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THE HANG SENG UNIVERSITY
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Guangdong-Hong Kong-Macao University Alliance for Accounting The 5th Smart Accounting Teaching Conference

Transdisciplinary Integration: Transformations and Challenges for Accounting Education in the New Era

Conference Booklet

5 – 7 June 2026

The Hang Seng University of Hong Kong



Introduction

As the accounting profession faces significant changes driven by technological advancements and artificial intelligence, evolving regulations, and a growing emphasis on ethics and sustainability, our role as educators has become more crucial than ever. The Guangdong–Hong Kong–Macao University Alliance for Accounting organises the 5th Smart Accounting Teaching Conference from 5-7 June 2026 in Hong Kong. The conference is hosted by the Department of Accountancy, School of Business, The Hang Seng University of Hong Kong.

This conference aims to create a dynamic platform for academia, regulators, and industry practitioners to discuss the implications of transdisciplinary integration on accounting education. The presented papers explore innovative practices, collaborative strategies, and the integration of emerging technologies into accounting curricula. We also address research on the challenges of globalisation, digital disruption, and sustainability within the profession. We look forward to welcoming you to an engaging and enriching conference experience.

The Organiser

Guangdong-Hong Kong-Macao University Alliance for Accounting

The Guangdong–Hong Kong–Macao University Alliance for Accounting is a non-profit professional collaboration alliance voluntarily formed by universities in Guangdong, Hong Kong, and Macau under the Guangdong–Hong Kong–Macao Higher Education Alliance framework. It aims to enhance academic research, talent development, and practical innovation in accounting across the three regions, and to deepen exchange, collaboration, and resource sharing in related fields such as accounting, taxation, auditing, and corporate governance.

Member institutions include (in no particular order): Harbin Institute of Technology (Shenzhen), Sun Yat-sen University, The Chinese University of Hong Kong, University of Macau, Macau University of Science and Technology, South China University of Technology, Jinan University, Guangdong University of Finance & Economics, Guangdong University of Foreign Studies, Guangzhou University, Shenzhen University, Shantou University, The University of Hong Kong, The Hong Kong Polytechnic University, South China Normal University, Guangdong Finance Institute, City University of Hong Kong, Guangdong University of Technology, The Hang Seng University of Hong Kong, and Guangzhou Nanfang College.

The Host

Department of Accountancy, School of Business, The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university in Hong Kong, offering a wide range of undergraduate and taught postgraduate degree programmes. Formerly known as Hang Seng Management College and Hang Seng School of Commerce, is a degree-granting institution since 2010. It officially became a private university with the approval from Hong Kong SAR Government in October 2018.

HSUHK aspires to be a leading non-profit private liberal-arts-oriented university in the region, recognised for excellence in teaching, learning and research, and for contributions to advancing our society and the world. HSUHK has six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies), with over 7,000 full-time undergraduate and postgraduate students and around 220 full-time academic staff members at present.

HSUHK offers a wide range of 4-year bachelor's (honours) degree programmes, master's degree programmes and a professional doctorate programme. Many of these programmes are unique and the first of its kind in the region. All programmes were accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) and recognised widely around the globe.

The Department of Accountancy is dedicated to cultivating future leaders in accountancy who are globally minded, technologically proficient, socially responsible, and professionally ethical. The Department achieves this through a high-quality education rooted in the "Liberal + Professional" model. With a vision to become a leading international accounting department in Asia, the Department aims to make a significant regional impact, enhance global visibility, and foster creative and dynamic growth within society.

Currently, the Department comprises 23 faculty members, most of them are professionally qualified accountants and lawyers. The Department offers two undergraduate programmes: BBA(Hons) in Professional Accountancy and BBA (Hons) in Corporate Governance and Compliance, serving over 800 students. In the academic year 2027/28, the Department will launch its first master's programme, Master of Science in International Corporate Governance with Sustainability (MSc-ICGS).



Programme Rundown

5 June (Friday)		
Time	Programme	Location
14:00 – 18:00	On-site Registration & Conference Check-in	D752, 7/F, Lee Quo Wei Academic Building (Block D), Yuen Campus, HSUHK

6 June (Saturday)
Time: 09:00 – 17:15
Venue: Fung Yiu King Hall (A401), S H Ho Academic Building
The Hang Seng University of Hong Kong

