

## OVERVIEW:

National Productivity Organization, Ministry of Industries & Production announces one-day training program on "**Research Methodology (Quantitative, Qualitative, and Mixed Methods)**" at Islamabad.

## Who Should Attend:

MS/MPhil/PhD Scholars and Faculty Members, Principal Investigators, Professional Researchers from the various disciplines of Social/Health Sciences including Business Management, Sociology, Community Health etc.

## LEARNING OBJECTIVES:

This training covers the major aspects of quantitative, qualitative, and mixed methods research. The session includes various activities including hands-on exercises. This workshop will also fulfil the need MS/MPhil/PhD student and professional researchers who are looking for the effective research writing skills.

## COURSE CONTENTS:

- Understanding Quantitative, Qualitative and Mixed Methods Research
- Pre-Empirical and Empirical Stages of Research
- Variable and Types of Variables
- Hypothesis and Propositions
- Research Gap and Problem Statement
- Quantitative Research Designs (Survey, Experimental, Quant Case Study)
- Qualitative Research Designs (Grounded Theory, Ethnography, Phenomenological, Narrative, Case Study, Participatory Action Research)
- Mixed Methods Research Designs (Exploratory Sequential, Explanatory Sequential, Convergent Triangulation, Embedded, Multiphase)
- Quantitative & Qualitative Data Collection Methods
- Types of Reliability and Validity
- Survey Research Design
- Systematic Literature Review (SLR)
- Formatting and Reference Style

## LEARNING METHODS:

- Power Point Presentations
- Role-Play
- Brainstorming
- Open Discussion
- Case Study

## Contacts:

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**Investment: PKR 6,000**

**Registration Deadline** January 26, 2019

**Timing:** 09:30 AM – 04:30 PM

## Resource Person:

**DR. RAB NAWAZ LODHI**

Dr. Rab Nawaz Lodhi is the Incharge/Coordinator of PhD Program & Assistant Professor at Institute of Business and Management, University of Engineering and Technology Lahore. He is a certified international trainer of QSR International Pty Limited, Melbourne, Australia for QSR-NVivo (Qualitative Research and Data Analysis). He has expertise in several quantitative and qualitative tools e.g., NVivo, MaxQDA, Atlas-ti, Eviews, SPSS, STATA, AMOS, Smart PLS, MPlus, Endnote etc. This is the reason that he has trained several MS/PhD scholars, PhD faculty members, deans, directors and professional researchers in 41 universities, and research institutes in Malaysia, Indonesia, Saudi Arabia, UAE, and Pakistan.

