



**RV Institute of Management®**



### **Knowledge Cafe session "Exploratory research design"**

**Date: 9<sup>th</sup> December 2023**

**Venue: Seminar Hall**

**Time: 9:00 - 12:30 am**

**Event : Knowledge Cafe**

**No. of Participant: 20**

**Event Convener: Mr. Vijay Krishnamurthy**

#### **Objectives:**

- The knowledge cafe session was aimed provide faculty with an in-depth understanding of exploratory research methods, illustrated through the approach Dr. Vijay Krishnamurthy employed in his doctoral thesis. By sharing his experiences and research journey, Dr. Vijay sought to demonstrate the significance of exploratory research in uncovering new insights, framing research questions, and establishing the foundation for future studies.

#### **Agenda/Flow of the Event**



#### **Resource Person: Mr. Vijay Krishnamurthy, Sports research scholar and Executive Coach**

Vijay S Krishnamurthy is a seasoned business leader and strategy expert with a wealth of experience in driving growth and operational excellence across diverse industries. With a proven track record in areas such as business transformation, strategic planning, and performance management, Vijay has consistently delivered innovative solutions that align organizational goals with market dynamics.

Currently serving as the Chief Operating Officer (COO) at Quadrifc Media Pvt Ltd, Vijay leverages his expertise to oversee operations, optimize processes, and implement strategies that foster sustainable growth. His professional journey reflects a deep commitment to excellence, collaborative leadership, and a forward-thinking approach to tackling complex business challenges. Vijay's passion for innovation and his ability to inspire teams make him a highly respected figure in his field, driving impactful change and creating value for stakeholders.

**Photo with description**

Dr. Vijay Krishnamurthy began the seminar by defining exploratory research as an approach used to investigate phenomena where little prior knowledge exists. He explained its flexibility and adaptability in helping researchers develop hypotheses and identify patterns or trends. Setting the stage with an overview of his own doctoral research, Dr. Vijay shared how he identified a gap in the literature and formulated his initial research problem, using exploratory techniques to refine and develop it further. He outlined the key methods involved in exploratory research, including qualitative interviews, focus groups, and content analysis, and detailed how he employed these tools in his thesis work. He emphasized the importance of maintaining an open-ended inquiry, using inductive reasoning to derive insights from data, and iteratively refining the research focus based on findings. Dr. Vijay illustrated his approach with specific examples from his thesis, describing how he conducted initial stakeholder interviews to gain contextual knowledge, explored secondary data sources to establish a preliminary understanding, and utilized iterative coding techniques to identify recurring themes. He stressed the critical role of flexibility in exploratory research, which allowed him to pivot and adapt his methods based on emergent insights. To make the session interactive, Dr. Vijay encouraged participants to share their own research challenges and discussed how exploratory methods could be applied in their contexts. He also highlighted common pitfalls, such as overgeneralization and confirmation bias, and provided strategies to mitigate these issues. In the latter half of the seminar, Dr. Vijay focused on the transition from exploratory research to more structured approaches. He explained how his exploratory findings informed the design of his quantitative study, helping him frame hypotheses and select appropriate variables. He also shared practical tips for documenting and presenting exploratory research findings effectively in scholarly publications.

**Feedback & Coordinator Comment:**

The seminar received overwhelmingly positive feedback from faculty participants, who appreciated Dr. Vijay's willingness to share his research journey and challenges transparently. His practical examples and real-life insights made the concepts relatable and actionable. Many attendees remarked that the session deepened their understanding of exploratory research and its pivotal role in framing complex research problems. Dr. Vijay's engaging presentation style, coupled with his ability to connect theoretical principles with practical applications, left a lasting impression on participants. The interactive discussion and focus on real-world applicability were particularly praised, as attendees gained actionable strategies to apply exploratory methods in their own research. Overall, the seminar effectively highlighted the value of exploratory research as a foundational step in the academic inquiry process, inspiring participants to adopt similar approaches in their work.

**Event Convener: Dr. Purushottam Bung**



Director