Time	Programme
08:30 – 09:00	Registration
09:00 – 09:30	<p>Opening Ceremony</p> <p>Welcoming Address:</p> <ul style="list-style-type: none"> • Professor Simon HO, President, The Hang Seng University of Hong Kong • Dr. the Honourable Moses Mo-chi CHENG, GBM, GBS, OBE, JP, Chairman of the Council, The Hang Seng University of Hong Kong • Professor Xiaohong YU, Permanent Member and current Chair, Guangdong-Hong Kong-Macao University Accounting Alliance; Dean, School of Economics and Management, Harbin Institute of Technology, Shenzhen
09:30 – 10:30	<p>Plenary Session</p> <p>Chair: Professor Sam PARK, Dean, School of Business, The Hang Seng University of Hong Kong</p> <p>Guest Speakers:</p> <ul style="list-style-type: none"> • Professor Chi-pang LAU, BBS, JP, Chairman, Panel on Education, Legislative Council of the HKSAR • Professor Joshua Ka Ho MOK, Provost and Vice-President (Academic and Research), The Hang Seng University of Hong Kong
10:30 – 10:50	Coffee Break



Time	Programme		
10:50 – 11:50	<p>Panel Discussion 1 Topic: Ethical and Legal Implications of AI in Business & Accounting Language: English/Putonghua</p>		
	<table border="1"> <tr> <td data-bbox="304 263 539 360">Moderator</td> <td data-bbox="544 263 1382 360">Dr. Linsey CHEN, Assistant Professor, Department of Accountancy, The Hang Seng University of Hong Kong</td> </tr> </table>	Moderator	Dr. Linsey CHEN, Assistant Professor, Department of Accountancy, The Hang Seng University of Hong Kong
	Moderator	Dr. Linsey CHEN, Assistant Professor, Department of Accountancy, The Hang Seng University of Hong Kong	
Panel members	<ul style="list-style-type: none"> • Mr. William GEE, Chair, Virtual Assets Reporting Advisory Panel, Hong Kong Institute of Certified Public Accountants; Council Member & Vice Chair, Tech Faculty Board, The Institute of Chartered Accountants in England and Wales • Mr. Jason WK HO, Partner, Financial Services Technology Risk Consulting Leader, Ernst & Young • Professor Zhijun LIN, Senior Advisor to the President and Accounting Professor, Macau University of Science and Technology • Dr. Darron SUN, Fellow Member, CPA Australia • Mr. Nathan WONG, Joint Managing Partner of Haldanes and Solicitor Advocate; FCCA 		
11:50 – 13:15	Lunch		
13:15 – 14:15	<p>Panel Discussion 2 Topic: AI's Role in Shaping Future Skills through Education Language: English/Putonghua</p>		
	<table border="1"> <tr> <td data-bbox="304 1317 539 1437">Moderator</td> <td data-bbox="544 1317 1382 1437">Mr. Ricky LAM, Associate Dean (Enterprise and Business Engagement), School of Business, The Hang Seng University of Hong Kong</td> </tr> </table>	Moderator	Mr. Ricky LAM, Associate Dean (Enterprise and Business Engagement), School of Business, The Hang Seng University of Hong Kong
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Panel members	<ul style="list-style-type: none"> • Mr. Adrian CHONG, Manager, Policy & Insights, ACCA • Professor Xiaohui QU, Professor, Xiamen University • Dr. Xinyuan SHAO, Assistant Professor, School of Accountancy, The Chinese University of Hong Kong • Dr. Albert WONG, Fellow Certified Practising Accountant (Australia); Partner, Public Sector Consulting, PricewaterhouseCoopers Hong Kong • Mr. Kit WONG, Director of Education and Training, Hong Kong Institute of Certified Public Accountants 		

Time	Programme
14:15 – 14:30	Coffee Break
14:30 – 15:30	Concurrent Session 1 (Room A304, 3/F, S H Ho Academic Building) Theme: Transforming Accounting Pedagogy: Theoretical Frameworks and Curriculum Innovation Moderator: Professor Jason Zezhong XIAO, Professor in Accounting, Faculty of Business Administration, University of Macau
	Concurrent Session 2 (Room A314, 3/F, S H Ho Academic Building) Theme: Navigating Financial Ecosystems: Macro Data Strategies, FinTech and Digital Assets Moderator: Dr. Belinda YAU, Assistant Professor, Department of Accountancy, The Hang Seng University of Hong Kong
	Concurrent Session 3 (Room A315, 3/F, S H Ho Academic Building) Theme: Unlocking Corporate Intelligence: Applied AI Tools and Advanced Analytics Moderator: Dr. Vivian ZHANG, Assistant Professor, Department of Accountancy, The Hang Seng University of Hong Kong
15:30 – 15:45	Coffee Break
15:45 – 16:45	Concurrent Session 4 (Room A304, 3/F, S H Ho Academic Building) Theme: Shaping the Future Professional: Experiential Learning and AI-Empowered Competencies Moderator: Professor Desmond Chun Yip YUEN, Associate Professor in Accounting, Faculty of Business Administration, University of Macau
	Concurrent Session 5 (Room A314, 3/F, S H Ho Academic Building) Theme: Illuminating the Shadows: AI-Driven Risk Detection, Forensics and Corporate Transparency Moderator: Dr. Feng TANG, Associate Professor, Department of Accountancy, The Hang Seng University of Hong Kong
	Concurrent Session 6 (Room A315, 3/F, S H Ho Academic Building) Theme: The Regulatory Frontier: Legal Frameworks, Civil Liability and Digital Rights Moderator: Dr. Linsey CHEN, Assistant Professor, Department of Accountancy, The Hang Seng University of Hong Kong
16:45 – 17:15	Closing Ceremony <ul style="list-style-type: none"> • Professor Phyllis MO, Head, Department of Accountancy, School of Business, The Hang Seng University of Hong Kong • Mr. Wilson CHENG, Chairman, the Association of Chartered Certified Accountants (Hong Kong) • Mr. Calvin TSE, Vice-President, Hong Kong Institute of Certified Public Accountants • Mr. Ninggui LU, Senior Vice President, China Distance Education Holdings Ltd. • Dr. Albert WONG, Fellow Certified Practising Accountant (Australia); Partner, Public Sector Consulting, PricewaterhouseCoopers Hong Kong • Mr. Xue XIAO, Chief Editor, Friends of Accounting

