GLOBAL INITIATIVE OF ACADEMIC NETWORKS (GIAN)

A course on

Foundations of Mixed Methods Research
Course Code: 173006J01

April 15 – 24, 2019

Venue

Indian Institute of Management Indore
Rau-Pithampur Road, Indore 453556, Madhya Pradesh
India

Course Overview

Mixed methods research integrates quantitative and qualitative approaches to provide a better understanding of the research problem than either one of the approaches can. While quantitative and qualitative research is extensively used in research, the adoption of mixed methods research has gained considerable interest since the 1990s. Thus, we have designed a course that would provide an exposure to various elements of mixed methods research. With sessions on overview of quantitative and qualitative research, approaches to integrate the two, foundations of writing quality research articles, this course is aimed at enabling participants to enhance their research expertise and developing a focused approach to conducting mixed methods research.

To this end, in completing this course, participants become familiar with the variety of research methods and how they relate to the notion of theory building or theory testing in the context of developing credible and high quality research. Participants should be able to identify and justify necessary research methods to assess proposed theoretical models. To accomplish this end, it is necessary not only to read research articles published in some of the elite journals in business disciplines, but also to develop appreciation for writing and communicating research ideas in the most effective manner.

Through the conceptualization and design of a mixed methods research project, participants will be able to experience and apply key tenets of mixed methods research, concepts, methods, and various techniques. These include literature search, knowledge evaluation, theory and model building, hypotheses generation, research design, constructs, variables, instrument development, assumptions, analysis, and interpretation.

Course Details

The primary objectives of the course are as follows: The participants would:
- Gain an awareness of current and relevant mixed methods research in the various business disciplines
- Understand variety of quantitative methods, its strengths and limitations.
- Understand variety of qualitative methods its strengths and limitations.
- Be able to integrate quantitative and qualitative methods to design a robust mixed methods research project.
- Understand the building blocks of publishing high quality and relevant research using mixed methods research.

Topics Covered

- Mixed Methods Research (MMR)
- Overview of MMR Designs
- Theory Building Vs Theory Testing
- MMR Design/Writing
- Overview of Quantitative Research Methods
- Simple Regression to Complex Casual Methods
- Data Collection and Validation Methods (Qualitative, Quantitative Methods)
- Generalizability in Quantitative, Qualitative Methods
- Qualitative research Methods
- Case Study and Action Research
- Grounded Theory, Interpretative, and Critical Research
- Strategies for Integrating Research Approaches
- MMR Data Collection Methods and Analysis
- Communicating MMR Results
- Validity and Reliability in MMR

Who can attend?

- Faculty members/ academic administrators from academic and technical institutions
- Research Associates/Academic Associates, Research Assistants
- Doctoral/ Post-Doctoral (PhD, FPM)/Post-Graduate students
- Executives working with manufacturing, service or any other organization, including research laboratories interested in conducting research

Award of Certificate

Certificate will be awarded to the participants of the course upon meeting the requirements and its successful completion.

Course Duration

April 15 – 24, 2019. Participants are required to reach IIM Indore Campus on 14th April 2019 evening for registration and collection of course materials. Inauguration and familiarization of the course will be held on 15th April 2019 at 9.30 am. In the 10-day course, there will be 4-5 sessions (lectures and tutorials) each of 60 minutes duration in each day. The session will be held from 9.00 am onwards with breaks for tea/Coffee and lunch. Valedictory function will be held on 24th and the participants can leave the campus by 2.00 pm. Participants are encouraged to bring their own laptop.

Deadline for payment to IIM Indore and submitting application through Google Form:

20ᵗʰ March 2019

Course Registration Fee (inclusive of GST)

Industry/Research Organizations	Rs.10,000/-
Faculty/ Academic Administrators	Rs. 7,000/-
Research/Academic Associates/Research Assistants	Rs. 6,000/-
Doctoral/ Post-Doctoral/Post-Graduate Students	Rs. 5,000/-
Participants from Abroad	US$ 250/-

Course Registration fee include instructional materials, accommodation in Institute hostels (single occupancy non-AC room with shared wash room facilities), food, coffee/tea and free Internet facility. Registration fee does not include GIAN registration charge of Rs.500/-. In case, accommodation is required in Executive Residences, the same may be arranged on payment basis depending on availability first-cum-first basis.

Course Registration - Course Registration process include 1) One-time registration in GIAN portal, 2) Payment of course fee to IIM Indore account and then 3) Fill in the registration details in the Google Form through the link provided in "Course Registration Details".

1. **One-time Web (GIAN Portal) Registration** - Participants are required to visit GIAN Website http://www.gian.iitkgp.ac.in/GREGN/index to create Login User ID, Password, and pay one-time registration fee of Rs.500/- . Registration to the GIAN portal is one time activity only. Information on requirements, payment details and benefits of one-time registration is available on the GIAN Website. Follow the process as instructed to complete GIAN Portal registration.

2. **Payment of Course Fee to IIM Indore**

Mode of payment:	Online bank transfer to the following account
Account Name:	Indian Institute of Management Indore
Account Number:	53018623445
Bank Name & Address:	State Bank of India, IIM Indore Rau Branch, Indore, Madhya Pradesh, PIN-453556
IFSC Code:	SBIN0030525

Please also note that mere registration to the portal will not ensure participation in the course. Please do not confuse with GIAN web registration with course registration. The course registration fee is separate. The applicant has to pay course registration fee of the respective category of the participant to IIM Indore.

