

Clarence GOH
(Updated: January 19, 2024)

Office

Room 5001
School of Accountancy
Singapore Management University
60 Stamford Road
Singapore 178900

Phone: +65 6828 1931

Fax: +65 6828 0600

Email: clarencgoh@smu.edu.sg

RESEARCH AND TEACHING INTERESTS

Research Interests: Judgment and decision-making in accounting, digital transformation of accounting processes

Teaching Interests: Accounting data analytics, ethics & social responsibility

ACADEMIC APPOINTMENTS AND EDUCATION

Singapore Management University, School of Accountancy

Director, Professional Development	2016 – Present
Assistant Professor of Accounting (Practice)	2018 – Present
Visiting Assistant Professor of Accounting (Practice)	2016 – 2018

Nanyang Technological University, Nanyang Business School

Ph.D. in Accounting	2016
---------------------	------

Thesis Title: The Effects of Language Power and Communication Mode on Investor Judgments

Thesis Supervisor: Hun-Tong Tan

Nanyang Technological University, Nanyang Business School

Bachelor of Accountancy (First Class Honours)	2008
---	------

PROFESSIONAL QUALIFICATIONS AND MEMBERSHIPS

Fellow Certified Practicing Accountant (Australia)	2017 - Present
--	----------------

Chartered Accountant (Singapore)	2010 - Present
Member, European Accounting Association	2023 - Present
Member, American Accounting Association	2018 - 2021

OTHER WORK EXPERIENCE

Senior Manager, Jones Lang LaSalle	2015 – 2016
Manager, Institute of Singapore Chartered Accountants	2014 – 2015
Analyst, Barclays Capital	2009 – 2011
Analyst, Deutsche Bank	2008 – 2009

HONOURS AND AWARDS

Howard Teall Innovation in Accounting Education Award - First Prize, Canadian Academic Accounting Association	2023
Digital Readiness Award – Silver, QS Reimagine Education	2022
SMU Long Service Award (Five-Years)	2021
Most Improved Teacher, SOA Teaching Excellence Award 2020	2020
Dean’s List for SOA Curriculum Contribution, SOA Teaching Excellence Award 2019	2019
NTU Research Scholarship	2011 – 2014
Dean’s Honours List, Nanyang Business School, NTU	2006

ACCEPTED OR PUBLISHED JOURNAL ARTICLES

Goh, C. (2023). Analysts’ EPS Forecasts: The Effects of Forecast Precision and Forecast Uncertainty on Investor Judgments. *Abacus*, early online version available at: <https://doi.org/10.1111/abac.12302>.

Goh, C., Lew, M., Pan, G., and Seow, P. S. (2023). Measuring the Learning Effectiveness of Two Courses in a Program in Accounting Data and Analytics. *Education Quarterly Reviews* 6 (2): 297-308.

Goh, C. (2023). Data Dashboarding in Accounting using Tableau. *Economics and Business Quarterly Reviews* 6 (1): 269-275.

Goh, C., Kusnadi, Y., Pan, G., and Seow, P. S. (2022). Governance, Risk, and Compliance (GRC) in Digital Transformation: Investor Views. *Accountancy, Business, and the Public Interest* 21: 200-223.

Bhattacharya, L., Goh, C., and Pan, G. (2022) Knowledge-Driven Agile Innovation in Digital Transformation. *International Journal of Business and Economics Research* 11 (5): 276-286.

Goh, C. (2022). The Effects of Corporate Social Responsibility (CSR) Reputation and CSR Crisis Response Strategy on Investor Judgments. *Advances in Accounting Behavioral Research* 25: 31-57.

Goh, C. (2022). Do Analysts' EPS Forecasts Obey Benford's Law? An Empirical Analysis. *International Journal of Business and Society* 23 (2): 773-785.

Goh, C., Lim, C. Y., Ng, J., Ow Yong, K., and Pan, G. (2021). Trust in Fair Value Accounting: Evidence from the Field. *Journal of International Accounting Research* 20 (3): 21-42.

Goh, C., Seow, P. S., and Pan, G. (2021). Using Excel to Teach Simulation for Management Accounting. *Management Accounting Quarterly* 22 (4): 25-35.

Goh, C., Kusnadi, Y., Pan, G., and Seow, P. S. (2021). Enhancing Cultural Intelligence and Digital Literacy in Accounting Education: Insights from a University's Global Student Consulting Programme. *International Journal of Education* 9 (2): 1-12.

Goh, C., Lim, C. Y., and Ow Yong, K. (2021). The Impact of the IFRS 9 Expected Loss Approach on Accounting Conservatism. *Accountancy, Business and the Public Interest* 20: 426-443.

P. S. Seow, Pan, G., and Goh, C. (2021). An Experiential-Learning Approach for Delivering an Accounting Analytics Capstone Course. *Accountancy, Business and the Public Interest* 20: 312-322.

