

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 for being honoured with The College of Business Ph.D. Student Research Excellence Award 2023.

I want to express gratitude to those who have played a crucial role in shaping my research skills throughout my Ph.D. journey. Specifically, I express my appreciation to my esteemed supervisors, Prof. Kim Jeong Bon and Prof. Li Bing. Their guidance has provided me with a profound insight 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. Conducting effective research in accounting requires a systematic and strategic approach. First, you need to define a clear research question. A focused and specific research question provides direction and purpose to your study. Also, please familiarize yourself with relevant literature to understand the current state of knowledge in your chosen area. Identify gaps, controversies, or areas that require further exploration. Then, you should select appropriate research methods that align with your research question. Whether qualitative or quantitative, the chosen methods should allow you to collect relevant data to answer your research question. Besides, it is essential to use reliable sources and follow a logical process to maintain accuracy in the accounting research. Please double-check your work and ensure that data collection and analysis are conducted with precision.

It is my pleasure to share my thoughts about my research, and receiving this scholarship serves as a significant source of encouragement. I am optimistic that the placements achieved by City U graduates will continue to improve.