3. **Course Registration Details** - Fill Google Form with details of course fee details at https://docs.google.com/forms/d/e/1FAIpQLSe1XSwXi9OesMvCa0_RG8E5uGV5pdpn0dBUT76ZXR0MvXbOhQ/viewform.

The number of participants for the programme is limited. As limited seats available for the course, the nominations will be accepted on first-cum-first-serve basis. Intimation regarding admission of the nominee to the course will be communicated (through email only) as soon as possible after the receipt of nomination. In case of non-selection or withdrawal before 15 March 2019, registration fee (payment made to IIM Indore) will be refunded on completion of the course.

Course Instructors:

Dr. Lakshmi S. Iyer is Professor of Information Systems & Director of the Applied Data Analytics Graduate Programs at the Walker College of Business, Appalachian State University. Her research interests are in the area of emerging technologies & its impact on organizations and users, and social inclusion in computing. Her research work has been published in the *Journal of the AIS, Communications of the AIS, European Journal of Information Systems, Communications of the ACM (CACM), Decision Support Systems, Information Systems Frontier , eService Journal, Journal of E-Commerce Research (JECR), Journal of CIS, Information Systems Management, Journal of Global Information Technology Management*, and others. Iyer serves on the board of the Special Interest Group in Decision Support and Analytics (SIGDSA) as well as Teradata University Network, an academic initiative to provide resources for analytics teaching and research. She co-edited Annals of Information Systems Special Issues (2015 and 2017) on "Reshaping Society through Analytics, Collaboration, and Decision Support: Role of BI and Social Media" and "Analytics and Data Science: Advances in Research and Pedagogy".   She has served as co-chair of analytics international symposium held in Milan, Italy (2013); Auckland, New Zealand (2014); Fort Worth, TX (2015); Seoul, South Korea (2017), and San Francisco, CA (2018). She is also serving as the Vice-President of Special Interest Groups and Colleges for the Association of Information Systems (AIS). She has co-guest edited special issues for *Communications of the ACM* and *Information Systems Frontier*.

Dr. Iyer has been involved in community engaged outreach and scholarship to increase diverse students' awareness about STEM education and career paths. She started a new initiative in 2018, "Innovate for Good" (innovate.appstate.edu) at Appalachian State University and was founder/director of the "IT is for Girls" program (wiit.uncg.edu) at UNC Greensboro, both aimed to achieve those goals. She has received funding from the National Science Foundation (NSF), American Association of University Women (AAUW), National Center for Women in IT, Lincoln Financial and from other foundations to offer STEM events for young women. Related initiative also includes the Triad Tech Savvy event (http://greensboro-nc.aauw.net/techevents/triad-techsavvy/) sponsored by AAUW which expanded to the STEM3 program (in 2017) to include the medical/healthcare and music fields. The "IT is for Girls" and "Triad Tech Savvy" programs have served over 1200 girls in middle and high-school in the Triad area and beyond since the women in IT inception in 2009. She is a member of the American Association of University Women (AAUW) and received the Dr. Shirley Hall Award from AAUW Greensboro Branch in April 2011 for exemplary contribution to enrich STEM education for women. She served as the STEM coordination for AAUW Greensboro and also served as a co-chair of the Association of Information Systems' (AIS) task force on Women in IS to enhance the outreach efforts of AIS to women in Information Systems (IS) based on systematic assessment of the current status of women in IS, globally, including students (both current and potential) and professionals in academia, corporate, and non-profit organizations with the intent to creating a nurturing, supporting environment conducive to enhancing the growth and success of women in IS field. She was awarded the National Center for Women in IT's 2015 Educator Award. In 2017, AAUW Greensboro Branch established the "Iyer Award" to recognize a member whose work has enabled the Branch to make a lasting difference in its mission of service on behalf of women and girls.

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Dr. Prabin Kumar Panigrahi is a Professor in area of Information Systems and Chair of Post-Graduate Programme at Indian Institute of Management Indore, India. He received his Ph.D from Indian Institute of Technology, Kharagpur, India. His current research interests include Emerging Technologies, Technology Adoption, Analytics, Business Value of Information Systems, E-Governance and Social Inclusion in IS.

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About GIAN

Government of India approved a new programme titled Global Initiate of Academic Networks (GIAN) in Higher Education aimed at tapping the talent pool of scientists and entrepreneurs, internationally to encourage their engagement with the Institutes of Higher Education in India so as to augment the country's existing academic resources, accelerate the pace of quality reform, and elevate India's scientific and technological capacity to global excellence.

Under the GIAN programme lecturers by Internationally and nationally renowned experts are being arranged to garner the best international experience into our systems of education, enable interaction of students and faculty with the best academic and industry experts from all over the world and share their experiences and expertise to motivate people to work on Indian problems.

Course Coordinator:

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Course Secretariat:

Unni KR, Officer, PGP; Phone: 91-731-2439655, Mobile: 91-9425312436, Email: unnikr@iimidr.ac.in.

Course details are available at https://www.iimidr.ac.in/announcement/gian-course-on-foundations-of-mixed-methods-research-april-15-24-2019

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