



**Alumna  
Subject**

Na Zhao  
BSc Management Studies,  
MSc International Accounting, PhD  
2006, 2007, 2011



**Graduated  
Place of Work**

School of Management  
Royal Holloway, University of London  
Teaching Fellow

**Position**

Na began her academic career as an undergraduate in the School of Management, continuing her education to PhD level with a study in the field of Social and Environmental Reporting. She successfully defended her thesis in 2011, and is now a Teaching Fellow in the Accounting and Finance group.

# Great minds *go on to* great places

**How did you find out about  
Royal Holloway?**

I was in London for two years prior to starting at Royal Holloway doing a Business Foundation course and the Director at my school at the time recommended Royal Holloway and suggested that I go to an Open Day.

When I started university in 2002, the College was smaller with fewer international students but the growth is positive because you are able to come into contact with students from different backgrounds and cultures. It's easy to fit in, and to learn from each other, for instance, by referencing your case studies from your country in seminars.

**Have you ever thought about any other  
careers?**

Before applying to the School, I did consider Media Arts as I thought it would be glamorous!

**What do you feel has been the key difference  
between studying in China and the UK?**

If I'd have stayed to study in Beijing, I wouldn't have had the rich international experience I have had here. I spent my third year in America as an exchange student at Boston College. Even that was different to the UK experience! The emphasis there was more on participation, and your grade average was made up of things like attendance and

participation, as opposed to just coursework and exams. I was very lucky to have the opportunity to study abroad and I would definitely encourage others to do it.

**Tell us about your journey to becoming  
a teaching fellow at the School – you  
obviously like it here!:**

Having studied at undergraduate level for the BSc Management, I then studied for a Masters in International Accounting. After finishing the Masters, I started my PhD in the field of Social and Environmental Reporting (Sustainability Accounting). I conducted an interview based study looking at why Chinese companies have recently started publishing social and environmental reports. There has been dramatic growth in this area, so it is really interesting. I have been a Research Fellow since completing my PhD in September 2011. Because my PhD has lots of really rich empirical data, and because the subject is very much undeveloped in China at the moment, I am hoping to get publication out of my PhD. I hope to focus on this area in my future research.

**If you were to recommend Royal Holloway  
to a friend, what would you say?:**

I would highlight the location: it's very quiet so great for studying, but if you want to socialise with

your friends you can get into London very easily. All of the School's lecturers are experts in their fields so you are guaranteed to learn something during the time you spend here. Also, the social involvement is great and there's so much to do.

**What have your other classmates gone  
on to do?:**

Some of my friends had offers from investment banks when we graduated in 2006. Others had offers to do Masters either here or at other universities like Bath and Imperial. For me, the next three to five years are pretty exciting. I would like to focus on teaching and have some of my work published.

**How has the teaching within the School  
moulded your own teaching and career?:**

Jeffery Unerman was my supervisor and Brendan O'Dwyer was my advisor. I was drawn to their lectures whilst studying International Accounting, hence my decision to continue researching in this area. They were both very encouraging and knowledgeable, and always made me feel like I had achieved something. Now that I'm teaching, I've learnt a great deal from my colleagues, in terms of putting efforts into maintaining the student portal, Moodle, and spending time writing longer pieces of feedback on student assignments.

