expertise in qualitative methods were scarce. Further, resource persons with adequate exposure and expertise in handling advanced qualitative data analysis software (QDAS), namely NVivo, Atlas.ti, MaxQda etc. were also unavailable. However, we could manage with our own resources.

Some of the observations and suggestions to make the RMCs more productive are as follows

[1] The RMCs may be organised in future with a more focused objective and research domain. Instead of going through all the basics of research methodology which the teachers/ scholars have already comprehended the course may seek to address the applications of the same.

[2] Use of advanced data analysis tools to analyse qualitative data should be a prominent part of the RMC.

[3] Applied Social and Ethnographic research should be focused.

[4] Instead of 10-day, the RMC should be of 14-day which will allow more flexibility and in-depth assessments

[5] ICSSR should consider increasing remuneration of the resource person.

Selected Photographs

10-Day RESEARCH METHODOLOGY COURSE



Hon'ble Vice Chancellor's Speech in the Inaugural Session of the 10-day RMC



Prof. G. Ravindran, University of Madras



Prof. Yatindra Singh Sisodia, Madhya Pradesh Social Science Research, Ujjain, MP



Prof. Jayanta Choudhury, NIRDPR, Guwahati, Assam



Prof. Amit Hazra, Visva-Bharati



**Dr. Kaushik Kundu, Dept. of Management & Business Administration,
Aliah University**



**Prof. Partha Sarathi Mukhopadhyay, Dept. of Library & Information
Science, University of Kalyani**



LABORATORY/ HANDS-ON SESSION



MOVING OUT FOR FIELD TRIP



PRESENTATION OF PARTICIPANT IN PAPER CLINIC



PARTICIPANT RECEIVING CERTIFICATE FROM Prof. SAIBAL KAR