Goh, C., Lee, B., Pan, G., and Seow, P. S. (2021). Forensic Analytics Using Cluster Analysis: Detecting Anomalies in Data. *Journal of Corporate Accounting & Finance* 32 (2): 154-161.

Goh, C. (2020). Examining the Phenomenon of Rounding in Analysts' EPS Forecasts: Evidence from Singapore. *Asian Journal of Accounting Research* 6 (1): 69-79.

Goh, C. (2020). Applying Visual Analytics to Fraud Detection using Benford's Law. *Journal of Corporate Accounting & Finance* 31 (4): 202-208.

Goh, C. (2019). Recommendations from SEC's Plain English Handbook: Perspectives from Behavioral Research. *Accountancy, Business and the Public Interest* 18: 66-80.

Goh, C. (2019). Optimizing Accounting Decision Making using Goal Programming. *Journal of Corporate Accounting & Finance* 30 (1): 161-168.

Goh, C. (2018). Examining Fifteen Years of Ethics Research in the Journal of Accountancy: 2002 to 2016. *Asian Journal of Accounting and Governance* 9: 41-48.

Goh, C. (2018). Keeping Investors Onboard: A Corporate Social Responsibility Crisis Response Framework. *Accountancy, Business and the Public Interest* 17: 164 – 175.

WORKING PAPERS

Goh, C., and Tan, H. T.* The Effects of Hedge Type and Communication Mode on Investor Judgments.

Goh, C. The Effects of Advice Attribution and the Subjective Sense of Power on Managers' Reliance on Advice. Revise and resubmit at *Accounting, Organizations and Society*. Submitted to the 2024 EAA Annual Congress and 2024 AAA Annual Meeting.

Akulinitsev, P., Goh, C., Pornupatham, S., Tan, H. T.*, and Vichitsarawong T. The Effect of Nature of Critical Audit Matters and Outcome Indication on Investors' Decisions. Revise and resubmit at *Behavioral Research in Accounting*.

Goh, C. Narrative Disclosures: The Effects of Persuasion Strategy and Perceived Manager Age on Investor Judgments.

Goh, C., Jongjaroenkamol, P., and Seow, P. S. The Effects of EPS Magnitude and Miss/Beat Presentation Format on Investor Judgments. Presented at the 2023 EAA Annual Congress and 2023 AFAANZ Annual Conference.

Goh, C., Seow, P. S., and Pan, G. The Effects of Corporate Reputation and Compensation Disclosure on Investor Judgments. Under review at the *Journal of Management Accounting Research*.

Goh, C., and Tan, H. T.* The Effects of Conversation Fillers and Communication Mode on Investor Judgments.

Goh, C. Is Silence Golden? The Effects of Silent Pauses in Managers' Speech and Argument Strength on Investor Judgments.

Seow, P. S., Pan, G., Goh, C., and Lew, M. Preparing Accountants of the Future: Examining an Accounting Data and Analytics Undergraduate Program in Singapore. Under review at *Asian Journal of Business and Accounting*.

Goh, C., Kusnadi, Y., and Pan, G. The Effectiveness of Using Python Programming Approach in Teaching Financial Analytics.

Pan, G., Seow, P. S., Goh, C., and Lew, M. Key Roles in Making Skill Acquisition and Transfer Happen in an Accounting Data Analytics Program. Under review at *Accounting Education*.

Goh, C., Lee, B., Pan, G., and Seow, P. S. Understanding Gender Differences in Digital Readiness during Digital Transformation in Accounting Functions: Accounting Professionals' Perspective. Submitted to the 2024 AAA Annual Meeting and 2024 EAA Annual Congress.

Lew, M., Goh, C., Pan, G., and Seow, P. S. Evaluating Experiential Learning Approach in Accounting Analytics Capstone Course: Preparing Future Professionals. Second round revise and resubmit at *Accounting Education*.

Goh, C. Accountants' Ethical Beliefs: Measuring Perceptions of Accountants Versus Non-Accountants. Under review at the *Journal of Accounting, Ethics & Public Policy*.

Goh, C. The Effects of 'You Know' and 'I Mean' and Argument Strength on Investor Judgments.

Pan, G., Shankararaman, V., and Goh, C. An Integrated Instructional Design Approach to Engage Adult Learners: Perspectives of Accounting and Finance Professionals. Under review at the *Accounting Education*.

*Note: * indicates co-author who is my thesis supervisor and thesis committee chair.*

WORKS IN PROGRESS

Chu, M. K., Goh, C., Lee, E., Pan, G., and Perdana, A. "Cognitive Collaboration: Exploring Student Interactions with Language Models for Creative Problem Solving."

Goh, C., Kutubi, S., Lee, B., Pan, G., and Seow, P. S. "Examining the Effects of Technology Implementation on Accountants' Productivity: Can the Excessive Use of Technology Backfire?"

