



QRC2022

*"Qualitative Inquiry: Expanding the
Boundaries of Methodology and Theory"*

**The 5th QUALITATIVE RESEARCH
CONFERENCE 2022 [QRC '22]**

28-30 November 2022 Online (Webinar)

Proceedings of the 5th UUM International Qualitative Research Conference (QRC) 2022

28-30 November 2022
Online (Webinar)

Editors:

Fathiyah Abu Bakar
Rusniza Abdul Rahman
Mohd Hadafi Sahdan
Nor Zalina Mohamad Yusof



**Pusat Pengajian Perakaunan
Tunku Puteri Intan Safinaz**

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Guest Editors

Fathiyyah Abu Bakar, Rusniza Abdul Rahman, Mohd Hadafi Sahdan,
Nor Zalina Mohamad Yusof

Tunku Puteri Intan Safinaz School of Accountancy, Universiti Utara Malaysia

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Fathiyah Abu Bakar, Rusniza Abdul Rahman, Mohd Hadafi Sahdan,
Nor Zalina Mohamad Yusof

Tunku Puteri Intan Safinaz School of Accountancy, Universiti Utara Malaysia

We graciously welcome you to our proceeding of the 5th Qualitative Research Conference 2022, the second time that the conference is conducted virtually due to Covid-19 outbreak. The first one was the last two years, in 2020. Since the outbreak of Covid-19 in December 2019, a lot issues and challenges have been occurred in various field, such as medical, psychology, education, business, economic, social, and many more. Now, the time of the post pandemic era, where we are still struggling to overcome all these challenges by planning a good strategy for better economic and social well-being. The situation provides an avenue to embark in qualitative research. It because qualitative research allows the researchers to investigate the meanings people attribute to their behavior, actions, and interactions with others. In addition, the qualitative research focusses on everyday life and people's experiences to create new theories using the inductive method, which can then be tested with further research. For instance, a study can be conducted to explore how students perceive the COVID-19 crisis and what their personal experiences were while studying during the global pandemic.

With the theme, '*Qualitative Inquiry: Expanding the Boundaries of Methodology and Theory*', QRC 2022 aims to promote and stimulate qualitative research at both the national and international levels. Hopefully, this conference provides an avenue to qualitative researchers, academics, professionals, administrators, and students to share information, ideas, and experiences in various fields of knowledge. In addition, the conference may address current issues, challenges and potentials regarding qualitative research and its contribution to the research and academic world and also to enhance understanding and highlight the importance and role of qualitative research in making policy decisions on a variety of global issues. Furthermore, it may help to create and strengthen a global network of qualitative scholars and professionals.

Thank you.

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