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Proceedings of the 6th UUM International Qualitative Research Conference (QRC) 2024

1 - 3 October 2024

Online (Webinar)

Editors:

Rusniza Abdul Rahman

Tunku Puteri Intan Safinaz School of Accountancy, UUM

Fariza Hanim Rusly

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Pusat Pengajian Perakaunan Tunku Puteri Intan Safinaz
TUNKU PUTERI INTAN SAFINAZ SCHOOL OF ACCOUNTANCY
Universiti Utara Malaysia

ISSAD
Institut Kajian Strategik & Pembangunan Perakaunan Mampan
INSTITUTE FOR STRATEGIC & SUSTAINABLE ACCOUNTING DEVELOPMENT
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QRC

Proceedings of the 6th UUM International Qualitative Research Conference 2024

1-3 October 2024, Online (Webinar)

available online at qualitative-research-conference.com

Guest Editors

Rusniza Abdul Rahman, Fariza Hanim Rusly, Hazeline Ayoup, Mohd Hadafi Sahdan

Tunku Puteri Intan Safinaz School of Accountancy, Universiti Utara Malaysia

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Message from Guest Editors

Rusniza Abdul Rahman, Fariza Hanim Rusly, Hazeline Ayoup, Mohd Hadafi Sahdan
Tunku Puteri Intan Safinaz School of Accountancy, Universiti Utara Malaysia

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We are delighted to present the proceedings of the 6th International Qualitative Research Conference 2024 (QRC 2024), held virtually from October 1–3, 2024. This marks the third time the conference has been conducted in a fully online format, leveraging the advantages of global accessibility, cost efficiency, and sustainability. The evolving landscape of research methodologies and societal challenges has underscored the need to explore innovative approaches. Qualitative research remains a vital tool in understanding the complexities of human experiences, providing deeper insights into behaviors, interactions, and the meanings people assign to their lives. By focusing on real-world issues, qualitative inquiry enables researchers to develop and refine theories that contribute to academic and practical advancements.

With the theme *"Unveiling Perspectives: Advancing Qualitative Research Methodologies in an Evolving Landscape,"* QRC 2024 aimed to advance qualitative research at both national and international levels. The conference offered a platform for scholars, academics, professionals, and students to share ideas and collaborate on addressing pressing issues across various disciplines. Through keynote addresses, concurrent sessions, and practical workshops, participants explored cutting-edge methodologies and discussed the challenges and potentials of qualitative research. We hope this conference has inspired attendees to expand their perspectives, strengthen global networks, and continue contributing to meaningful solutions for complex global issues.

Let's dive into this virtual 6th International Qualitative Research Conference 2024 with utmost interest in upholding the qualitative research into the next level! We are now welcoming you to our next conference, QRC 2026.

Thank you.

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