



Postgraduate Research Talk Series 8/2022

Qualitative Research Design and Approach

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21st September 2022 (Wednesday)

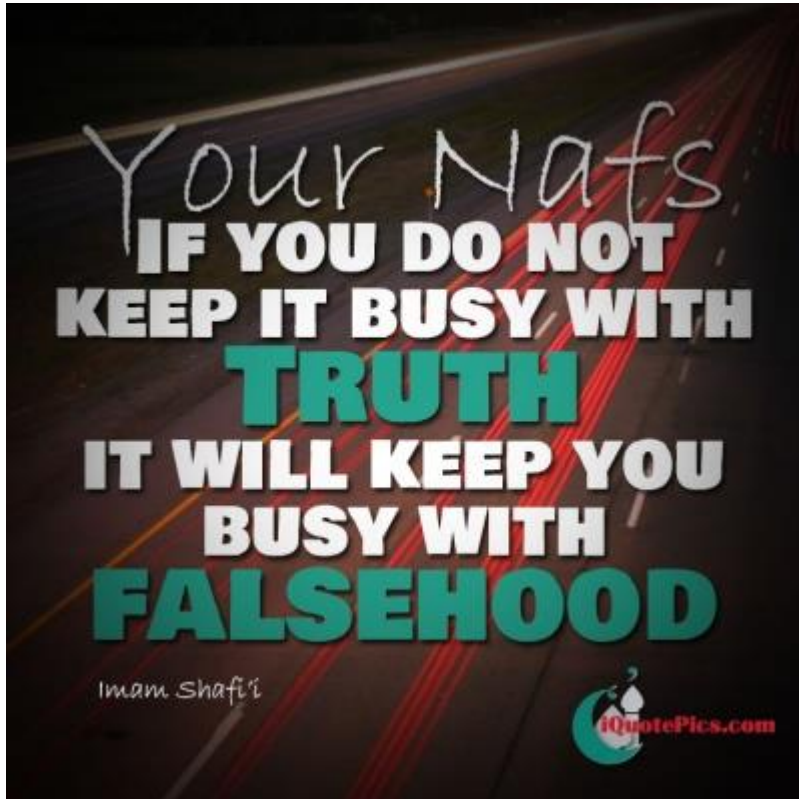
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Postgraduate Studies Unit, UUM COB

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Let's Learn...



Narrated Anas bin Malik:

that the Messenger of Allah
(ﷺ) said:

“Who goes seeking
knowledge, then he is in
Allah’s cause until he returns.”

