

**Identifying and Developing Successful Research Topics:
Insights from Experienced Accounting Researchers**

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Abstract

Institutions worldwide have increasingly placed more emphasis on research and publications. There is a great need for added insights into what it takes to succeed in accounting research and publications. The purpose of this study is to help our colleagues, especially those in the Asia-Pacific Region to better understand the intricacies of the process and the underlying factors. To obtain an in-depth understanding of the subject matter, we conducted an interview with 16 highly published researchers of Chinese origin that have substantial involvement and influence in the Asia-Pacific Region. The interview covers four major aspects: (1) the characteristics of meaningful/significant research topics, (2) the characteristics of un-meaningful/insignificant research topics, (3) illustrations of the process of a complete research study, (4) suggestions to improve research success.

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