

Sarkina Bt Mat Saad @ Shaari

From: Unit Komunikasi Korporat
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Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Translated by Nur Ida Faradilla binti Aziz

QRC'18 DELVES INTO ISSUES, CHALLENGES AND THE POTENTIALS OF QUALITATIVE RESEARCH STUDIES



UUM ONLINE: Melaka – Highlighting the theme - 'Researching Real World', Tunku Puteri Intan Safinaz School of Accountancy (TISSA-UUM) organised a three-day Qualitative Research Conference 2018 (QRC'18) on 10 July 2018.

The third edition of QRC was jointly organised by TISSA-UUM with the Institute for Strategic and Sustainable Accounting Development (ISSAD) and the Muhibah Foundation. A total of 80 local and international participants including academics, professionals, administrators and students attended the conference.

The Deputy Vice-Chancellor (Research and Innovation), Prof. Dr. Ayoib Che Ahmad who represented the Vice-Chancellor said, the objective of the conference was to address current issues, challenges and also the potentials related to qualitative research studies.

The conference commenced with the keynote address by the Deputy Vice-Chancellor (Academic and International Affairs) Universiti Sains Islam Malaysia (USIM), Prof. Dr. Abdul Rahim Abdul Rahman.

A workshop on the Philosophical Foundations of Qualitative Research was conducted by Prof. Dr. Abdul Rahim and it has attracted a total of 25 researchers involved in the qualitative research studies and 60 papers were presented by researchers in various areas including medical, accounting, management and tourism.

Also present at the conference was the Dean of TISSA-UUM, Associate Professor Dr. Chek Derashid. He expressed his hope that this conference will act as a catalyst that will encourage the vibrant growth of qualitative research in various disciplines.

QRC 2018 presented the platform for participants to deliberate and develop an understanding on the philosophical and methodological underpinnings of qualitative research studies. It also provided a comprehensive overview of the qualitative research framework in understanding the real world problems while generating credible and constructive solutions.

DARIPADA:
UNIT KOMUNIKASI KORPORAT
UNIVERSITI UTARA MALAYSIA
☎ 04-928 3048/3049/3052/3061
☎ 04-928 3053
✉ ukkuum@uum.edu.my
f Universiti Utara Malaysia (Official FB)



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

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