— Jami` at-Tirmidhi 2647

Outline

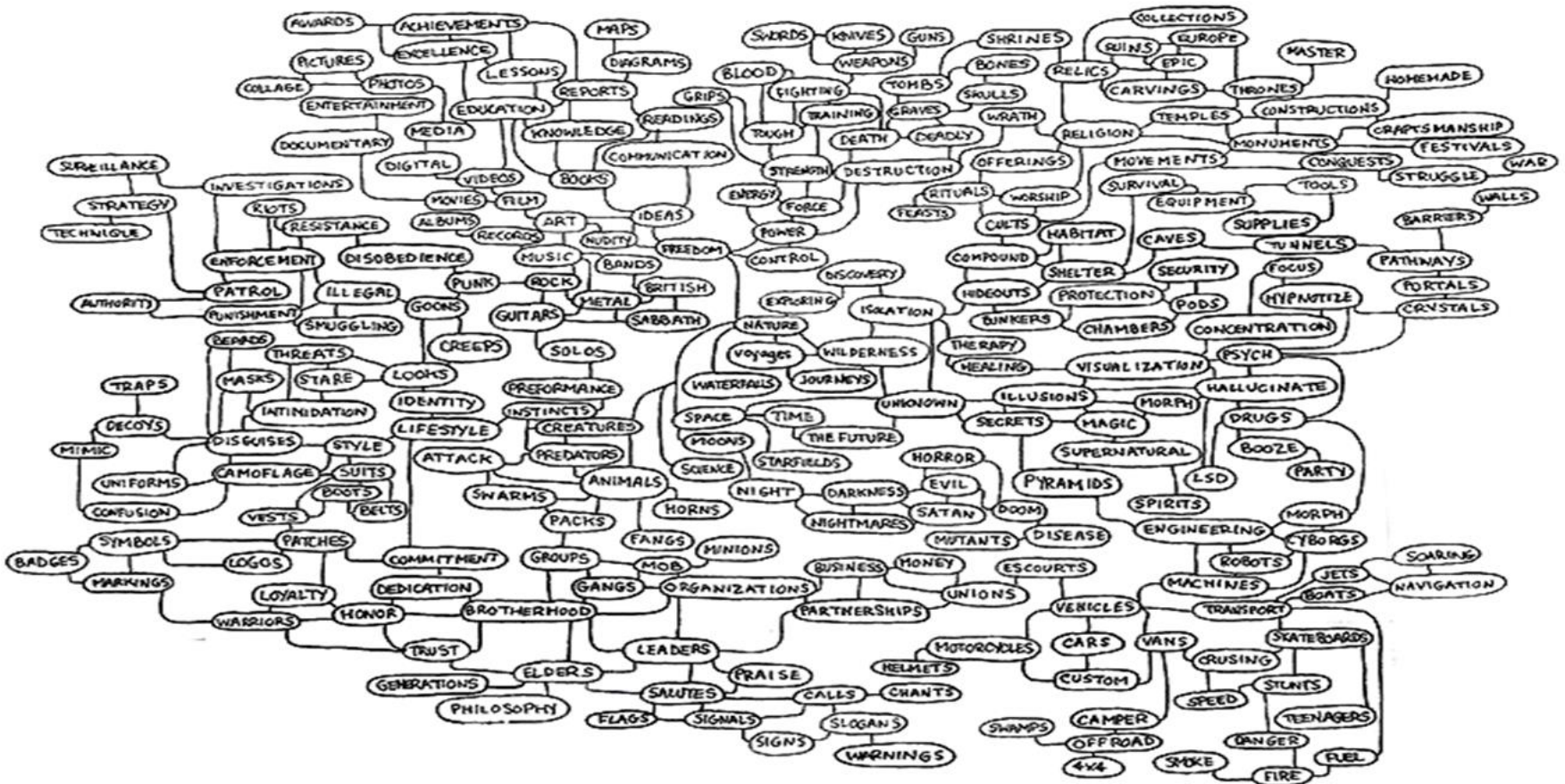
Introduction

Research problem

5 elements of qualitative research

