

Content Analysis Workshop

The Centre for Research Studies, BIMTECH organised a Content Analysis Workshop on January, 28th & 29th, 2017 under its Research Workshop Series. The workshop was held at BIMTECH Campus in Greater Noida and was an attempt to acquaint budding researchers and faculty with qualitative research methods and tools of analysis. Prof. Srinath Jagannathan, of IIM Indore was the workshop resource person.

The Workshop received 22 participants from across academia and industry which included research scholars and faculty from Jammu University, SRM University, Lovely Professional University and Birla Global University and people from industry like Eli India Ltd. as well as faculty and research scholars from BIMTECH.

The proceedings of the workshop started by a Inaugural address by Dr. H. Chaturvedi, Director BIMTECH. Dr.A.Sahay, Dean Research, BIMTECH in his address, highlighted the importance of Qualitative methods and their increasing acceptance in the research world.