GRANTS

CPA Australia Global Research Perspectives Program (GRPP). (2024). Examining the Effects of Technology Implementation on Accountants' Productivity: Can the Excessive Use of Technology Backfire? (Principal Investigator: Goh C.; Co-Principal Investigators: Kutubi S., Lee B., Pan G., and Seow P. S.), AUD34,956.

Singapore Management University Research Grant (Tier 1). (2021). The Effects of EPS Magnitude and Miss/Beat Presentation Format on Investor Judgments. (Principal Investigator: Goh C.; Co-Principal Investigators: Jongjaroenkamol, P., and Seow, P. S.), SGD23,080.

MOE Tertiary Education Research Fund Grant. (2020). Preparing Accountants of the Future: Evaluating a Programme in Accounting Data and Analytics. (Principal Investigator: Seow, P. S.; Co-Principal Investigators: Goh, C., and Pan, G.), SGD169,813.

Singapore Management University Research Grant (Tier 1). (2017). The Effects of Corporate Governance and Compensation Disclosure Readability on Investor Judgments. (Principal Investigator: Seow, P. S.; Co-Principal Investigators: Goh, C., and Pan, G.), SGD22,542.

BOOKS EDITED

Seow, P. S., Pan, G., Goh, C., Yong, M., and Chek, J. (2021). Embracing Digital Transformation in Accounting and Finance. *CPA Australia*. Available at: <https://www.cpaaustralia.com.au/tools-and-resources/business-management/business-management-research/digital-transformation-in-accounting-and-finance>

Pan, G., Seow, P. S., Goh, C., Lee, B., and Yong, M. (2019) Charting the Future of Accountancy with AI. *CPA Australia*. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2833&context=soa_research

Pan, G., Seow, P. S., Goh, C., and Yong, M. (2017) Riding the Waves of Disruption. *CPA Australia*. Available at: https://ink.library.smu.edu.sg/soa_research/1686/

BOOKS AUTHORED

Goh, C., Kusnadi, Y., Lee, B., Pan, G., and Seow, P. S. (2023). Accelerating Digital Transformation of SMEs. *World Scientific Publishing*. Available at: <https://doi.org/10.1142/13318>

- Book launched on 11 May 2023 with Prof Lim Sun Sun, SMU Professor of Communication & Technology and Vice President of Partnerships and Engagement, as keynote speaker.

BOOK CHAPTERS AUTHORED

Goh, C., and Ow Yong, K. How Accountants can Drive Digital Transformation. (2024). In T. Wang and A. Perdana (Eds.), *Digital Transformation in Accounting and Auditing*. Palgrave Macmillan, Forthcoming.

Goh, C., Pan, G., Seow, P. S., and Shankararaman, V. (2021). Digital Innovation: A Catalyst and Enabler of Achieving Business Sustainability. In P. S. Seow, C. Goh, G. Pan, M. Yong, and J Chek (Eds.), *Embracing Digital Transformation in Accounting and Finance* (pp. 1-8). CPA Australia, July 2021. Available at: <https://www.cpaaustralia.com.au/tools-and-resources/business-management/business-management-research/digital-transformation-in-accounting-and-finance>

Seow, P. S., Pan, G., and Goh, C. (2021). Preparing Accountants of the Future: A Programme in Accounting Data and Analytics. In P. S. Seow, C. Goh, G. Pan, M. Yong, and J. Chek (Eds.), *Embracing Digital Transformation in Accounting and Finance* (pp. 122-131). CPA Australia, July 2021. Available at: <https://www.cpaaustralia.com.au/tools-and-resources/business-management/business-management-research/digital-transformation-in-accounting-and-finance>

Goh, C., Lee, B., Pan, G., and Seow, P. S. (2019) Introducing AI & the Potential for AI to Revolutionise the Accounting Industry. In C. Goh, G. Pan, P. S. Seow, B. Lee, and M. Yong (Eds.), *Charting the Future of Accountancy with AI* (pp. 1-5). CPA Australia, July 2019. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2833&context=soa_research

Goh, C., Pan, G., Seow, P. S., and Lee, B. (2019). Building Ethical Artificial Intelligence. In C. Goh, G. Pan, P. S. Seow, B. Lee, and M. Yong (Eds.), *Charting the Future of Accountancy with AI* (pp. 48-54). CPA Australia, July 2019. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2833&context=soa_research

Pan, G., Seow, P. S., Goh, C., and Lee, B. (2019). Grooming the Next Generation of Accounting Professionals for the Age of Artificial Intelligence. In C. Goh, G. Pan, P. S. Seow, B. Lee, and M. Yong (Eds.), *Charting the Future of Accountancy with AI* (pp. 55-61). CPA Australia, July 2019. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2833&context=soa_research

Goh, C., Pan, G., and Seow, P. S. (2017). Navigating the Digital Disruption Paradox. In G. Pan, P. S. Seow, C. Goh, and M. Yong (Eds.), *Riding the Waves of Disruption* (pp. 1-10). CPA Australia, May 2017. Available at: https://ink.library.smu.edu.sg/soa_research/1686/

