



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

HKBM 7022:

Advancing to Doctoral Research Stage

INTRODUCTION

Module Leader: Professor Peter K.W. Fong

B.S.Sc.(CUHK); M.U.P., PhD (NYU)

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Hong Kong Public Administration Association

HKPAA

香港公共行政學會

Prof. Peter Fong
PhD (NYU)
President

Public Administration and Policy:
An Asia-Pacific Journal (by Emerald)
Editor-in-Chief
<https://www.emeraldgroupublishing.com/journal/pap>

GPO Box 3350, Hong Kong
Website: <http://www.hkpaa.org.hk>

方國榮 教授
紐約大學博士
會長

公共行政與政策
亞太地區期刊
總編輯

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現任

英國威爾斯大學工商管理博士課程
博士發展學院
國際可持續發展協會
拉曼達有限公司
同濟大學城規建築學院
澳洲管理會計師公會
香港房地產協會
方國榮顧問有限公司

曾任

英國劍橋大學商學院
美國麻省理工學院城市規劃系
香港大學經濟學系
澳門城市大學
香港大學城市規劃及設計系
香港政府高級公務員課程中心
香港中文大學政治與行政學系
香港理工大學管理及市場學系
深圳清華大學研究院
中國人民大學公共管理學院
天津大學管理學院
中國人民郵政公務員培訓中心
澳門行政學院
澳門國際銀行
世界銀行

專業資格

香港規劃師學會資深會員
澳洲規劃師學會會員
香港運輸物流學會會員

客席教授及博士導師

院長及院士
首席顧問
首席顧問
顧問教授
顧問
董事總經理

客席教授

訪問學者
EMBA課程主任總監
常務副校長
副校長
研究主任
客席教授
客席教授
客席教授
客席教授
客席教授
客席教授
客席教授
董事及顧問

客席教授

EMBA課程主任總監
常務副校長
副校長
研究主任
客席教授
客席教授
客席教授
客席教授
客席教授
客席教授
客席教授
客席教授
董事及顧問

Current Appointments

Adjunct Professor & DBA Thesis Supervisor University of Wales, UK
Dean and Fellow Business Academy of Doctors Think Tank Academy
Principal Consultant International Chamber of Sustainable Development
Investment Limited
College of Architecture & Planning Tongji U
Inst. of Certified Management Accountants, Australia
Hong Kong Real Property Federation
Peter Fong & Associates Limited

Past Employments

Judge Business School, University of Cambridge, UK
Department of Urban Studies & Planning, MIT, USA
EMBA Programme, HKU Business School
City University of Macao (formerly AIOU)
Department of Urban Planning & Design, HKU
Civil Service Training & Development Institute, HKSARG
Department of Government & Public Admin, CUHK
Department of Management & Marketing, HK Poly U
Research Institute of Tsinghua University in Shenzhen
School of Public Administration, Renmin University
School of Management, Tianjin University
China Training Centre for Senior Civil Servants
Shenzhen Administration Institute
Delta Asia Bank, Macao
The World Bank

Professional Qualifications FHKIP, MPIA, CMILT

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Semester 1: March 2025

Session Schedule

Session	Date	Time	
1, 3, 5	Saturday, 1, 8, 15 March 2025	1:00 pm – 7:00 pm	
2, 4	Sunday, 2, 9 March 2025	1:00 pm – 7:00 pm	

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Session Schedule and Topics:

Day	Date	Lecture/session topics
I	Saturday 1/3	1. Introduction to the module and research methods 2. Preparing a doctoral research proposal and portfolio
II	Sunday 2/3	3. Research process, literature review, and conceptual framework 4. Managing new projects under changing macro business environment
III	Saturday 8/3	5. Implementing quantitative, qualitative, & mixed methods research 6. Generating new strategic knowledge for companies and executives
IV	Sunday 9/3	7. Effective skills for Viva Exam, presentation, and communication 8. Share and review of student draft research portfolios
V	Saturday 15/3	9. Student research portfolios in-class presentations 10. Harvard business case studies & module review

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Module AIM

To present and defend an advanced research proposal incorporating an introduction and justification for the study, critical engagement with current research at the forefront of business and administration / management studies, a clear and advanced research methodology, and clear contributions on how this research will create new knowledge, advance business/ management theory and management/ organisational practices.

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LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Develop the systematic acquisition and understanding of a substantial body of knowledge which is at the forefront of business and management studies and organisational/management practice;
- Conceptualise, design and undertake a research project for the generation of new knowledge and understanding at the forefront of business and management studies;
- Write and defend a detailed research proposal that will generate original empirical research and new knowledge to advance business and management studies and organisational/management practice;
- Frame the creation and interpretation of new knowledge through original research and advanced scholarship; to extend the forefront of business and management studies.

