

## **College of Business Ph.D. Student Research Excellence Award 2024—Student Sharing by Qin Bingyi**

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**24 MARCH 2025**



Hi everyone. My name is Qin Bingyi, and I am a fifth year Ph.D. student in Accountancy. I am honored to receive the 2024/2025 College of Business Ph.D. Student Research Excellence Award. This is an important milestone in my academic journey, and I am deeply grateful to my advisor, Prof. Wang Zheng, for her invaluable mentorship and unwavering support. Looking back on my Ph.D. journey, I have come to appreciate several key elements that contribute to research. I would like to share some of my experiences and lessons learned in the hope that they may be helpful.

First, effective communication. Writing a research paper is not just about presenting results—it is about telling a compelling story. Discussing ideas with other Ph.D. students, asking for help when needed, and receiving feedback can provide fresh perspectives and improve the quality of ideas. Collaboration is also a key aspect of academic research. Working with different researchers, including faculty members and peers, exposes us to diverse methodologies and ways of thinking, ultimately refining our research skills. I also have found that discussing my research with people outside my field, including peers from other disciplines, has helped me refine my explanations and clarify my arguments. Additionally, presenting my work at conferences has been a valuable experience, allowing me to receive constructive criticism and refine my ideas based on diverse perspectives.

Second, persistence and patience. Research is an iterative process filled with challenges—hypotheses may not hold, data may be difficult to obtain, and feedback from reviewers can be tough. I have learned that setbacks are not failures but rather opportunities to refine ideas and improve methodology. Meaningful research insights may only emerge after multiple revisions and discussions. The key is to remain patient, stay open to feedback, and continuously push forward.

Third, building a strong relationship with your advisor. My advisor played a pivotal role in shaping my research direction and academic development. From the beginning of your Ph.D. journey, it is important to demonstrate your commitment to research, actively seek feedback, and show respect for your advisor's time and expertise. Preparing well for meetings and contributing meaningful insights can help establish a productive and supportive relationship.



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# AC STUDENTS SHARING

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I am honored to share my reflections on my research journey. Receiving this research excellence award is a great encouragement and motivates me to continue pursuing impactful research. I sincerely appreciate the resources and opportunities provided by the CityUHK Ph.D. programme, which has played a significant role in shaping my academic development. I look forward to further contributing to the field of accounting research and to collaborating with fellow researchers in the future.