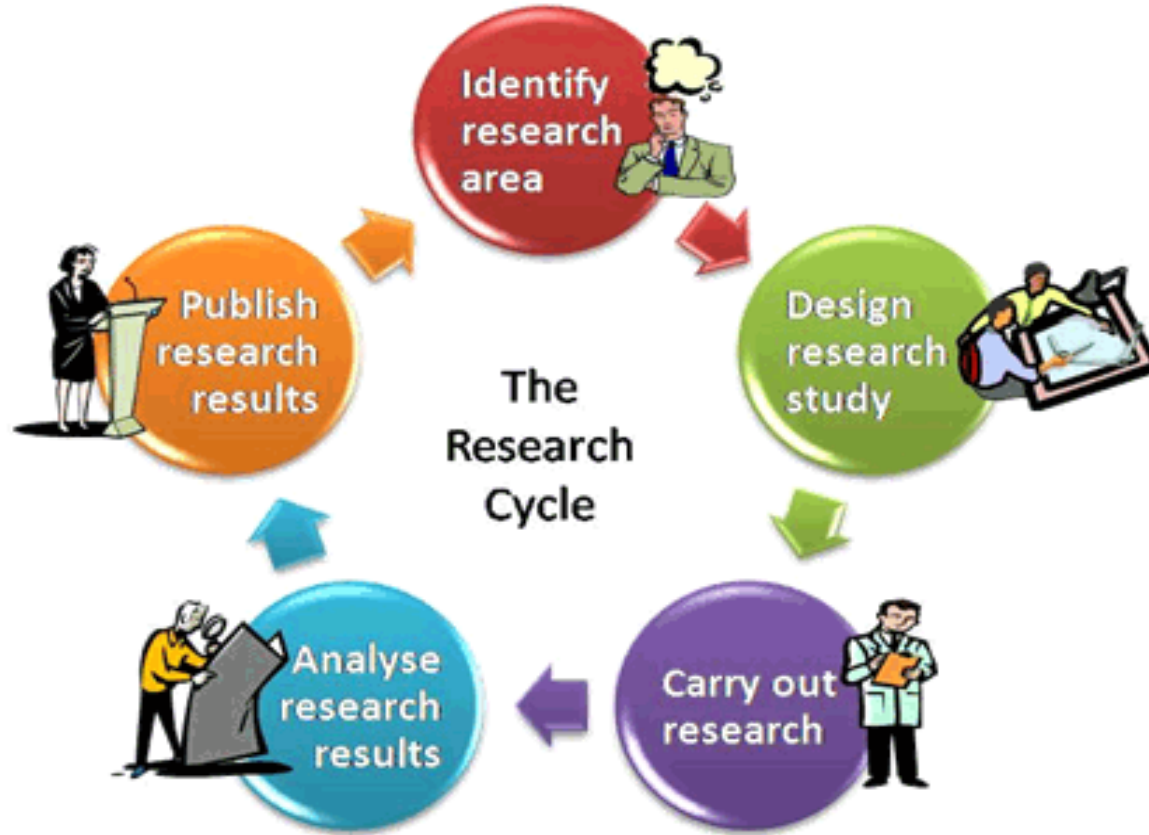
Conclusion

Where you should start???



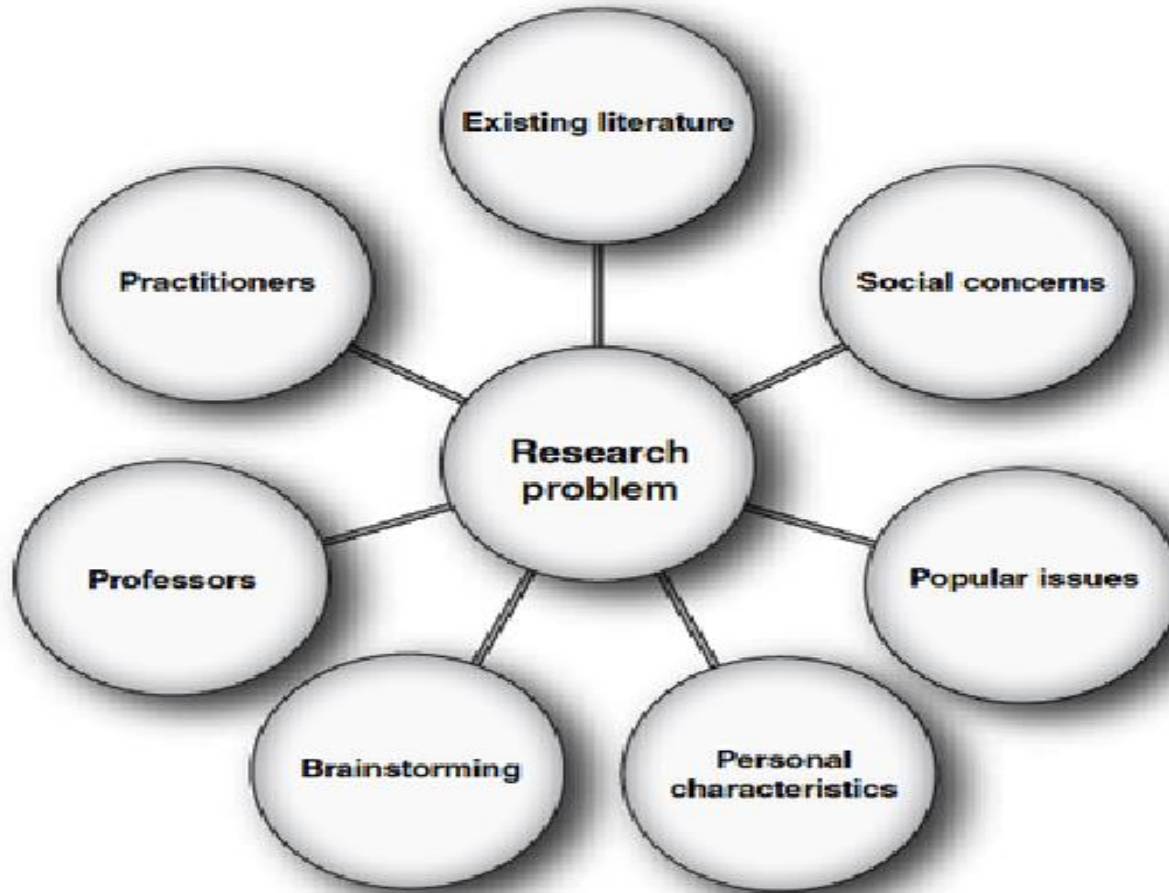


Where you should start???