Pan G., Seow, P. S., and Goh, C. (2017). Helping Hands. In G. Pan, P. S. Seow, C. Goh, and M. Yong (Eds.), *Riding the Waves of Disruption* (pp. 91-103). CPA Australia, May 2017. Available at: https://ink.library.smu.edu.sg/soa_research/1686/

INDUSTRY REPORTS

Gao, P., Goh, C., Ow Yong, K., Pan, G., Seow, P. S., and Yap, K. W. (2022). The Future of Talent Development: Accelerating Mindset Shifts in the New Normal. *KPMG Singapore, SMU School of Accountancy, Singapore Institute of Technology, Lee Kuan Yew School of Public Policy, and Association of Women in Construction*. Available at: <https://smu.sg/projectstack>

Goh, C., Kusnadi, Y., Pan, G., Seow, P. S., Seah, G. C., and Lim, C. (2021). Adopting a Risk-Intelligent Approach to Digital Transformation. *Deloitte Singapore Centre for Corporate Governance and SMU SOAR*. Available at: <https://www2.deloitte.com/sg/en/pages/cxo-programs/articles/adopting-risk-transformation.html>

- Report presented at SMU SOAR’s 2021 conference on ‘Digital Transformation of Financial Markets.’

Goh, C., Leong, K. S., Pan, G., and Seow, P. S. (2017). Our Future Together. Industry Perspectives: Future of Professional Learning and Entrepreneurship. *Institute of Singapore Chartered Accountants and Institute of Chartered Accountants in England and Wales*. Available at: <https://isca.org.sg/resource-library/future-of-profession/our-future-together-industry-perspectives-future-of-professional-learning-and-entrepreneurship-report-2017>

- Report launched at ISCA and ICAEW’s joint conference on ‘Our Future Together: Future of Professional Learning & Entrepreneurship.’
- Key report findings summarized in a video available here: <https://www.youtube.com/embed/lZz9BurTNmY>

Goh, C. (2015). The Power of Technology in CRE Data and Analytics. *Jones Lang LaSalle*. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=1005&context=soa_research_a
[ll](https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=1005&context=soa_research_a)

Goh, C. (2015). Data and Analytics in Corporate Real Estate: The Importance of Talent. *Jones Lang LaSalle*. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2690&context=soa_research

Chan, A., Chan, S. Y., Goh, C., and Oh, P. (2015). The Singapore Directorship Report 2014. *Institute of Singapore Chartered Accountants and Singapore Institute of Directors*. Available at: <https://isca.org.sg/media/776653/sg-directorship-report.pdf>

- Report featured in The Business Times’ article “Multiple Directorship Issue not as Big a Problem as Perceived: Study” on 5 November 2014.

Chan, S. Y., Goh, C., and Oh, P. (2015). ISCA Pre-Budget Roundtable 2015. *Institute of Singapore Chartered Accountants*. Available at: https://www.isca.org.sg/media/776195/isca-pre-budget-roundtable-report-2015_pace-of-restructuring.pdf

- Report featured in the February 2015 edition of IS Chartered Accountant magazine.

Chan, S. Y., Goh, C., and Oh, P. (2015). Pre-Budget Survey 2015. *Institute of Singapore Chartered Accountants*. Available at: <https://isca.org.sg/media/775916/isca-pre-budget-survey-2015.pdf>

- Report launched at ISCA's 2015 Pre-Budget Roundtable.
- Report featured in the February 2015 edition of IS Chartered Accountant magazine.

Chan, S. Y., Goh, C., Oh, P., and Sim, C. (2014). Raising the Bar 3: Essential Finance and Accounting Function Staff Skills, Training Needs and Challenges in Driving Productivity. *Institute of Singapore Chartered Accountants and Robert Half*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2636&context=soa_research

Chan, S. Y., Goh, C., Oh, P., and Sim, C. (2014) Raising the Bar 2: Challenges to Productivity Initiatives in the Finance and Accounting Function. *Institute of Singapore Chartered Accountants and Robert Half*. Available at:

https://ink.library.smu.edu.sg/soa_research/1610/

Chan, S. Y., Goh, C., Oh, P., and Sim, C. (2014) Raising the Bar: Trends in Implementing Productivity Initiatives in the Finance and Accounting Function. (with S. Y. Chan and P. Oh), *Institute of Singapore Chartered Accountants and Robert Half*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2639&context=soa_research

- Report launched on 10 November 2014 with Neel Augusthy, Johnson & Johnson's CFO of Customer Logistics Services, APAC, as keynote speaker.

Chan, S. Y., Goh, C., Shen, J., Zin, K. (2014). 2nd ISCA Productivity Scorecard and Benchmarking Survey Report for the Accountancy Sector in Singapore. *Institute of Singapore Chartered Accountants and SAP*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2688&context=soa_research

- Report featured in the ASEAN Federation of Accountants' 2014 Annual Report.

