

GITAM SCHOOL OF BUSINESS, BENGALURU

Two-Day Faculty Development Program on

**QUALITATIVE
DATA ANALYSIS
USING NVivo**

Contents Covered

- Understanding Qualitative Research Methods
- Introduction to the NVIVO software
- Coding interviews and Focus Group discussions
- Thematic Analysis
- Conducting a systematic literature review using NVIVO
- Text Mining, word cloud, cluster analysis
- Mixed Method Analysis
- Crafting Journal Manuscripts
- Case Study and Practical exercises

About Resource Person

Dr. Nimitha Aboobaker is working as an Assistant Professor at the School of Management Studies, Cochin University of Science and Technology (CUSAT). She is a trained expert under the ERASMUS+ scheme of the European Union and has secured research fellowships and best paper awards from eminent institutions. She is also a reviewer to more than a dozen international journals and has won the Emerald Literati Award for 'Outstanding Reviewer', in 2023, 2022, and 2021 (Emerald Publications).



DR. NIMITHA ABOOBAKER

School of Management Studies
CUSAT



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Vision

GITAM will be an exceptional knowledge-driven institution advancing on a culture of honesty and compassion to make a difference to the world.

Mission

- Build a dynamic, application-oriented ecosystem Immersed in holistic development
- Nurture valuable futures with global perspectives for our students by helping them find their ikigai.
- Drive impactful integrated research programmes to generate new knowledge guided by integrity, collaboration, and entrepreneurial spirit.
- Permeate a culture of kindness within GITAM, fostering passionate contributors.

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