7 June (Sunday)

Time	Programme	Location
AM	Campus Tour and Academic Exchange	The Hang Seng University of Hong Kong

Meet Our Speakers

Professor Simon Shun-Man HO



Professor Simon S.M. HO is President of The Hang Seng University of Hong Kong since 2014. He is a certified public accountant in the UK, Australia and Canada. Previously, he was Vice Rector (Academic Affairs) of the University of Macau, Dean of the School of Business of the Hong Kong Baptist University, and Director of the School of Accountancy of The Chinese University of Hong Kong.

Currently he is Chairman of the Citizen Advisory Committee on Community Relations and Member of the Advisory Committee on Corruption, Independent Commission Against Corruption (ICAC) of Hong Kong. He is a Board Member of the Hong Kong – ASEAN Economic Foundation and the Monte Jade Technology Association.

In recognition of his contribution to business ethics, stakeholder-based corporate governance and sustainability, he was the first Chinese awarded the *Faculty Pioneer Award* (described as Oscar of the business school world by the Financial Times) by the Aspen Institute, USA. He was elected as one of the 100 Most Influential People in Business Ethics by Ethisphere, one of the world's most recognized bodies in business ethics and anti-corruption.

In 2021, he was conferred the Outstanding Achievement Award by The Professional Validation Council of Hong Kong Industries. In 2024, he was granted the Global Outstanding Chinese Award by the Global Outstanding Chinese Association.

**Dr. the Hon. Moses Mo-chi CHENG, LL.B., LL.D.,
FCPA(Aust.), Hon. Fellow (HKU), GBM, GBS, OBE, JP**



Dr. Moses Mo Chi-Cheng is a practising solicitor in Hong Kong and Senior Consultant of Messrs P C Woo & Co, one of the longest-established law firms in Hong Kong, where he served as Senior Partner from 1994 to 2015. His practice focuses on capital markets, corporate governance, regulatory compliance, and public policy, particularly in taxation and education. He is also admitted to practise in England and Wales, Victoria (Australia) and Singapore. Dr. Cheng serves as a Notary Public, China-Appointed Attesting Officer, and independent non-executive director of several Hong Kong-listed companies.

Dr. Cheng has made outstanding contributions to public service. He was a member of the Legislative Council (1991–1995), Chairman of the Education Commission (2009–2015), and founder Chairman of the Insurance Authority (2015–2021). He previously served as Chairman of the Council and Court of Hong Kong Baptist University, Chairman of the Listing Committee of the Hong Kong Stock Exchange, and independent non-executive director of Hong Kong Exchanges and Clearing Limited.

Currently, Dr. Cheng is a Non-official Member of the Executive Council of the HKSAR. He is Chairman of the Hong Kong Maritime and Port Development Board, Vice Chairman of the Board of Governors and Council Chairman of The Hang Seng University of Hong Kong, and holds several senior positions within the Hong Kong Sheng Kung Hui (Anglican Church).

In recognition of his distinguished service, Dr. Cheng was awarded the Grand Bauhinia Medal (GBM), Gold Bauhinia Star (GBS), and OBE. He has received honorary doctorates from Hong Kong Baptist University and Lingnan University, and was conferred Honorary Fellow by The University of Hong Kong.

Professor Xiaohong YU



Dean, Professor, and Doctoral Supervisor at the School of Economics and Management, Harbin Institute of Technology (Shenzhen); selected for a Specially-Appointed Position under the Pengcheng Peacock Plan, named among the Sixth Batch of Top-notch Innovative Talents of Jilin Province and the Fifth Batch of Experts with Outstanding Contributions of Changchun City; concurrently serves as a Director of the 9th Council of the Accounting Society of China and as a Permanent Member and the current Chair of the Guangdong-Hong Kong-Macao University Accounting Alliance.