OTHER PUBLICATIONS (NEWSPAPERS, MAGAZINES, ETC)

Bhattacharya, L., Goh, C., and Pan, G. (2023). Navigating Digital Transformation in the Post-Covid World. *The Business Times*. Available at:

<https://www.businesstimes.com.sg/opinion-features/navigating-digital-transformation-post-covid-world>

Goh, C. (2022). Managing CSR Crises: Finance Leaders Need to Consider their Organization's CSR Reputation when Responding. *FutureCFO*. Available at:

<https://futurecfo.net/managing-csr-crises-%E2%80%A8finance-leaders-need-to-consider-organisations-csr-reputation-when-responding/>

Goh, C., and Pan, G. (2021). Partnership Management can Enhance Universities' Project-Based Learning. *The Business Times*. Available at: <https://www.businesstimes.com.sg/opinion-features/columns/partnership-management-can-enhance-universities-project-based-learning>

Goh, C., and Pan G. (2021). Mitigating Financial Fraud Risk with Data Analytics. *FutureCFO*. Available at: <https://futurecfo.net/mitigating-financial-fraud-risk-with-data-analytics/>

Goh, C., Pan, G., and Yuen, K. (2020). How to Prepare Young Finance and Accounting Professionals for Digital Revolution. *FutureCFO*. Available at: <https://futurecfo.net/how-to-prepare-young-finance-accounting-professionals-for-digital-revolution/>

Goh, C., Pan, G., and Yuen, K. (2020). Should Non-Audit Service Prohibitions be Further Strengthened in Singapore? *FutureCFO*. Available at: <https://futurecfo.net/should-non-audit-service-prohibitions-be-further-strengthened-in-singapore/>

Goh, C., Pan, G., and Yuen, K. (2020). Audit Profession Must Rid 'Overworked, Underpaid' Image to Attract Best Talent. *HRM Asia*, April 2020. Available at: <https://hrmasia.com/audit-needs-to-rid-overworked-and-underpaid-image-to-attract-best-talent/>

Goh, C. (2020). Forensic Accounting Must be More Robust. *The Business Times*. Available at: <https://www.businesstimes.com.sg/opinion-features/columns/forensic-accounting-must-be-more-robust>

Goh, C., and Saephan, S. (2019). Academia-Industry Alliance can Boost Accountancy in Laos. *The Business Times*. Available at: <https://www.businesstimes.com.sg/opinion-features/columns/academia-industry-alliance-can-boost-accountancy-laos>

Goh, C. (2019). Solve Problems with Linear Programming and Excel. *Financial Management Magazine (published by AICPA)*. Available at: <https://www.fm-magazine.com/issues/2019/feb/linear-programming-microsoft-excel.html>

Goh, C., Lim, C. Y., Ow Yong, K., and Alfred, J. (2018). Implementing IFRS 9. (with C. Y. Lim, K. Ow Yong, and J. Alfred), *Accounting and Business (published by ACCA)*. Available at: <https://www.accaglobal.com/ca/en/member/member/accounting-business/2018/09/insights/ifrs-9.html>

Goh, C. (2018). A Primer for CFOs: How to Detect Fraud using Data Analytics. *CFO Innovation*.

Goh, C., Seow, P. S., and Pan, G. (2017). Making Financial Disclosures More Readable. *The Business Times*. Available at: <https://www.businesstimes.com.sg/opinion-features/columns/making-financial-disclosures-more-readable>

Goh, C., Seow, P. S., and Pan, G. (2017). Automation and the Accounting Profession. *IS Chartered Accountant*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2667&context=soa_research

Goh, C., Seow, P. S., and Pan, G. (2017). Wanted - a new generation of accountants. *Channelnewsasia.com*. Available at:

<https://www.channelnewsasia.com/commentary/commentary-wanted-new-generation-accountants-991201>

Goh, C. (2017). How Singapore Investors Can Profit from Unstructured Data. *Singapore Business Review*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2677&context=soa_research

Goh, C. (2017). The Predictive Audit: Why Prevention is Better than a Cure. *CEO Magazine (ANZ and Asia Editions)*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2678&context=soa_research

Goh, C. (2017). Continuous Auditing: A New Instrument in the CFO's Toolbox. *CFO Innovation*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2783&context=soa_research

Goh, C. (2017). Are You Ready? Data Analytics is Reshaping the Work of Accountants. *CFO Innovation*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2686&context=soa_research

Goh, C. (2016). The Future of Corporate Real Estate with Data and Analytics. *JLL Asia Pacific Research*. Available at:

https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2685&context=soa_research

Goh, C. (2016). What Does Your Workplace Say About Your Company Culture? *JLL Asia Pacific Research*. Available at: <https://research.jllapsites.com/12178-2/>

Goh, C. (2015). What are Companies Planning for the Workplace? *Jones Lang LaSalle*.

