

**SCHOOL OF MANAGEMENT STUDIES**

**Report on Research Seminar titled 'Bridging Qualitative & Quantitative Insights:  
Advancing Research with a Mixed Methods Approach'**

Venue: C.K.Prahlad Seminar Hall

Date: 12th April 2025

Timings: 11am-12:45pm

**Resource Person:** *Dr. Elangovan N., Professor, School of Business & Management; Associate Director, Research & Development Cell, Christ (Deemed to be University), Bengaluru*



**School of Management Studies**

Organises Research Seminar  
SHODH - शोध

**Bridging Qualitative & Quantitative Insights:  
Advancing Research with a Mixed Methods Approach**




**Resource Person**


**Dr. Elangovan N.**


Professor, School of Business & Management  
Associate Director, Research & Development Cell, Christ  
(Deemed to be University) Bengaluru

**Registration link**

<https://forms.gle/SMq4Hn5pJA5PTZtn8>

 April 12, 2025

 11:00 AM - 12:45 PM

 CK Prahlad Seminar Hall

**Event Co-ordinator**

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**Introduction:** The School of Management Studies at REVA University has always been committed to fostering a culture of research and innovation among its academic community. In line with this commitment and in continuation of our SMS-Weekend research forum titled 'SHODH', we conducted our Research Seminar for Faculty members and Research Scholars on Saturday, April 12th from 11:00 am to 12:45 pm in C.K. Prahlad Seminar Hall. The research seminar was attended by 30 faculty and research scholars. We had an eminent researcher and academician, Dr. Elangovan N., Professor, School of Business & Management; Associate Director, Research & Development Cell, Christ (Deemed to be University), Bengaluru as our guest speaker.

The seminar aimed to equip research scholars and faculty, with deeper insights into the integration of qualitative and quantitative methods in research. The goal was to promote a better understanding of mixed methods as a robust approach for contemporary research challenges.

**Activity Details:** Dr. Elangovan provided an engaging session on the importance of mixed methods in academic and industry-based research. The seminar offered a foundational perspective on research by emphasizing its philosophical underpinnings. The speaker began by explaining the meaning of philosophy in the research context, highlighting how it shapes our understanding of knowledge and inquiry. The term "research" was explored through its etymology, derived from the French word "researcher", meaning "to search again," emphasizing the continuous and systematic quest for knowledge.

The concept of ontology was also introduced, described as the study of being and existence, which plays a crucial role in determining the nature of the reality that research seeks to understand. One of the key messages of the seminar was that research contributes to the body of knowledge by providing new insights, theories, and practical applications. However, the speaker emphasized that the crux of any meaningful research lies in identifying the right problem. A well-defined problem sets the direction and purpose of the study, making it the most critical step in the research process.

The session explored the philosophical foundations and practical advantages of the mixed-methods approach, highlighting how it effectively combines qualitative depth with quantitative rigor. Real-life case studies were discussed to illustrate the application and benefits of mixed-methods research in diverse contexts. The speaker introduced various tools and techniques for data collection and analysis from both qualitative and quantitative paradigms. Emphasis was placed on the importance of triangulation, validity, and ethical considerations in research design. The session also explained key mixed-method designs:

1. Sequential Explanatory: Quantitative research followed by qualitative interpretation.
2. Sequential Exploratory: Qualitative exploration followed by quantitative analysis.
3. Concurrent Triangulation: Simultaneous use of both methods for cross-validation.
4. Embedded Design: One method is primary, with the other serving a supportive role.

This comprehensive approach enhances the robustness and credibility of research outcomes.

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## Event Photograph (Geo tag photos):

