



**QRC2020**  
"Bridging Knowledge and Experience  
through Qualitative Research"  
**4<sup>th</sup> UUM INTERNATIONAL  
QUALITATIVE RESEARCH CONFERENCE**  
1-3 December 2020 . Virtual Conference

**Proceedings of the  
4th UUM International  
Qualitative Research Conference  
(QRC) 2020**

**1-3 December 2020. Virtual Conference**

**Editors:**

Adura Ahmad  
Hafizah Abd Mutalib  
Rusniza Abdul Rahman



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

Universiti Utara Malaysia

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Adura Ahmad, Hafizah Abd Mutalib, Rusniza Abdul Rahman

*Tunku Puteri Intan Safinaz School of Accountancy, Universiti Utara Malaysia*

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Adura Ahmad, Hafizah Abd Mutalib, Rusniza Abdul Rahman

*Tunku Puteri Intan Safinaz School of Accountancy, Universiti Utara Malaysia*

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Amidst of COVID19 pandemic and the struggle of adapting to a “new normal” environment, we graciously welcome you to our proceeding of the 4<sup>th</sup> Qualitative Research Conference 2020, a virtual event. The new environment we are living now does not deter our interest in upholding and leveraging qualitative research to the next level. This proceeding hopefully becomes one of the channels for new and experienced qualitative researchers to share their knowledge, insights and new discovery to expand the qualitative research contributions continuum. We can see that the interest in qualitative research is on an upward trend based on the papers received for this conference. The qualitative research is now applied across multiple disciplines reflecting that researchers have seen the strength and benefits of qualitative research inputs. Hopefully, this enthusiasm will continue to bloom bigger and bigger in the near future and more understanding of the philosophical and methodological underpinnings of qualitative studies could be harvested.

The theme, *‘Bridging Knowledge and Experience Through Qualitative Research’* resonates with the borderless virtual world that we are living in now. Knowledge and experiences are connected regardless of the limitation of physical contact as “great minds may think alike”. The capabilities of qualitative research in exploring and diving deep into the understanding and uncovering of real-world problems can be seen as a research key to compliment other gaps in solving contemporary issues and problems: leading into more relevant motion in policies, practices, programmes and even daily life. By preparing the platform for the researchers to share their knowledge and experience rigorously, the journey in learning qualitative research will be stimulated resulting in arisen curiosity to the new discovery.

If this happened to be our first step in qualitative research, congratulate ourselves. Do small things great, the impact splendors. Let’s dive into this virtual 4th Qualitative Research Conference 2020 with utmost interest in upholding the qualitative research into the next level!

We are now welcoming you to our next conference, QRC 2022.

Thank you.

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