Goh, C. (2015). Navigating the "Patent Cliff": The Role of Corporate Real Estate in the Life Science Industry. *JLL Asia Pacific Research*. Available at:

<https://research.jllapsites.com/navigating-the-patent-cliff-the-role-of-corporate-real-estate-in-the-life-science-industry/>

Goh, C. (2015). Corporate Real Estate's Rising Profile in the Banking and Finance Industry. *JLL Asia Pacific Research*. Available at:

<https://research.jllapsites.com/corporate-real-estates-rising-profile-in-the-banking-and-finance-industry/>

Goh, C. (2015). Data and Analytics in Corporate Real Estate: Do You Have the Right Talent? *JLL Asia Pacific Research*. Available at: <https://research.jllapsites.com/data-and-analytics-in-corporate-real-estate-do-you-have-the-right-talent/>

Goh, C., and Wong, F. (2015). Singapore Budget 2015: Building our Future, Strengthening Social Security. *IS Chartered Accountant*. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=1004&context=soa_research_a
[ll](https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=1004&context=soa_research_a)

Goh, C. (2015). ISCA Pre-Budget Survey Findings 2015: Insights from the Accounting and Business Community. *IS Chartered Accountant*. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2681&context=soa_research

Goh, C. (2014). CFO Alert: Do You Know What Your Board Audit Committee is Up to? *CFO Innovation*. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2784&context=soa_research

Goh, C. (2014). Singapore Boards and Directors: Of Those Who Govern and Direct. *IS Chartered Accountant*. Available at: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=2634&context=soa_research

Goh, C. (2014). Managing the Accounting and Finance Function: Productivity Trends and Focus. *IS Chartered Accountant*. Available at: <https://isca.org.sg/media/775330/isca-oct-2014-lowres-v1.pdf>.

Goh, C. (2014). Should Singapore Adopt ‘Say on Pay’? *The Business Times* (republished in *IS Chartered Accountant*). Available at: <https://www.businesstimes.com.sg/opinion-features/columns/should-singapore-adopt-say-pay>

Goh, C., and Miao, B. (2014). Is Bitcoin’s Rise a Boon or Bane for Businesses? *The Business Times* (republished in *IS Chartered Accountant*). Available at: <https://www.businesstimes.com.sg/opinion-features/columns/bitcoins-rise-boon-or-bane-businesses>

Goh, C. (2014). Singapore’s Savvy Tax Policy Keeps Economy Vibrant. *The Business Times* (republished in *IS Chartered Accountant*). Available at: <https://eresources.nlb.gov.sg/newspapers/Digitised/Issue/biztimes20140731-1#>

Goh, C. (2014). The Potential for Crowdfunding Here. *The Business Times* (republished in *IS Chartered Accountant*). Available at: <https://eresources.nlb.gov.sg/newspapers/digitised/issue/biztimes20140607-1#>

CONFERENCE PAPERS

Goh, C., Jongjaroenkamol, P., and Seow, P. S. (2023). The Effects of EPS Magnitude and Miss/Beat Presentation Format on Investor Judgments. *2023 EAA Annual Congress, Helsinki-Espoo, Finland, and 2023 AFAANZ Annual Conference, Gold Coast, Australia.*

Seow, P. S., Pan, G, Goh, C., and Lew, M. (2022). Preparing Accountants of the Future: Evaluating a Programme in Accounting Data and Analytics. *2022 Canadian Accounting Association Annual Conference, Saskatoon, Canada, 2022 American Accounting Association Annual Conference, Virtual Meeting, and 2022 National Technology-Enhanced Learning Conference, Singapore.*

Goh, C., Kusnadi, Y., Pan, G., and Seow, P. S. (2021). Adopting a Risk-Intelligent Approach to Digital Transformation. *SOA Conference on Digital Transformation of Financial Markets, Virtual Meeting.*

Lim, C. Y., Ow Yong, K., and Goh, C. (2021). The Effects of Impairment Loss Model and Management Conservatism on Accountants' Loan Loss Provision. *2021 European Accounting Association Annual Congress, Virtual Meeting.*

Goh, C. (2021). Analysts' EPS Forecasts: The Effects of Forecast Precision and Forecast Uncertainty on Investor Judgments of Forecast Reliability. *2021 Accounting & Finance Association of Australia and New Zealand Annual Conference, Virtual Meeting, and 2020 American Accounting Association Annual Meeting, Virtual Meeting.*

Goh, C., Seow, P. S., and Pan, G. (2019). The Effects of Corporate Reputation and Compensation Disclosure on Investor Judgments. *2019 Canadian Academic Accounting Association Annual Conference, Ottawa, Canada, and 2019 American Accounting Association Annual Meeting, San Francisco, USA.*

