

Report on Mixed Method Research

Title of the Event	Mixed Method Research
Date and Time	Date: 15 th December 2022 Time: 2:30pm to 4:30pm
Mode	Offline
School/Directorate	Goa Business School, Goa University
Collaborating Agency	N/A
Detail of the Resource Person	Dr. Michael Sony Senior Lecturer, Namibia University of Science and Technology
Number of total Participants	17
Number of Faculty attended	17
Number of Student attended	N/A
No. of external participants	14
The objective and description of the activity	The objective of a talk on mixed methods research is to provide an understanding of what mixed methods research is, why it's used, how it's conducted, and its benefits and challenges. Mixed methods research is an approach that combines both qualitative and quantitative research methods in a single study, allowing researchers to gain a more comprehensive understanding of a research problem.
Benefit/Key outcome of the event	The talk on Mixed Method research offered participants a comprehensive understanding of

Brochure

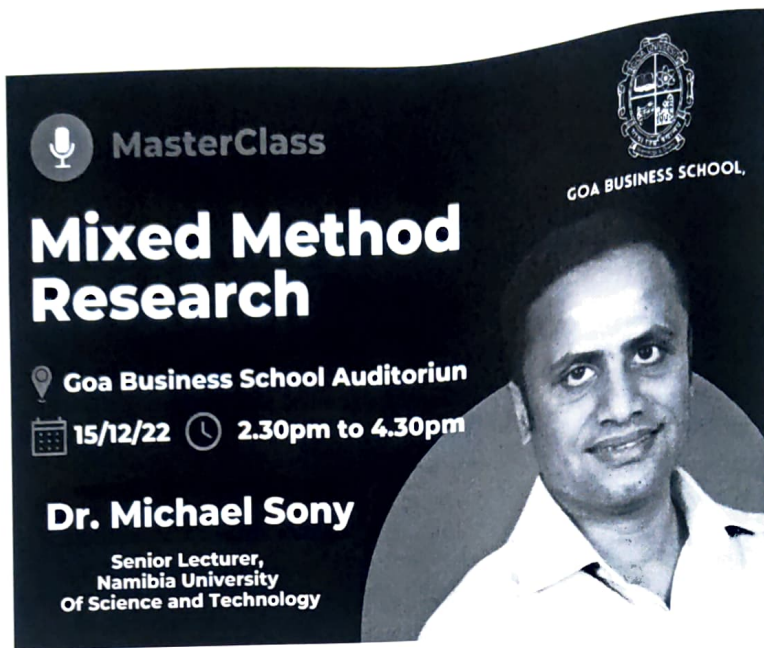


Photo Gallery



the dynamic approach that combines qualitative and quantitative methods. Attendees gained valuable insights into designing robust studies, selecting appropriate methodologies and integrating diverse data source. This equips researchers, practitioners, and decision-makers with enhanced skills to address complex research questions effectively.



Dr. Suresh Velip
Program director
MBA, GBS.



Signature

Ms. Teja Khadolka

Name

Event Co-ordinator

Designation

Asst. Professor
GBS.





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