Research problem





Research problem

LITERATURE REVIEW



Research problem

Develop the Research Question(s) & Research Objective(s)

Research Question(s) – What? Why? How? Who?

Research objective(s) – Understand? Discover?
Explore? Construct?



Analysis the research problem How we could answer the Research Questions and Research Objectives?

Data driven or theory driven?

Qualitative - Data driven

“The primary knowledge creation mechanism is identifying patterns by refining, selecting, and applying analytic methods to very rich datasets”



Analysis the research problem How we could answer the Research Questions and Research Objectives?

Inductive or deductive?

Qualitative – Inductive

Build their patterns, categories and themes from the “bottom up”.
Working back and forth between the themes until they established a comprehensive and meaningful themes





Analysis the research problem How we could answer the Research Questions and Research Objectives?

Theoretical framework @ Conceptual framework?

Qualitative – Conceptual framework

Research problem cannot meaning- fully be research in reference to only one theory, or concept resident within one theory. The researcher may have to “synthesize” the existing view in literature (theoretical/empirical findings)

(Liehr and Smith, 1999)



Analysis the research problem How we could answer the Research Questions and Research Objectives?

Instrument

THE RESEARCHER(S)



Five elements of qualitative research

- **Ontology**
- **Epistemology**
- **Methodology**
- **Axiology**
- **Rhetorical**



1. Ontology

"what is the form and nature of reality and, therefore, what is or can be known about it".

Ontology is reality or the very essence of the social phenomena that the researchers investigate. The phenomena is an independent existence and not dependent for it on the knower.

Subjective

Cohen et al. (2000), Coleman and Briggs (2002), Guba and Lincoln (1994) and Healy and Perry (2000)



2. Epistemology

“what is the nature of the relationship between the knower or would-be knower and what can be known?”

It is a relationship between the reality and the researchers. This relationship normally will discover various issues related to knowledge, such as how we find it, how we recognise it, when we find it, how we use it and how it distinguishes truth from falsehood.

Interpretivist @ Critical theory

Cohen et al. (2000), Coleman and Briggs (2002), Guba and Lincoln (1994) and Healy and Perry (2000)



3. Methodology

“how can the inquirer (would-be knower) go about finding out whether what he or she believes can be known”

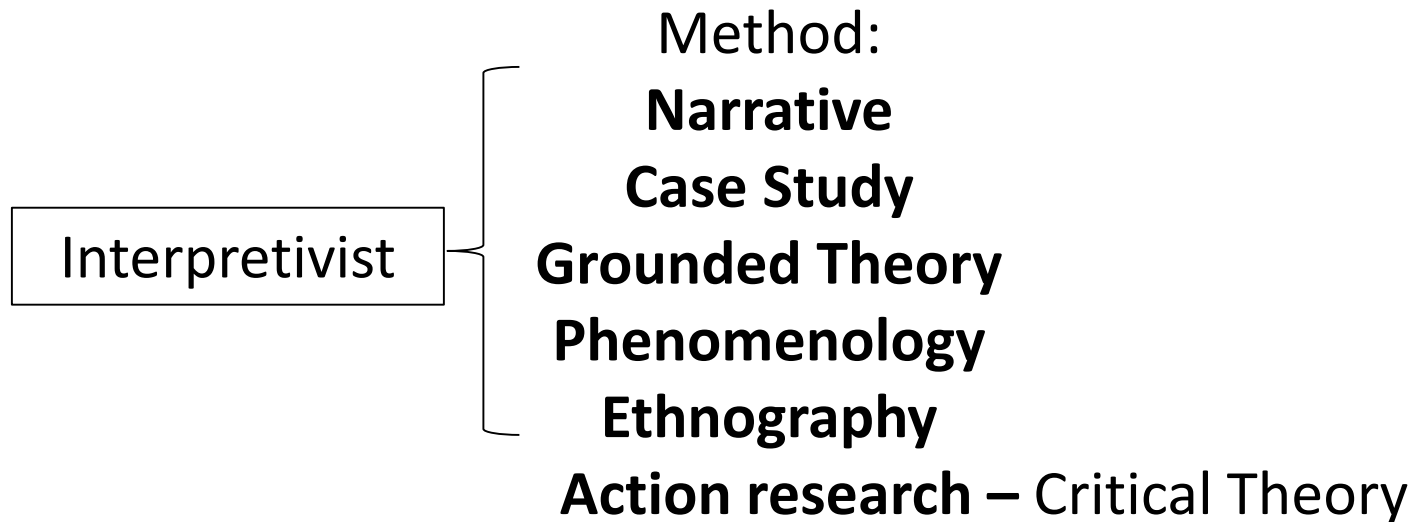
It is a technique used by the researcher to investigate reality. It underpins the researcher’s work and is a guide to the research activities.

