



Loyola
Institute of
Business
Administration
(LIBA)
A Jesuit Business School

2-Day Hybrid Workshop on Qualitative Research Using NVIVO

organised by LIBA, Chennai

Course Contents

- Qualitative Data Analysis
- Introduction to NVIVO
- Data Punching, Cleaning
- Tokenization, Word Cloud, Charts & Graphs
- Topic Modeling, Branch detection, Coding
- Thematic Analysis using NVIVO
- Sentiment Analysis using NVIVO
- Social Media content extraction & Analysis



**6th & 7th
March
2023**

Registration link

<https://forms.gle/HGs2YLpECqzvPG9Y8>

Last date for registration : 1st March 2023

Resource Person



Dr. Sahil Gupta

Associate Professor
Jaipura School of Business
Ghaziabad (UP)



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Registration Details

Indian Participants:-

Ph.D Scholar / Student : 1000 INR
Faculty/Industry Participant : 1500 INR

Foreign Participants : USD 50

Online Payment Details

Beneficiary Name : LIBA, Chennai
Bank Name : IDBI Bank Ltd.
Account Name : LIBA Full Time A/C
Account Number : 045104000071558
IFSC Code : IBKL0000045
Branch : Arumbakkam, Chennai

Venue and Time

Physical - Online Lab, 2nd floor, LIBA
Virtual - Cisco webex platform
Daily four hours in 2 sessions from 9.00 am onwards

Programme Coordinators

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