Preface

**QQR’2021**

The quantitative and qualitative methods are applied in many disciplines, from social science and management science to engineering and health science, to deal with different matters and subjects concerning Individual, Society and Organization. Nowadays, many innovations and works are achieved on techniques applied in quantitative and qualitative research, particularly in statistics, data analysis and modelling.

To promote the scientific works on these topics, the Academy of Researchers (AOR Academy) organize as a part of his Scientific Week (AOR Scientific Week), the 3rd edition of the International Conference of Moroccan Journal of Quantitative and Qualitative Research, on “Quantitative and Qualitative methods for Social Research” (QQR’21), from 17th to 18th July 2021 in National School of Applied Sciences Kenitra, Morocco. QQR’21 will be an opportunity for academics and specialists to present and publish their work and learn about trends in scientific research, as well as to establish future collaborations between research groups and professional.

This third edition of MJQR conference is the continuation of the 1st edition held in IAV Rabat and the Second edition held in ISPITS Rabat.

We invite all speakers and participants to present their research and/or experiences to the QQR’21 according to the topics below:

**Social Sciences and Research :**

- Education
- Sociology
- Management Science
- Human Behaviour and Psychology
- Economics and Finance
- Law
- Linguistics, Communication and Cultural Studies
- Geography and Environment
- Health management
- Logistics and Industry management
- Information system for organizations

**Qualitative approaches and methods :**

- Qualitative methods for social science
- Qualitative analysis types and process : Textual Analysis, Content analysis , discourse analysis , thematic analysis , narrative analysis, design analysis, articulation and triangulation…
- Systematization of approaches with Qualitative Studies : literature review, integrating results, aggregation studies, meta-analysis, meta-analysis of qualitative meta-synthesis, meta-ethnography
- Qualitative and Mixed Methods Research
- Quantitative research paradigms

**Quantitative Methods :**

- Statistics and statistical methods in the social sciences
For this edition, a series of workshops will be organised by MJQR editors and experts, for PhD students and researchers, on the topics below:

- Research Methodology
- Scientific communication, writing and publication
- Research design and Systematic literature review
- Inquiry design for qualitative/quantitative research
- Qualitative analysis with NVIVO and IRAMUTEQ
- Quantitative analysis with SPSS, SPSS AMOS and SmartPLS
- Data mining with R and Python
- Machine learning with Python
- Big data and data science methods for management and social research

Organizers

The 3rd edition of the International Conference on “Quantitative and Qualitative approach and techniques for Applied Sciences” is organized by the MJQR Journal and Academy of Researchers (AOR Academy) in partnership with Ibn Tofail University.

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