

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

LEARNING PRODUCT: ATTRACTING TALENTS TO APPLY PHD FELLOWSHIP PROGRAM WITH HKBU

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HONG KONG PhD FELLOWSHIP SCHEME

2019/20



[Hong Kong PhD Fellowship](#)

[Application Procedure](#)

[Living and Studying in Hong Kong](#)

[Participating Universities](#)

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Background

Established by the Research Grants Council (RGC) of Hong Kong in 2009, the Hong Kong PhD Fellowship Scheme (HKPFS) aims at attracting the best and brightest students in the world to pursue their

 [Fellowship Award](#)

 [Selection Criteria](#)

Statistics on Number of Awardees by University

University	Number of Awardees	Percentage #
City University of Hong Kong	34	13.6%
Hong Kong Baptist University	12	4.8%
Lingnan University	4	1.6%
The Chinese University of Hong Kong	47	18.8%
The Education University of Hong Kong	11	4.4%
The Hong Kong Polytechnic University	30	12.0%
The Hong Kong University of Science and Technology	53	21.2%
The University of Hong Kong	59	23.6%
Total:	250	100.0%

Figures may not add up to total due to rounding

NICHE RESEARCH AREAS

- **COMMUNICATION:**
FILM/JOURNALISM/ADVERTISING/PR
- **TRADITIONAL CHINESE MEDICINE**
- **CREATIVE MEDIA; HEALTH; BIG DATA**

ACTION PLANS

- ESTABLISH WEB PRESENCE FOR PHD STUDENTS,
FIRST IN THE SCHOOL OF COMMUNICATION
- IDENTIFY SOURCES OF TALENT WHO ARE
INTERESTED TO COME TO HK TO STUDY 4 YEARS

THE SMALL STEPS

- FROM ADMIN RECORDS
- WORK WITH COLLEAGUES TEACHING PHD COURSES
- ASK FOR STUDENTS' BIO + PHOTO
- DISCUSS WITH WEB MASTER
- DISCUSS WITH RESEARCH POSTGRADUATE COMMITTEE CHAIRMAN

LONG TERM PLAN

- WORK WITH OUR EXISTING MA IN COMMUNICATION PROGRAMS TO IDENTITY GRADUATES WHO ARE INTERESTED IN APPLYING FOR PHD
- CONDUCT TUTORIAL SESSIONS TO HELP OUT WITH THEIR PREPARATION OF RESEARCH PROPOSAL



MOVE FORWARD

- PROPOSE THE IDEA TO THE GRADUATE SCHOOL
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