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Proceedings of the 6th UUM International Qualitative Research Conference (QRC) 2024 1 - 3 October 2024 Online (Webinar)

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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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