Professor Chi-pang LAU, BBS, JP



Professor Lau Chi-pang engages in the research, teaching, and promotion of Chinese history and Hong Kong history. He is a leading figure in Hong Kong's historical studies community. He is currently Special Adviser to the President and Director of Communications and Public Affairs, as well as Professor of History at Lingnan University. Professor Lau serves as the Chief Editor of the Hong Kong Chronicles Institute, overseeing the compilation of the first Hong Kong Chronicles. With nearly thirty years of experience in community and public service, he has served as a Area Committee member and District Councilor, and has also served as a member or chairman of various committees under different bureaus of the HKSAR Government, covering areas such as heritage conservation, environmental protection, museums, urban planning, and education. He is currently a member of the Legislative Council of Hong Kong, Chairman of Panel on Education, the Legislative Council of Hong Kong and a member of the National Committee of the Chinese People's Political Consultative Conference (CPPCC).

Professor Joshua Ka Ho MOK



Professor Ka Ho Mok, Joshua is currently Provost and Vice President (Academic & Research) of The Hang Seng University of Hong Kong (HSUHK). Before joining HSUHK, he was the Vice President and Chair Professor of Lingnan University, Hong Kong. Since the inception of Centre for Global Higher Education (CGHE) based in Oxford University, Professor Mok has worked closely with colleagues of CGHE for promoting higher education research with focus on Asian education and development studies. He is also a Deputy Director of CGHE. Before joining Lingnan, he was the Vice President (Research and Development) and Chair Professor of Comparative Policy of The Education University of Hong Kong, and the Associate Dean and Professor of Social Policy, Faculty of Social Sciences of The University of Hong Kong. Prior to this, Professor Mok was appointed as the Founding Chair Professor in East Asian Studies and established the Centre for East Asian Studies at the University of Bristol, United Kingdom. According to ScholarGPS, an international platform highlighting research achievements, Professor Mok is named as a world leading scholar in higher education research. He is rated 7th globally and 1st among his Asian peers in terms of publications / citations.

Professor Sam PARK



Professor Sam Park is a Distinguished University Professor and Dean of the School of Business at The Hong Kong University of Hong Kong. He previously held the President's Chair and served as Professor of Strategy and International Business, as well as Director of the Nanyang Centre for Emerging Markets, at Nanyang Technological University in Singapore. Before joining NTU, he was Dean of the Atkinson Graduate School of Management at Willamette University. Prof. Park began his academic career at Rutgers, the State University of New Jersey, where he earned several teaching and research awards and received early promotions to Associate and Full Professor.

Since the early 2000s, Prof. Park has focused on emerging markets. He has held various leadership roles, including Parkland Chair Professor of Strategy and Director of the Centre for Emerging Market Studies at China Europe International Business School; Chair Professor of Strategy at the Moscow School of Management Skolkovo; and founding president of the SKOLKOVO-Ernst & Young Institute for Emerging Market Studies. He also served as a senior executive at Samsung Group, where he was the founding President of the Samsung Economic Research Institute (China).

Prof. Park is an elected Fellow of the Academy of International Business. In 2015, he received the Outstanding Service to the Global Community Award from the Academy of Management's International Management Division for bridging research, practice, and policy communities through his work on emerging markets. He was awarded the Journal of International Business Studies (JIBS) Silver Medal in 2019 for his outstanding contributions to the journal. He was included on Stanford's list of the world's top 2% most-cited scholars in business and management in 2020 and 2024.

Dr. Linsey CHEN



Dr. Linsey Chen received her LL.B. (Honors) in Civil and Commercial Law. Her first LL.M. is in Commercial Law, and her second LL.M. is in International and Comparative Law. She obtained her Ph.D. from the University of Hong Kong. She passed the Legal Practitioner's Qualification of the People's Republic of China in 2006 and was admitted to the New York State Bar in 2011. She has worked at The Hang Seng University of Hong Kong (previously Hang Seng Management College) since 2012. She conducts teaching in P.R.C. Company Law, Hong Kong Business Law etc. Her research interests include the following areas: law and sustainability, comparative Chinese law, business, and corporate law.

Mr. William GEE



Mr. William Gee is a Chartered Accountant with 40 years of international experience across the UK, Hong Kong, and Mainland China. Prior to his retirement, Mr. Gee was a senior member of the Risk Assurance leadership team at PwC China and Hong Kong driving digital transformation and emerging technology adoption.

William is a visionary leader pioneering high-impact, transformative initiatives, including the establishment of Hong Kong's Public Key Infrastructure and the development of the General Purpose Taxonomy of Chinese Accounting Standards. A recognized specialist in technology governance, he drives adoption in distributed ledger technologies and artificial intelligence while anchoring innovation within a robust ethical framework. William's expertise extends to pioneering new assurance services for internal controls and carbon emission trading, as well as serving as monitoring trustee for anti-trust compliance and advancing ethical AI adoption.

