

## CB Ph.D. Student Research Excellence Award 2023 – Student sharing by Qu Jinxing



My name is Qu Jinxing, and I am a fifth-year Ph.D. student in the Department of Accountancy. I am sincerely grateful to be honored with The College of Business Ph.D. Student Research Excellence Award 2023.

I am thankful to those who have played a crucial role in shaping my research skills throughout my Ph.D. journey. Specifically, I deeply appreciate the efforts of my esteemed supervisors, Prof. Kim Jeong Bon and Prof. Li Bing. Their guidance has given me profound insights into the essence of high-quality research and how to transform innovative ideas into well-presented and mature papers.

Next, I would like to share my thoughts about research in accounting. Conducting effective research in accounting requires a systematic and strategic approach. First, you need to clearly define a research question, as a focused and specific research question provides your study with direction and purpose. Additionally, you need to familiarize yourself with relevant literature to understand the current state of knowledge in your chosen area. This allows you to identify gaps, controversies, or areas that require further exploration. Next, you should select research methods that align with your research question. Whether these methods are qualitative or quantitative, they should allow you to collect relevant data to answer your research question. Moreover, it is essential to use reliable sources and follow a logical process to maintain accuracy in accounting research. Thus you must double-check your work and ensure that data collection and analysis are conducted with precision.

It is my pleasure to share the above thoughts about accounting research, and receiving this scholarship is a significant source of encouragement to me. I am optimistic that CityU graduates will achieve ever more prestigious placements in future.