Cohen et al. (2000), Coleman and Briggs (2002), Guba and Lincoln (1994) and Healy and Perry (2000)



3. Methodology

Research Approaches in Social Science (Denzin & Lincoln, 1994/2005/2011)



Which one is suitable for business/management research?



3. Methodology

Data sources:

- People (as individuals, groups or collectives)
- Organisations, institutions and entities
- Text (published and unpublished sources including virtual ones)
- Settings and environment (material, visual/sensory and virtual)
- Object, artefacts, media products (material, visual/sensory and virtual)
- Events and happenings (material, visual/sensory and virtual)



3. Methodology

Data sources:

People (as individuals, groups or collectives)

How to chose participants?

Purposeful/selective/criterion sampling

Snowballing technique

Data saturated – 8 to 12 participants



Methodology

Data collection method

Data collection protocol/guide

Pilot study

Interview – Semi structured/Unstructured

Observation

Documents

Survey question

Artifact



3. Methodology

Data analysis

Interview – Thematic analysis

Observation – Participation @ nonparticipation

Documents - Content analysis, typology

Survey question – Descriptive statistic

Diary - ?

Artifact - ?



4. Axiology

“the researchers admit the value-laden nature of the study”

The researchers actively report their values and biases as well as the value-laden nature of information gathered from the field

Trustworthiness
Ethical consideration

Creswell, 2014, Guba & Lincoln, 1994 and Sinkovics et al., 2008



4. Axiology

Trustworthiness/Ethical consideration

1. *Credibility* - the degree of relationship between the realities of the research domain and participants, how closely the researcher interprets the intentions and realities and how closely the researcher is representative of those participants.
2. *Dependability* - the stability of the data gathering and data analysis.
3. *Transferability* - the rigour of the data from the participants, so that the researcher can make judgements about the transferability.
4. *Conformability* - data, interpretation and outcomes of the inquiries are rooted in the context of participants and can be tracked to the sources.

Guba & Lincoln, 1994



4. Axiology

Trustworthiness/Ethical consideration

Triangulation/cross check - Flick (2007)

Comprehensive triangulation

1. Investigation triangulation

2. Theory triangulation

3. Methodology triangulation

. within method

. between method

4. Data triangulation

5. Systematic triangulation of perspectives



5. Rhetorical

“the art of speaking or writing effective”

It refers generally to how language is employed

Ambiguous statement

Firestone (1987)



5. Rhetorical

Example of qualitative term

1. Examine – Understand
2. Hypothesis – Proposition
3. Evaluate – observe
4. Reliability & Validity – Trustworthiness
5. Sample & Population – Participants
6. Questionnaire – Survey question

Avoid – measure, test, evaluate, explain.