William is currently contributing to the regulation and risk management of virtual assets and tokenisation of real-world assets, including the development of best practice standards for RWA tokenisation, and professional guidance relating to the assurance of stablecoin reserves. He is also working to raise awareness of the Quantum Threat, and participating in pilots relating to the adoption of Post-Quantum Cryptography and transitional planning.

Mr. Jason WK HO



Mr. Jason Ho brings over 19 years of hands-on experience in technology risk, cybersecurity, and regulatory consulting across Asia-Pacific's financial services sector. As a Partner in EY's Financial Services Technology Consulting practice in Hong Kong, he advises leading banks and financial institutions on technology risk management and control frameworks, with deep expertise spanning cybersecurity, cloud adoption, regulatory compliance, and emerging technologies including AI, blockchain, and digital payments.

His work spans regulatory regimes across Hong Kong (HKMA/SFC), Singapore (MAS), mainland China (CBIRC/PBoC), Taiwan, Japan, and Korea. Jason has led compliance programs and cybersecurity assessments for more than 100 financial institutions in the region, including retail, commercial, investment, and development banks.

Jason holds an LLM in Arbitration & Dispute Resolution from the University of Hong Kong and a Bachelor of Engineering in Information Engineering with minor in Business Administration (First Class Honours) from the Chinese University of Hong Kong. He is a Fellow CPA (FCPA) and holds CISA, CISM, CISSP, and CISP certifications.

He serves on the committee of ISACA China Hong Kong Chapter and is also a Committee Member of the Professional Accountants in Business (PAIB) of HKICPA, a Committee Member, Web3 & Emerging Technology (CPA Australia), and a Founding Advisor of Our Hong Kong Foundation (OHKF). He was named a Gold Award winner in the Banking & Finance Sector of the Cyber Security Professionals Awards by the Hong Kong Police Force, HKCERT, and GovCERT.HK in both 2017 and 2021.

Professor Zhijun LIN



Professor Zhijun Lin obtained a doctoral degree from Xiamen University in 1985 (the first PhD of Economics and Accounting in China). He has taught at Xiamen University, the University of Lethbridge, Canada, the University of Hong Kong, Hong Kong Baptist University (as the Head of the Departments of Accounting and Law), and the University of Science and Technology of Macau (served as Dean of School of Business, Associate Vice-president and Vice-president).

Prof. Lin is currently Senior Advisor to the President of the MUST, a Professor at School of Business, and Director of Macau Accounting Research Centre. He also serves as the Chairman of the Professional Committee for Finance Management of the China Association of Management Science; Deputy Director of the Finance Technology and Algorithms Professional Committee of the Chinese Association for Industrial and Applied Mathematics; Vice President (China Affairs) of the Australian Institute of Certified Management Accountants and the former Director of the University Alliance of Accounting in the GBA Area. He is a Certified Public Accountant (CPA) in both the United States and China, a Global Certified Management Accountant (CGMA), and a Fellow Certified Management Accountant (FCMA) in Australia. He has extensive experience in teaching and research, administration and practical consultation. His research interests include accounting and auditing, financial management, strategic quality cost, corporate governance, and financial technology.

Dr. Darron SUN



Dr. Darron Sun is a distinguished senior executive and community leader based in Hong Kong, currently serving as the Head of IT in the public sector. With extensive expertise in IT, cybersecurity and enterprise risk management, Dr. Sun is at the forefront of digital transformation, focusing on the security and integrity of large-scale digital platforms.

Beyond his corporate responsibilities, Dr. Sun holds several prominent leadership positions within the community. He serves as the President of the Federation of The Hong Kong Polytechnic University Alumni Associations (FHKPUAA) and is the Vice President of the Yau Tsim District of the Scout Association of Hong Kong. As a dedicated advocate for professional development and communication, he is also the Charter President and Club Sponsor of the Tech Talk Toastmasters club.

Dr. Sun's interests extend into the cutting edge of technology, where he explores generative AI and AI-driven synthesis tools to enhance organizational efficiency. Through his multifaceted roles, he combines strategic corporate governance with a deep commitment to social responsibility and to mentoring future leaders. His work continues to influence both the technological landscape and the community fabric of Hong Kong.

Mr. Nathan WONG



Mr. Nathan Wong is Joint Managing Partner of Haldanes and a Solicitor Advocate. A Fellow of the Association of Chartered Certified Accountants (FCCA), a Greater Bay Area Lawyer and a China-Appointed Attesting Officer, Nathan bridges the gap between legal practice and financial knowledge.