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INDICATIVE CONTENT

- Writing a research proposal
- Skills for a Viva Voce
- Research philosophy and methodology
- Research tools and techniques
- Critical thinking
- Conceptualising and implementing a qualitative research project
- Generation of new knowledge and presenting qualitative empirical evidence
- Advanced qualitative and quantitative academic enquiry

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Module Code	HKBM 7022		
Module Title	Advancing to Doctoral Research Stage		
Classification	Reading List		Electronic*
Essential	Bell, J., Waters, S., (2014) Doing Your Research Project: A Guide for First-Time Researchers, 6th ed., Maidenhead, Berkshire: McGraw-Hill Education.	☒	
Essential	Walliman, N., (2011) Your Research project: designing and planning your work Sage	☐	
Essential	Saunders, M., Lewis, P., Thornhill, A., (2019) Research methods for business students, 8th ed., Harlow: Pearson.	☒	
Essential	Sekaran, U., Bougie, R., (2020) Research methods for Business, 8th ed., Chichester: Wiley		
Essential	Leedy, P., Ormrod, J., (2018) Practical Research – Planning and Design, 12th ed., Harlow: Pearson.		
Essential	Denscombe, M., (2009) Ground rules for social research: Guidelines for good practice. McGraw-Hill Education (UK).	☒	
Further	Pugh, D., Estelle, P., (2000) How to get a PhD: a handbook for students and their supervisors 3rd ed., rev. and updated., Buckingham: Open University Press.	☐	
Further	Metre, M., Rugg, G., (2010) The unwritten rules of PhD research 2nd ed., Maidenhead, England; Open University Press.	☐	
Further	Cryer, P., (2006) The research student's guide to success 3rd ed., Maidenhead: McGraw-Hill/Open University Press.	☒	
Further	Peters, M., Howard, K., Sharp, A., (2012) The management of a student research project. Gower Publishing, Ltd	☒	
Further	Blaxter, L., (2010) How to research. McGraw-Hill Education (UK).	☒	
Further	Grix, J., (2010) Demystifying postgraduate research. A&C Black.	☐	
Further	Wisker, G., (2007) The postgraduate research handbook: Succeed with your MA, MPhil, EdD and PhD. Macmillan International Higher Education.	☐	

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Recommended Journals

Harvard Business Review

MIT Sloan Management Review

Journal of Management

Academy of Management Review

Strategic Management Journal

Strategic Organization

Strategy and Leadership

International Journal of Strategic Change Management

European Management Journal

Journal of Management Issues

California Management Review

Journal of Management Studies

International Journal of Management Review

Management Learning Organisational Dynamics

Public Administration and Policy: An Asia-Pacific Journal

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ASSESSMENT

Component 1 - Portfolio:

4,500 words (60% of total mark)

Component 2 - Presentation:

18 minutes (40% of total mark)

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Assignment 1: Portfolio (60%)

Submission deadline: Tuesday 15 April 2025

TASK DESCRIPTION

Portfolio

You are required to complete a portfolio of tasks that will demonstrate your grasp of a variety of research skills; your ability to critique contemporary research literature; your ability to write and defend a detailed research proposal; and your ability to undertake a research project for the generation of new knowledge.

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You should submit a Research Portfolio of 4,500 words which comprises the following 4 sections:

1. Summarise your research proposal (RP). (Submitted earlier for the module on "Converting research into practice". (750 words)
2. Critically evaluate and critique the RP as well as incorporating the comments and feedbacks at the presentation. Analyse the strengths, weaknesses, and limitations of the study within the body of literature in the field. (1,500 words)
3. Discuss how the use of another method as an alternative approach in research design, to conduct the research on the topic and address the shortcomings in the RP. (1,500 words)
4. Discuss how the expected findings/results of the research could enhance the knowledge, practice, and management in the study field. (750 words)

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Formatting and Layout:

- **Writing:** Written in English in an appropriate academic style.
- **Focus:** Focus only on the tasks set in the assignment.
- **Length:** 4,500 words. Any deviation from this may be penalised. [Give the word count on the cover page.](#)
- **Formatting:** Typed on A4 paper in Times New Roman font 12 with at 2 centimetre space at each edge, 1.5 spaced and pages numbered.
- **Document format:** Word.
- Ensure a clear title, course, your name and ID number is on a cover sheet and references using **Harvard referencing** are also provided.
- It should be submitted via Turnitin and checked for plagiarism.

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Assignment 2: Presentation (40%)

Date: Saturday 15 March 2025

Duration: 18 minutes

Presentation of Individual research portfolio

You are required to present a research portfolio of tasks that will demonstrate your grasp of a variety of research skills; your ability to critique contemporary research literature; your ability to write and defend a detailed research proposal; and your ability to undertake a research project for the generation of new knowledge.

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You Research Portfolio shall comprise the following 4 parts:

1. Summarise your research proposal (RP). (Submitted earlier for the module on “Converting research into practice”).
2. Critically evaluate and critique the RP. Analyse the strengths, weaknesses, and limitations of the study within the body of literature in the field.
3. Discuss how the use of another method as an alternative approach in research design, to conduct the research on the topic and address the shortcomings in the RP.
4. Discuss how the expected findings/results of the research could enhance the knowledge, practice, and management in the study field.

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Deliverables:

All presentations are scheduled in the last class meeting on **Saturday, 15 March 2025**.

The order of presentations will be determined by random draw.

All students should submit an electronic version of their PPT slides on Thursday, 13 March 2025 and hand in a printout copy before their presentation.

Each student will have approximately **18 minutes** for the presentation and discussion (i.e., **12 minutes for presentation**, 6 minutes for Q&A). Critiques by the other students in class are encouraged.

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Each oral presentation will be marked based on the following criteria:

- Quality of organization and structure
- Explain and justify one's own works and ideas
- Voice clarity and audibility
- Use of appropriate visual/audio aids
- Quality of PowerPoint slides
- Enthusiasm and manner
- Ability to arouse interest in the audience
- Show a firm but humble attitude
- Adherence to time limits

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