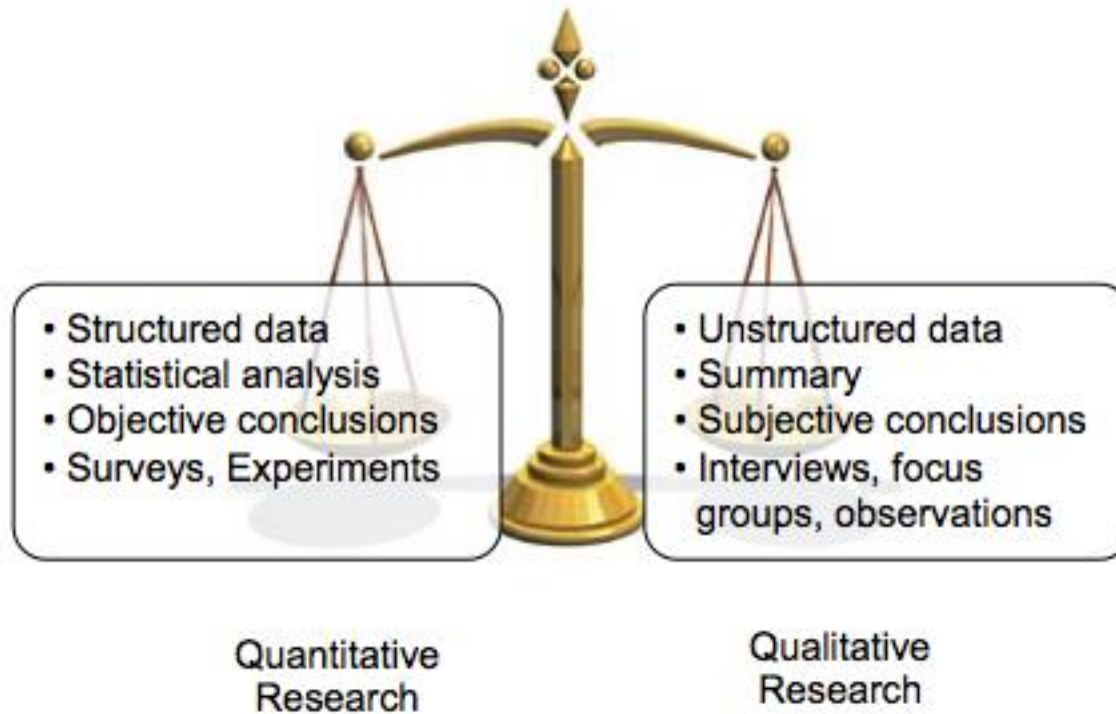


Characteristics of Qualitative Researcher

- 1. Curious and open minded**
- 2. Aware of wider business context**
- 3. Empathetic and patient**
- 4. Using multiple research methods**
- 5. Collaborative**
- 6. Ethical**



Conclusion



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

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CALL FOR PAPERS

THE 5th QUALITATIVE RESEARCH CONFERENCE 2022 (QRC '22)

Qualitative Inquiry: Expanding the Boundaries of Methodology and Theory

28th - 30th November 2022 • Online (Webinar)

FIELDS OF INTEREST:

Scope of papers include, but not limited to the following fields:
Accounting, Business Management, Economics, Finance and Banking, Education, History, Psychology, Medical, Laws and Public Administration, Human Science, Islamic Revelation Others

SUBMISSION GUIDELINES:

- Papers must be original and have not been previously accepted in any journal or under consideration for publication elsewhere.
- The paper must be submitted in MS Word format through QRC2022 website. For detailed guidelines, please visit <http://www.qualitative-research-conference.com>

PUBLICATION OPPORTUNITIES:

- All papers presented in the conference will be published in the Conference Proceeding.
- *The QRC Proceeding is in the process of applying for Web of Science (WoS) and Scopus indexing.
- Selected papers will have the opportunity for publications in selected Scopus-indexed journals.
- **The list of journals as listed in our website.

IMPORTANT DATES (FINAL CALL):

Paper Submission Deadline	15th October 2022
Notification of Acceptance	30th October 2022
Camera Ready	15th November 2022

CONFERENCE & WORKSHOP FEES:

Items	Fee (RM)	USD
Conference Only (Student)	350.00	90.00
Conference Only (Non-student)	550.00	140.00
Workshop Only (Student)	200.00	50.00
Workshop Only (Non-student)	300.00	75.00
Conference & Workshop (Student)	450.00	120.00
Conference & Workshop (Non-student)	750.00	190.00

KEYNOTE SPEAKERS:



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THANK YOU