He specialises in civil and commercial litigation, with a focus on shareholder disputes, fraud and asset tracing, contentious probate, property litigation and financial regulatory matters. Drawing on his background in accounting and finance, he integrates financial insights to complex litigation to deliver strategic advantage.

He serves as a Visiting Lecturer at The Hong Kong Polytechnic University SPEED, teaching Business Law and Company Law to undergraduate students. He also contributes to the profession as a member of the Professional Development Sub-Committee and Student Affairs Sub-Committee of ACCA Hong Kong.

Mr. Ricky LAM



Mr. Ricky Lam is a distinguished educator, business leader and management consultant specializing in talent and leadership development. With over 25 years of extensive experience in business, finance, and general management with global MNCs in the Asia Pacific region across multiple industrial sectors including professional services, manufacturing, telecommunications, media & entertainment.

As Associate Dean (Enterprise and Business Engagement) of the School of Business, Ricky develops, leads and drives business engagement strategies for the School to align with the School's five-year strategic plan. He is accountable for enhancing students' business engagement and exposure with the industries through mentorship, internship, international study tours and exchanges.

Ricky has served as an educator in various higher education institutions in Hong Kong, focusing on taxation, business law and ethics, financial management, and financial accounting. Ricky began his career with PwC, where he received specialized training in tax compliance and advisory work.

He has a keen interest and passion in arts and culture and is a songwriter member of Composers and Authors Society of Hong Kong. Ricky is currently the conductor of the HSUHK Choir.

Mr. Adrian CHONG



Mr. Adrian Chong is a Policy & Insights Manager at ACCA (the Association of Chartered Certified Accountants). In his role, he focusses on developing policy strategies, conducting research projects and thought leadership initiatives, and contributing to industry consultations in the China region.

Prior to joining ACCA, Adrian worked as an audit manager at Ernst & Young. He holds a Bachelor of Commerce degree (majoring in accounting and finance) from the University of Melbourne, and a Master of Business Administration from City University of Hong Kong. He is a member of Association of Chartered Certified Accountants, Hong Kong Institute of Certified Public Accountants, and Chartered Accountants Australia and New Zealand.

Professor Xiaohui QU



Professor Xiaohui QU, Emeritus Professor and doctoral supervisor of Xiamen University, Expert of National Social Science Foundation Subject Review Group, vice president of the China Cost Research Society, Adviser of the National Steering Committee for Accounting Professional Degree Education, Adviser of Guangdong-Hong Kong-Macao University Accounting Alliance, Editorial board member of CJAR and Contemporary Accounting Review, Advisor of Quarterly Journals of Accounting.

She is the first female doctor in economics (accounting) in China, enjoying the government special allowance from the State Council, a Fulbright research scholar in the United States, a national advanced female worker, the founding editor of Contemporary Accounting Review, having won 16 provincial and ministerial-level research awards, the Ge Jiashu Award, and the ACCA Outstanding Achievement Award.

Formerly served as an advisory expert of the Accounting Standards Committee of the Ministry of Finance, a member of the Social Sciences Committee of the Ministry of Education, two-term president and advisor of the Accounting Education Committee of the China Accounting Society (formerly the Chinese Accounting Professors Association).

Dr. Albert WONG



Dr. Albert Wong is a Partner at PwC Hong Kong's Public Sector Practice. With over 25 years' experience advising governments, statutory organisations, tertiary institutions and private organisations, he specialises in innovation and technology sector development, business models, strategic evaluation, and policy formulation.

He has led key innovation and technology projects including Hong Kong's Smart City programme, the Common Spatial Data Infrastructure strategy, a cornerstone digital platform, as well as the development of R&D infrastructure in the Northern Metropolis. Albert also spearheads projects on reindustrialisation, advanced manufacturing and local R&D ecosystem development and support.

Albert is a frequent speaker on topics such as smart cities, artificial intelligence, and spatial data. He holds a PhD in Engineering from the University of Cambridge and served as a Junior Research Fellow at Wolfson College, Cambridge. In addition, he is a Fellow of CPA Australia and a member of the Hong Kong Computer Society.

Dr. Xinyuan SHAO



Dr. Xinyuan Shao is an Assistant Professor at the Chinese University of Hong Kong. He holds a PhD in Business Administration (Accounting) from the University of Minnesota, a Master's in Finance from the University of Maryland, and a Bachelor's in Financial Engineering from Renmin University of China. His research interests include the real effects of accounting standards, machine learning applications in accounting, and accounting-market microstructure. His work, "Is It All Noise? The Microstructure Implications of Corporate Recurring Advertisements," co-authored with Vivian Fang and Joshua Madsen, is forthcoming in the *Journal of Financial and Quantitative Analysis*. Dr. Shao's teaching interests span data analytics, financial accounting, and taxation. He has taught Hong Kong Taxation at CUHK since 2023.

