



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

2024

ANNUAL REPORT

 <https://aagbs.uitm.edu.my>

11 SEPTEMBER 2024

QUALITATIVE RESEARCH WORKSHOP LED BY PROFESSOR DR. RICK DELBRIDGE AT AAGBS

AAGBS hosted a successful Qualitative Workshop on Wednesday, 11 September 2024! □ We were thrilled to have Professor Dr. Rick Delbridge from Cardiff Business School, the 'Qualitative Guru' himself, lead this engaging session. Held in our Smart Classroom, participants gained invaluable insights into qualitative research techniques and how they can be applied to business and social science studies. A big thank you to Professor Dr. Delbridge for sharing his expertise and to all our participants for making this workshop a meaningful and interactive experience!





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