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From: Institut Kajian Strategik dan Pembangunan Perakaunan Mampan
Sent: 06 Mac 2016 8:16
To: UUM - All Staff; UUM - All Students
Cc: Dr. Aidi bin Ahmi; Dr. Zaleha bte Othman
Subject: Qualitative Research Workshop: Designing and Publishing Qualitative Research



**Institut Kajian Strategik dan
Pembangunan Perakaunan Mampan**
INSTITUT FOR STRATEGIC AND
SUSTAINABLE ACCOUNTING DEVELOPMENT
Universiti Utara Malaysia



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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

YBhg. Dato' Seri/Datuk/Dato'/YBrs. Prof/Prof. Madya/Dr/Tuan/Puan/Cik

The Institute for Strategic and Sustainable Accounting Development (ISSAD) will be organizing a workshop as follows:

Qualitative Research Workshop 2016: Designing and Publishing Qualitative Research

24th MAY 2016, PARKROYAL Penang Resort

In conjunction with:



QRC2016

"Qualitative Research: Exploring the Hidden Reality"

2nd UUM INTERNATIONAL QUALITATIVE RESEARCH CONFERENCE
24-26 MAY, 2016 . PENANG, MALAYSIA

Call for Participant

PURPOSE

This workshop aims to encourage the establishment of qualitative research and provide knowledge to those who are interested to learn and conceive qualitative approach. The workshop also aims to provide participants with techniques of writing and getting publish.

WORKSHOP INSTRUCTOR



ASSOCIATE PROF. DR. SITI NABIHA ABDUL KHALID

Deputy Dean (Research & Network)
Graduate School of Business
Universiti Sains Malaysia



DR. ZUBIR AZHAR

Senior Lecturer
School of Management
Universiti Sains Malaysia

Dr Siti Nabiha Abdul Khalid is an Associate Professor and Deputy Dean of Research at Graduate School of Business, Universiti Sains Malaysia. She obtained her doctorate in Accounting from University of Manchester, United Kingdom and her MBA from Saint Louis University, U.S.A. Her specialisation is in management accounting specifically in the area of accounting and organisational change, performance measurement and systems of accountability in both the public and private sectors. She has published over 40 journal articles including in Accounting, Auditing and Accountability Journal, Qualitative Research in Accounting and Management, Journal of Accounting and Organizational Change and Journal of Cleaner Production; among others. She has published 17 book chapters, four books, and edited two books. She has also contributed articles to professional journals and also active in writing teaching cases. Dr Siti Nabiha has successfully supervised 14 PhD students, 6 DBA and three MSc students. She has successfully completed several research projects and obtained funding from Ministry of Higher Education, Ministry of Health/Economic Planning Unit, CIMA (UK) and also from the industry. Dr Nabiha has conducted research workshops for universities in Malaysia, Indonesia and Thailand and has held the position of visiting consultant at Sultan Qaboos University in Oman and visiting researcher at Auckland University of Technology. She is currently the chairperson of the research panel of Chartered Institute of Management Accountant (CIMA), Center of Excellence, South East Asia. She is also an editorial board member of the International Journal of Accounting, Business and Society, Issues in Social and Environmental Accounting and also Qualitative Research in Accounting and Management.

Dr Zubir Azhar is a Senior Lecturer at the School of Management of Universiti Sains Malaysia (USM). He is a Member of CPA (Australia) and a Chartered Accountant (CA) of Malaysian Institute of Accountants (MIA). He obtained his PhD from the University of Manchester, United Kingdom. Prior to joining USM in January 2016, he was a Tutor for an academic programme at Murdoch University, Australia (2006-2007), and was a Senior Lecturer at the Faculty of Accountancy of Universiti Teknologi MARA (UiTM). Throughout his academic career, he has developed his research interests in the areas of Accounting for Service Organisations (e.g., Airports, Hospitals, Universities, and Microfinance Institutions), Management Control Systems (MCS), Financial Management in the Private and Public Sectors, Shared Services Centre (SSC), Enterprise Resource Planning (ERP) Systems, and Performance Measurement Systems (PMS). His research work has utilised Institutional Theory with specific references to Old Institutional Economics (OIE), New Institutional Sociology (NIS) and Institutional Logics (IL). He has published his research articles in various journals and presented his research work at numerous conferences both locally and internationally. He was an assessor of the 2015 Global Business Challenge organised by Chartered Institute of Management Accountants (CIMA), United Kingdom, and a panelist for the Experiential Lab Session at the Qualitative Research Conference organised by Qualitative Research Association of Malaysia (GRAM) in 2015. He is a reviewer for the International Conference on the Future of ASEAN (ICoFA), the International Conference on Governance, Fraud, Ethics and Social Responsibility (iConGFESR), Jurnal Intelek and Asian Academy of Management Journal of Accounting and Finance (AAMJAF). In 2015, he co-chaired the 6th iConGFESR (in collaboration with Trakya University, Turkey), which was held in Penang, Malaysia.

TENTATIVE PROGRAMME

24th May 2016 (Tuesday) - Qualitative Research Workshop

08.00 am - 09.00 am	Workshop Participant Registration
09.00 am - 10.30 am	Qualitative Research: An Overview
10.30 am - 11.00 am	Tea Break
11.00 am - 01.00 pm	Qualitative Research Design: Elite Interviewing and Institutional Logic
01.00 pm - 02.00 pm	Lunch
02.00 pm - 05.00 pm	Qualitative Research: Publishing Qualitative Research
05.00 pm	Tea Break

25th May 2016 (Wednesday) - Qualitative Research Conference - Day 1

08.00 am - 09.00 am	Conference - Participant Registration
09.00 am - 10.00 am	Opening Ceremony: Prof. Dato' Seri Dr. Mohamed Mustafa Ishak Vice Chancellor, Universiti Utara Malaysia
10.00 am - 10.30 am	Tea Break
10.30 am - 12.30 pm	Keynote Address 1: Tan Sri Dato' Paduka Dr. Fng Ah Seng Chairman of Epic Valley Holdings Group
12.30 pm - 02.00 pm	Lunch
02.00 pm - 03.30 pm	Keynote Address 2: Associate Professor Dr. Siti Nabiha Abdul Khalid Deputy Dean (Research & Network), Graduate School of Business Universiti Sains Malaysia
03.30 pm - 03.45 pm	Tea Break
03.45 pm - 05.00 pm	1 st Concurrent Session
05.00 pm - 07.00 pm	PRIVILEGE: QUALITATIVE RESEARCH GUIDANCE BY EXPERTS

26th May 2016 (Thursday) - Qualitative Research Conference - Day 2

09.00 am - 10.30 am	2 nd Concurrent Session
10.30 am - 11.00 am	Tea Break
11.00 am - 01.00 pm	3 rd Concurrent Session
01.00 pm - 02.30 pm	Lunch
02.30 am - 04.30 pm	4 th Concurrent Session
04.30 pm - 04.45 pm	Tea Break
04.45 pm - 05.30 pm	Best Paper Award & Closing Ceremony

WORKSHOP FEES

	LOCAL	INTERNATIONAL
NORMAL	RM 600 ⁰⁰	USD 200 ⁰⁰
STUDENT	RM 400 ⁰⁰	USD 130 ⁰⁰

Fees include workshop admission, workshop kits, lunches and refreshments. These fees do NOT include the accommodation and conference admission.

WHO SHOULD ATTEND?

- Student
- Researcher
- Practitioners
- Academician

CONTACT PERSON

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*Please visit our website for registration details:

Website: <http://qualitative-research-conference.com/>

For more details, please visit: <http://qualitative-research-conference.com/>

Thank you.

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