Goh, C., Pan, G., and Seow, P. S. (2018). Internship Experience and Accounting Undergraduate Starting Salaries. *2018 European Accounting Association Annual Congress, Milan, Italy, and 2018 American Accounting Association Annual Meeting, Washington, D. C., USA.*

Pan, G., Seow, P. S., Goh, C., and Koh, K. (2017). A Case for Preparing Future-Ready Graduates: Grooming the Future Disruptive Accounting Professionals. *7th International Conference on World-Class Universities, Shanghai, China.*

CONFERENCE PRESENTATIONS

EAA Annual Congress 2023	Helsinki-Espoo, Finland
National Technology-Enhanced Learning Conference (NTEL) 2022	Singapore
CAAA Annual Conference 2022	Saskatoon, Canada

SOAR Digital Transformation of Financial Markets Conference 2021	Virtual Meeting
AFAANZ Annual Conference, 2021	Virtual Meeting
AAA Annual Meeting, 2020	Virtual Meeting
AAA Annual Meeting, 2019	San Francisco, USA
AAA Annual Meeting, 2018	Washington D. C., USA

INVITED TALKS AND PRESENTATIONS

Hwa Chong Institution Parents and Students' Learning Journey: "*Data Driven Insights in Accounting Decision Making.*" January 2024.

Anderson Serangoon JC University Symposium: "*More Than the Sum of You.*" July 2023.

ISCA Web-Bitez: "*Leading Change in the age of Digital Transformation for Accounting Firms.*" November 2022.

Anderson Serangoon JC University Symposium: "*The Future of Accounting - Digital Transformation in Accounting.*" July 2022.

Headhunt's The Master's Experience Masterclass: "*Data Modelling in Accounting Decision Making.*" February 2022.

SMU Accounting Thought Leadership Workshop: "*Data Modelling in Accounting Decision Making.*" December 2021, December 2022, October 2023.

River Valley High School - Higher Education, Career Guidance and Scholarship (HECGS) Day 2021: "*Be Accountable for your Future.*" April 2021.

Temasek Polytechnic: "*Be Accountable for your Future.*" November 2020.

Singapore Sports School Masterclass: "*Using Data Analytics to Detect Financial Fraud.*" August 2020.

Anderson Serangoon JC University Symposium: "*Be Accountable for your Future.*" July 2019.

SMU Masters of Science in Accounting (Data and Analytics) Masterclass: "*Data Analytics for Finance Professionals.*" April 2019.

SMU Experiential Education Day (SEED): “*SMU-XO: Nurturing Global Citizens through Experiential Learning.*” March 2019.

SMU Open House 2019: “*SOA 2nd Major in Accounting Data and Analytics.*” March 2019.

Second Education Leaders’ Symposium: “*SMU-X: Making Meaningful Impact Locally and Globally Through Project-Based Learning.*” January 2019.

SP Business School, Singapore Polytechnic: “*Data & Analytics: Helping Accountants Do More.*” July 2018.

Raffles Parents’ Association (SMU Visit): “*Data & Analytics in Accounting.*” July 2018.

Institute of Singapore Chartered Accountants Staff Seminar: “*Data Visualization and Dashboarding Using Tableau.*” May 2018.

Meridian JC Learning Journey: “*Accounting Decision Making Using Linear Programming.*” February 2018.

Ngee Ann Polytechnic Further Studies Week: “*Data Analytics in Accounting.*” July 2017.

MEDIA AND OTHER COVERAGE

“Governance, Risk, and Compliance in Digital Transformation.” Research@SMU Podcast, May 2023. Available at: <https://research.smu.edu.sg/news/2023/may/25/governance-risk-and-compliance-digital-transformation>

“Student consulting projects: Enhancing cultural intelligence and digital literacy.” *Phys.org*, August 2022. Available at: <https://phys.org/news/2022-08-student-cultural-intelligence-digital-literacy.html>

“What are the Four Traits of Digitally Mature Organizations?” *Singapore Business Review*, December 2021. Available at: <https://sbr.com.sg/information-technology/in-focus-news/what-are-four-traits-digitally-mature-organisations>

“The Four Signs of a Digitally Mature Organization.” *The Manila Times*, October 2021. Available at: <https://www.manilatimes.net/2021/10/18/business/top-business/the-four-signs-of-a-digitally-mature-organization/1818760>

“With Technology, the Accounting Profession is No More about Counting Beans.” *Research@SMU: Connecting the Dots*, May 2021. Available at:

<https://research.smu.edu.sg/news/2021/may/23/technology-accounting-profession-no-more-about-counting-beans>

“How to Teach Emerging Technologies.” *Chartered Global Management Accountants (CGMA)*, January 2021. Available at:

https://scis.smu.edu.sg/sites/sis.smu.edu.sg/files/%5Bcurrent-domain%3Amachine_name%5D/news_room/20210119-CGMA-News-How.pdf

