Department of Accountancy
香港城市大學
City University of Hong Kong

AC STUDENTS SHARING

CB Ph.D. Student Research Excellence Award 2025 – Student Sharing by Li Zihui

6 MARCH 2026

My name is Li Zihui and I am currently a Ph.D. student in the Department of Accountancy. I am deeply honoured to receive the College of Business Ph.D. Student Research Excellence Award 2025. This recognition is not only an acknowledgment of my research efforts but also an important encouragement to continue my academic research and contribute to the scholarly community.

Research is both fascinating and challenging. When we look up, we are inspired by the lively discussions at conferences, excited by innovative ideas, and motivated by the remarkable achievements of established scholars. We are curious about the unknown and ambitious about making our own contributions. However, when we look down, the journey may feel less glamorous. We may find ourselves navigating countless revisions, facing intense competition when similar studies emerge, struggling through difficult stages of a project, or coping with repeated rejections.

In many ways, research is like life. Uncertainty is inherent in the process. It brings emotional ups and downs, but it also makes the journey meaningful and transformative. Beyond developing professional skills such as rigorous reasoning, theoretical analysis, meticulous research design, and precise data processing and interpretation of results, I believe that curiosity and passion are essential. These qualities allow us not only to persevere but also to fully appreciate the process of discovery and growth.

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I am sincerely grateful to CB for its generous support of students' academic development. This award is a tremendous source of encouragement for me. I would also like to express my deep gratitude to my supervisors, co-authors, and colleagues for their guidance and unwavering support. Finally, I would like to thank CB for the valuable platforms and opportunities it offers to young scholars. I look forward to continuing to learn, contribute, and give back to the academic and professional community in the future.