



*NIDA Business School cordially invites you to*

**BRIDGING THE QUALITATIVE-QUANTITATIVE DIVIDE:  
GUIDELINES FOR CONDUCTING MIXED METHODS RESEARCH**

by

**Hillol Bala**

Indiana University

28 January 2019 (Monday)

13:00 – 15:00

Room 812



### **Abstract / Synopsis**

Mixed methods research is an approach that combines quantitative and qualitative research methods in the same research inquiry. Such work can help develop rich insights into various phenomena of interest that cannot be fully understood using only a quantitative or a qualitative method. Notwithstanding the benefits and repeated calls for such work, there is a dearth of mixed methods research in management research. Building on the literature on recent methodological advances in mixed methods research, Professor Bala will provide a set of guidelines for conducting mixed methods research. This research seminar will appeal to broad academic audiences from PhD students to experienced researchers who want to learn more or refresh their research methods skills.

### **About the Speaker**

Hillol Bala is an Associate Professor of Information Systems and Fettig/Whirlpool Faculty Fellow in the Kelley School of Business at Indiana University. His research interests include IT-enabled business process change and management, IT use, adaptation and impacts, and use of IT in health care. His work has been published in *Management Science*, *MIS Quarterly*, *Production and Operations Management*, *Information Systems Research*, *Journal of Management Information Systems*, *Decision Sciences*, *Information Systems Journal*, *Information Society*, *MISQ Executive*, and other journals. He has served or currently serves on the editorial boards of *Information Systems Research*, *Journal of the Association for Information Systems*, and *Decision Sciences*, and as a track chair, an associate editor, or a program committee member of major information systems conferences, such as the International Conference on Information Systems, the Pacific Asia Conference on Information Systems, and others. He received his Ph.D. in Information Systems from the University of Arkansas, and MS in Information Systems and MBA from Texas Tech University.

### **Registration**

Kindly make your reservation by 24 January 2019 at [nbs-phd@nida.ac.th](mailto:nbs-phd@nida.ac.th) or by calling 02-727 3937.

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*8<sup>th</sup> Floor, Boonchana-Atthakororn Bldg., 118 Moo 3 Serithai Rd., Bangkok, Bangkok 10240*

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