



# QUALITATIVE TO MIXED METHODS RESEARCH WITH MAXQDA

5th - 9th Jan 2026, 6:30 - 8:30 PM (IST)

(Free 3 months MAXQDA Analytics Pro License Key\*)

## Day 1 Introduction to Qualitative Research

- Theoretical foundations of Qualitative Research – Post positivism, constructivism, transformativism, and pragmatism
- Ontology, Epistemology, and Axiology
- Five Approaches - Narrative research, Phenomenology, Grounded Theory, Ethnography, Case Study

## Day 2 Importing & Coding Data

- Introduction to the MAXQDA software interface
- Importing and Transcribing files (including audio files)
- Creating and applying codes, Using Memos

## Day 3 Code System & Document Variables

- Organizing code system - first and second level coding, Auto-coding
- Creating, importing, and using Document Variables
- Retrieving segments, comparing cases and codes, and exporting data

## Day 4 Visualization & Writing Qualitative Papers

- Visual tools – Document portrait, Code line, Word cloud
- Pattern recognition and case comparison, word trends, code co-occurrence, code patterns and trends
- Creating Concept Maps with MAXMaps
- Writing qualitative papers / thesis - Discussion of recent publications

## Day 5 Using AI Assist

- Summarizing content with AI Assist
- Generating Codes and Subcodes suggestions
- Explaining unfamiliar concepts
- Analyzing open ended survey questions with AI Assist

➤ Advancing from Qualitative to Mixed Method Research -  
Combining Qualitative & Quantitative Approaches, Techniques & Software

**Key Takeaways:** E-Certificate, Reference Material, Session Recordings (1 year access)

**Special Session:** Advancing from Qualitative to Mixed Method Research

**Free:** 3 Months MAXQDA Analytics Pro License Key sponsored by MAXQDA,  
EdMaestro Research Forum Membership for query solving any time after the workshop

### RESOURCE PERSON

Dr. Anubhuti Dwivedi is an academician and entrepreneur with 25 years of experience in teaching, consulting, and research. She is a doctorate in Economics and double post graduate in Economics & Management with strong background of Mathematics, Statistics and Economics in graduation. She has worked as Dean / Director of various reputed institutions during her illustrious academic career leading their academic, research, and administrative processes. She is an expert in research methodology and highly skilled in analysis with research software like SPSS, SmartPLS, E-Views, MAXQDA, NVivo and RStudio. She is certified by MAXQDA Academy as Proficient MAXQDA User and has graduated from PLS Academy powered by SmartPLS GmbH, Germany in all basic and advanced modules of PLS-SEM. She is also a certified Mendeley Advisor. Her publications include 6 books, 2 cases published by Case Centre, U.K. and several research papers including those in Scopus, WoS, and ABDC indexed journals. Her research project on Digital Payments Adoption in India was funded by New York University, U.S. and NSE, India. She is on the editorial board and reviewer panel of reputed journals and is a research mentor to numerous scholars. She is also trained from Entrepreneurship Development Institute of India in entrepreneurship mentoring, and is an IBM certified Design Thinking Practitioner. She holds specializations in Advanced Excel and Virtual Teaching from International Universities and has been awarded with The Women of Excellence Award by Business View and recognized as one of the 10 most influential women leaders in Indian Education by Higher Education Digest. She has conducted training sessions for various prestigious institutions like SRCC, University of Delhi; GLA University, Mathura; Jaipuria Inst. of Mgt., Jaipur; Auro University, Gujarat; VVM, Goa and many others.

**Contact: +91- 9520172229**

**Email: info@edmaestro.in**

**Indian Participants Fee: INR 1500**

**Paytm/GPay/PhonePe to 9897831700**

**IMPS to ANUBHUTI DWIVEDI**

**Acc. 126701506227 (IFSC ICIC0001267)**

**Foreign Participants Fee: USD 35**

**PayPal to: paypal.me/edmaestroindia**

(If PayPal is not available in your country, WhatsApp us for assistance)

**Fee for WS1 & WS2 combined: INR 2500/ USD 50**



**REGISTER HERE:**

<https://forms.gle/6zx3c1BofFnBg7Vg8>

Registration Fee once paid is non-refundable

UPI payment should not be made through credit card