Mr. Kit WONG



Mr. Kit Wong leads the CPA Qualifying Process at HKICPA, overseeing the strategic direction, continuous transformation, and implementation of the Institute's Qualification Programme ("QP"). His mission is to uphold the QP's reputation as a premier, internationally recognized professional accountancy qualification through strong international partnerships with other accounting bodies and global professional organizations.

In addition, he spearheads the talent strategy for the accounting profession within the Institute and leads the development and implementation of the Institute's Learning and Development strategies, ensuring continuous growth among its CPA members.

Throughout his career, Mr. Wong has demonstrated deep expertise in leadership, strategy development, change management, talent development, project management, and professional learning solutions. He is a Fellow member of the Hong Kong Institute of Certified Public Accountants, a Professional Member of the Hong Kong Institute of Human Resource Management, and a Certified Psychometric Tools Facilitator.

Driven by a passion to inspire and empower others, Mr. Wong is dedicated to enhancing individual capabilities to meet evolving market demands.

Professor Phyllis MO



Prof. Phyllis Mo obtained her bachelor's degree and Doctor of Philosophy (PhD) degree in Accountancy from the Chinese University of Hong Kong and Master of Business Administration (MBA) degree from the University of Birmingham in the United Kingdom. She is a fellow member of the Association of Chartered Certified Accountants (ACCA) and a member of the Hong Kong Institute of Certified Public Accountants (HKICPA). Prof. Mo joined The Hang Seng University of Hong Kong in January 2025 as the Head and Professor of the Department of Accountancy. Previously, Prof. Mo served as Professor of Accountancy at City University of Hong Kong and was the Associate Director of the Research Centre for Sustainable Hong Kong (CSHK), a strategic applied research center established at the City University of Hong Kong which aims at conducting impactful research in response to real-life sustainability challenges in Hong Kong and the region from 2011 to 2024. Prof. Mo served as Professor and Head of the Department of Accountancy at Lingnan University from 2006 to 2011. She also had teaching and research experiences with other prominent research universities. Prof. Mo's research focuses on audit quality, tax compliance and corporate governance.

Prior to joining the academia, Prof. Mo worked at a leading international accounting firm as a professional auditor and a listed company as an internal auditor. Prof. Mo was a member of the Auditing & Assurance Standards Committee of the HKICPA from 2012 to 2017, a member of the Greater Bay Area Committee of the HKICPA in 2021, and a member of Board of Review (Inland Revenue Ordinance, Hong Kong) from 2015 to 2020. Currently, Prof. Mo serves as a Non-Executive Director of the Board of the Accounting and Financial Reporting Council ("AFRC"), Panel Convenor of the Financial Reporting Review Panel of the AFRC, a Specialist of the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKICAAVQ).

Guangdong-Hong Kong-Macao University Alliance for Accounting
The 5th Smart Accounting Teaching Conference
Concurrent Sessions

Concurrent Session 1: Transforming Accounting Pedagogy: Theoretical Frameworks and Curriculum Innovation

Time: 14:30 – 15:30 Venue: Room A304, 3/F, S H Ho Academic Building

Session Introduction: This session explores the foundational transformation of accounting education in the digital era. Discussions focus on the theoretical logic of AI integration, the modernization of specialized subjects like management accounting, and practical strategies for restructuring academic programs to align with the technological demands of the modern business world.

Moderator: Professor Jason Zezhong XIAO, Professor in Accounting,
Faculty of Business Administration, University of Macau

Paper Title
人工智能赋能会计教学转型演进: 逻辑解构、核心机制与转型路径 程玲教授 (南昌交通学院商学院)
数字化时代管理会计学与数智化新知识的交叉融合和教学改革 戴璐教授 (中国人民大学商学院)
数智时代会计类专业课程融合与重构实践 徐建宁女士 (厦门网中网软件有限公司)

Concurrent Session 2: Navigating Financial Ecosystems: Macro Data Strategies, FinTech and Digital Assets

Time: 14:30 – 15:30 Venue: Room A314, 3/F, S H Ho Academic Building

Session Introduction: This session provides a macro-level view of how digital innovation is reshaping financial systems and capital markets. Presentations will analyze top-down national data strategies, the impact of FinTech on commercial banking liquidity risks, and the complex accounting choices and market reactions surrounding corporate cryptocurrency holdings.

