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# QUALITATIVE AND QUANTITATIVE RESEARCH METHODS IN FINANCE

**Date: 1st May-3rd May, 2026**

**Mode: Online**

## **Contact Information**

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## Program Overview

The Faculty Development Program on Qualitative and Quantitative Research Methods in Finance is a 15-hour intensive online program designed to enhance methodological rigor and publication readiness among finance faculty and researchers. The program integrates qualitative research design, coding strategies, and thematic analysis with advanced quantitative techniques such as event study methodology, text analysis of corporate disclosures, and time series modeling, including ARIMA and ARCH/GARCH frameworks. Participants gain both conceptual clarity and applied understanding of research approaches central to contemporary finance scholarship.

In addition to technical training, the FDP addresses strategic and ethical dimensions of research. Sessions on publishing in top-tier finance journals provide guidance on positioning scholarly contributions and navigating the review process, while discussions on the responsible use of Artificial Intelligence promote transparency and research integrity. Through hands-on exposure to various research softwares, the program equips participants with the analytical competence required to produce rigorous and internationally competitive research in finance

## Pedagogy

The FDP adopts an interactive, application-driven pedagogy that blends conceptual clarity with hands-on practice. Learning is facilitated through:

- Live interactive online lectures covering theoretical foundations and real-world research applications
- Hands-on empirical sessions using statistical software for data analysis and model implementation
- Step-by-step demonstrations of econometric techniques and qualitative methods.
- Guided exercises and problem-solving sessions to strengthen interpretation and reporting of results
- Discussion-driven learning, encouraging participants to critically evaluate published research and improve their own study designs
- Moderated sessions and interactions with experts in the area to guide new researchers on high impact publishing



## Program Design

Day	Topic
<b>Day 1</b> <b>(4 hours)</b>	Introductory Session
	Qualitative Data Analysis in Finance
	Event Study Analysis (Part I)
<b>Day 2</b> <b>(6 hours)</b>	Event Study Analysis (Part II)
	Text Analysis of Corporate Disclosures
	Time Series Analysis (Part I)
<b>Day 3</b> <b>(5 hours)</b>	Time Series Analysis (Part II)
	Publishing Strategies in Top-Tier Finance Journals
	Ethical Integration of AI in Finance Research
	Valedictory Ceremony



## External Resource Persons



### **Dr. Kuldeep Singh**

Associate Professor, Finance  
SIBM, Pune

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Dr. Kuldeep Singh is an Associate Professor at Symbiosis Institute of Business Management, Pune with over 14 years of professional experience, including 12 years in industry across India and the USA and 2+ years in academia. He holds a Ph.D. in Finance and has published 44 research works in reputed ABDC, Scopus, and WOS-indexed journals. His research focuses on microfinance, governance, firm performance, and SMEs. He received the Best Researcher Award at SIBM Pune in 2024 and 2025 and has previously worked with leading organizations such as Dell EMC, Deutsche Bank, VMware, Tata Consultancy Services, and L&T Infotech.



### **Dr. Santosh Shrivastava**

Associate Professor  
IMT, Ghaziabad

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Dr. Santosh Shrivastava is Associate Professor in Business Analytics area at IMT Ghaziabad. He holds a Ph.D. from Jaypee University of Science and technology in the area of mathematics (nonlinear optimization) and M.Sc. in Applied Mathematics from IIT Roorkee. Research interests of Dr. Shrivastava includes nonlinear modelling and optimization, Data envelop analysis and Machine learning. He has taught a wide array of courses including Business Analytics, Machine Learning, Business Statistics, Stochastic Models, Predictive Analytics, Mathematical Modelling and Simulation, Pricing and Revenue Optimization, Data Analysis, SAS, R, Python.



### **Dr. Hardeep Singh Mundi**

Assistant Professor, Finance  
IMT, Ghaziabad

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Dr. Hardeep Singh Mundi is an Assistant Professor in the Finance department. He holds a Ph.D. from the University Business School (UBS) at Panjab University, Chandigarh, and is a CFA Charter holder. His research interests encompass behavioral finance, corporate finance, and applied finance. Dr. Mundi has an extensive publication record in reputable journals such as the Journal of Business Research, Journal of Behavioral and Experimental Finance, International Journal of Bank Marketing, Review of Behavioral Finance, Managerial Finance, Vikalpa, QRFM, and MRQ, among others. He has been an ALS fellow at The University of Chicago, Harris School of Public Policy.