Moderator: Dr. Belinda YAU, Assistant Professor, Department of Accountancy,
The Hang Seng University of Hong Kong

Paper Title
National Data Strategies and Digital Innovation: The Case of Chinese Data Groups Dr. Yonggen LUO (School of Management, Guangzhou University)
AI application and liquidity risk in Chinese commercial banks: Evidence from the FinTech perspective Dr. Zijia HUANG (Faculty of Business, City University of Macau)
Accounting Choices for Digital Assets and Market Reactions - Evidence from Cryptocurrency Holdings of Hong Kong Listed Companies 26 Professor Wei QIANG, Ms. Yubo LIAN (the HITSZ School of Economics and Management, Harbin Institute of Technology, Shenzhen)

Concurrent Session 3: Unlocking Corporate Intelligence: Applied AI Tools and Advanced Analytics

Time: 14:30 – 15:30 Venue: Room A315, 3/F, S H Ho Academic Building

Session Introduction: Bridging corporate reporting with cutting-edge technology, this session showcases the practical application of AI models in financial analysis and assurance. Discussions will cover the digital transformation in auditing industry and AI-enhanced disclosure insights paired with DuPont analysis.

Moderator: Dr. Vivian ZHANG, Assistant Professor, Department of Accountancy,
The Hang Seng University of Hong Kong

Paper Title
数智技术赋能与审计风险应对—基于关键审计事项文本信息的经验证据 史震阳教授 (BI挪威商学院)
基于RAG架构的审计证据核对模型构建 孟枫平教授 (安徽农业大学经济管理学院)
Seeking Partnerships or Benchmarking with UPS and FedEx: A Case Study on Data-Driven DuPont Analysis and AI Enhanced Disclosure Insights Professor Nancy Chun FENG (Sawyer Business School, Suffolk University)

Concurrent Session 4: Shaping the Future Professional: Experiential Learning and AI-Empowered Competencies

Time: 15:45 – 16:45 Venue: Room A304, 3/F, S H Ho Academic Building

Session Introduction: Focusing on student outcomes and applied learning, this session highlights the intersection of classroom innovation and professional readiness. Attendees will explore the impact of standardized Generative AI through randomized classroom experiments, the specific soft skills demanded by the modern job market, and the immense value of deep university-enterprise collaborative internships.

Moderator: Professor Desmond Chun Yip YUEN, Associate Professor in Accounting,
Faculty of Business Administration, University of Macau

Paper Title
财会人员需要什么软技能组合 - 基于招聘广告的网络分析 刘飞教授 (西安邮电大学经济与管理学院)
Standardized Generative AI in Accounting and Finance Education: Evidence from Randomized Classroom Experiments Dr. Wenli HUANG (Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University)
以校企共建深度实习项目实现人工智能赋能商科教学 - 基于大模型金融垂类评测项目 李杰教授 (深圳技术大学商学院)

Concurrent Session 5: Illuminating the Shadows: AI-Driven Risk Detection, Forensics and Corporate Transparency

Time: 15:45 – 16:45 Venue: Room A314, 3/F, S H Ho Academic Building

Session Introduction: Dedicated to uncovering hidden risks and financial opacity, this session explores the powerful convergence of forensic accounting and advanced AI methodologies. Attendees will discover how alternative tools—like Geospatial AI and machine-learning game theory—are being utilized to detect supply chain risks and corporate tax evasion, and how these frontier techniques are shaping the future of forensic education.

Moderator: Dr. Feng TANG, Associate Professor, Department of Accountancy,
The Hang Seng University of Hong Kong

Paper Title
Toward Integration of AI into Forensic Accounting Education and Practice: Comparison of U.S. and China Dr. Jim WANG (Faculty of Business, Hong Kong Chu Hai College)
Assessing Supply Chain Opacity via Geospatial AI: A Research Proposal and its Implications for Accounting Education Dr. Vivian ZHANG (Department of Accountancy, The Hang Seng University of Hong Kong)
Social Trust, Big-4 Auditors, and Tax Evasion in China: Interpreted by Econometrics Models and Machine-Learning Cooperative Game Theory Dr. Brian M. LAM (Beijing Normal-Hong Kong Baptist University)

Concurrent Session 6: The Regulatory Frontier: Legal Frameworks, Civil Liability and Digital Rights

Time: 15:45 – 16:45 Venue: Room A315, 3/F, S H Ho Academic Building

Session Introduction: Addressing the legal pillars of our evolving digital landscape, this session examines how regulatory frameworks and civil rights are adapting to rapid technological advancements. Discussions will navigate international legislation such as the EU AI Act, the specific liabilities of financial institutions in protecting vulnerable clients, and the complex legal intersections of virtual property inheritance and privacy rights.

Moderator: Dr. Linsey CHEN, Assistant Professor, Department of Accountancy,
The Hang Seng University of Hong Kong

Paper Title
《欧盟人工智能法案》第9条之讨论 梁静姮博士 (澳门大学法学院)
银行对老年客户特别保护义务的类型化研究 - 以《金融机构产品适当性管理办法》第18条的解释与适用为中心 张静 (香港恒生大学)
社交媒体账号继承与隐私权冲突之研究: 以Facebook 国际案例为中心及其对中国《民法典》之启示 刘亚静 (香港恒生大学)

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