## BIMTECH Resource Persons



### **Dr. Venkata Ramana Thanikella**

Professor, Finance  
Birla Institute of Management Technology

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Dr. Venkata Ramana is into academic field since 1997 and has published & presented more than 85 research papers in national and international journals including in SCOPUS, Web of Science, ABDC listed Journals. He is an author of a book title 'Practices in Entrepreneurship and Finance' published by Manakin Publishers and "Psychology of Investors: A Researcher's View" published by World Lab Publishers. Under his supervision 14 scholars were awarded PhDs. He is also a certified trainer of Goods & Services Tax (GST) from National Academy of Customs, Excise & Narcotics under Ministry of Finance, Government of India.



### **Dr. Ruchi Arora**

Associate Professor, Finance  
Birla Institute of Management Technology

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Dr. Ruchi Arora, Area Chair (Finance) at Birla Institute of Management Technology, brings over 17 years of academic experience in teaching and mentoring finance students. She has conducted training programs at leading institutions such as Shri Ram College of Commerce, Arun Jaitley National Institute of Financial Management, Institute of Management Technology Ghaziabad, National Institute of Development Management, and Bombay Stock Exchange.

Her research focuses on investment and behavioral finance, with funded projects for National Commodity & Derivatives Exchange and Multi Commodity Exchange of India. She is the author of Corporate Finance with Financial Modelling (Taxmann) and has conducted MDPs/EDPs for corporates such as Oil and Natural Gas Corporation and GAIL on financial wellness.



### **Dr. Shailja Vasisht**

Assistant Professor, Finance  
Birla Institute of Management Technology

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With over 12 years of experience in higher education, Dr. Shailja Vasisht has built a strong academic career specializing in finance. Prior to joining BIMTECH, she has worked at prestigious institutions like the Indian School of Business and Symbiosis School of Banking and Finance, where she developed and delivered courses in banking, corporate finance, and behavioral finance. Her research interests are focused on banking, corporate finance, and the behavioral aspects of financial decision-making and she has published in top-tier international journals, including the International Journal of Bank Marketing, Finance Research Letters and Qualitative Research in Financial Markets along with few book chapters.



## BIMTECH Resource Persons



### **Dr. Sugandh Ahuja**

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Dr. Sugandh Ahuja has completed her Ph.D. from the Department of Management Studies, IIT Delhi. Her thesis work investigates the performance implications of outbound mergers and acquisitions from emerging economies. She has contributed research articles to academic journals of international repute such as Review of behavioral finance, Managerial finance, Journal of emerging market finance and Global business review. She also received the Research Scholar Travel Assistance (RSTA) from IIT Delhi in 2022 to present the findings of her work at the prestigious Cambridge University in United Kingdom. Her area of interests includes corporate finance, corporate governance, financial markets & institutions, and strategic management.



### **Dr. Anjali Srivastava**

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Dr. Anjali Srivastava is an Assistant Professor in the Finance, Insurance and Risk Management, BIMTECH. She earned her Ph.D. in Accounting and Finance from the Indian Institute of Management Ranchi. She holds B.Com (Hons.) and M.Com degrees from Banaras Hindu University and qualified the UGC-NET (JRF) in Commerce. She is an active researcher with publications in ABDC-ranked journals and serves as a reviewer for journals published by SAGE, Emerald, and Elsevier. Her research interests include Corporate Disclosures, Corporate Governance, and ESG Reporting. Her teaching interests span Financial Accounting, Corporate Finance, Management Accounting and Financial Institutions and Markets.



## Programme Details

**Mode:** Online

**Duration:** 15 hrs (3 days)

**Program Fees:**

Early-bird registration (31<sup>st</sup> March 2026) : INR 2500 + 18% GST

Registration (after 31st March 2026) : INR 3000 + 18% GST



**\*The participant will be redirected to the registration form upon successful payment of FDP fee.**

**Takeaways:**

- Study Material
- Certificate of Completion