“5 Reasons AI will Revolutionise Accounting and Why Accountants with Tech Know-how Are in Demand.” *The SMU Blog*, March 2020. Available at:

<https://blog.smu.edu.sg/undergraduate/bacc/5-reasons-ai-revolutionise-accounting/>

“Professionals Urged to Upskill as AI Reshapes Finance Sector: CPA.” *The Business Times*, July 2019. Available at: <https://www.businesstimes.com.sg/banking-finance/professionals-urged-to-upskill-as-ai-reshapes-finance-sector-cpa>

“ACCA Singapore Has Collaborated with Leading Universities in the City-State and Mainland China to Gather Industry Perspectives on Working with IFRS 9.” *ACCA*, September 2018. Available at:

<https://www.accaglobal.com/hk/en/member/member/accounting-business/2018/09/insights/ifrs-9.html>

“Future of Professional Learning and Entrepreneurship.” *IS Chartered Accountant*, May 2017. Available at: https://isca.org.sg/docs/default-source/isca-journal-archive/2017-archive/isca-may-17.pdf?sfvrsn=24826769_4

“ISCA-ICAEW Report on Industry Perspectives.” *ASEAN Federation of Accountants*, April 2017. Available at: <http://www.afa-accountants.org/news-56-ISCA%20-%20ICAEW%20Report%20on%20Industry%20Perspectives.html>

“ISCA Pre-Budget Roundtable 2015: Pace of Restructuring.” *IS Chartered Accountant*, February 2015.

“Costs, Manpower Remain Key Areas of Concern for Businesses: ISCA Survey.” *The Business Times*, January 2015. Available at:

<https://www.businesstimes.com.sg/international/costs-manpower-remain-key-areas-concern-businesses-isca-survey>

“2nd ISCA Productivity Scorecard and Benchmarking Survey: Moving Members Up the Value Chain.” *Institute of Singapore Chartered Accountants*, August 2014.

COURSES TAUGHT

Singapore Management University

Undergraduate

ACCT418 Data Modelling and Visualization (including advanced placement course)*
ACCT414 Accounting Analytics Capstone (SMU-X)
COR3302 Ethics and Social Responsibility
ACCT001 Accounting Study Mission (SMU-X Overseas)
ACCT415 Accounting Analytics*

Postgraduate

ACCT643/645/646 Accounting
ACCT650/665 Data Modelling and Visualization*
ACCT679 Visual Analytics for Accounting*

Professional Development

Ethics for Accountants in the Digital Age*
Visual Analytics with Tableau for Accounting and Finance Professionals*
Data Modelling and Forecasting*
Introduction to Accounting Data Analytics*

Nanyang Technological University

Undergraduate

AB1101 Accounting I

*Note: * indicates a new course that I developed.*

PROFESSIONAL ACTIVITIES AND SERVICES

Committees and Boards

Member, IS Chartered Accountant Journal Advisory Panel, 2023 – Present.

Member, ISCA Membership Growth and Engagement Committee, 2021 – 2023.

Panel Discussions and Focus Groups

Moderator, Financial Education: The Power of Tech to Empower Financially, *Women's Forum for the Economy & Society Singapore Meetup 2023*, June 2023.

Mentor, Youth Voices Private Workshop, *Women's Forum for the Economy & Society Singapore Meetup 2023*, June 2023.

Panelist, Trailblazer – Journey to Success Webinar Series: Digital Transformation in Accounting & Finance, *CPA Australia*, May 2021.

Panelist, Information Session for PwC's Academy Masterclasses for SMEs, *PwC*, September 2020.

Panelist, Webinar for SMU Virtual Open House, *SMU*, 2020 & 2021.

Panelist, Panel Dialogue for PwC Masterclasses to Support Upskilling for Singapore SMEs, *PwC*, January 2020.

Participant, Focus Group Discussion on Challenges Faced in Accounting Education and Training, *Accounting Innovation Challenge (Singapore Accountancy Commission and Institute of Singapore Chartered Accountants)*, August 2019.

Facilitator, Focus Group Discussion on “Implementation of IFRS 9 – Financial Instruments.” published in “Implementing IFRS9,” *Association of Chartered Certified Accountants*, April 2018.

Panelist, Faculty Panel Discussion on “Faculty Insights: SMU’s Curriculum, New Majors, Scholarships & More.” *IB Day @ SMU*, December 2017, November 2018, January 2021, January 2022, and January 2023.

Participant, Roundtable Discussion on “Enterprise Demand for Professional Business and Advisory Services.” *Association of Chartered Certified Accountants and Singapore Accountancy Commission*, November 2017.

Participant, Focus Group Discussion on “Young Professionals” published in “Our Future Together. Industry Perspectives: Future of Professional Learning and Entrepreneurship.” *Institute of Singapore Chartered Accountants and Institute of Chartered Accountants in England and Wales*, March 2017.

Participant, Focus Group Discussion on “Future of Work” published in “Future of Work: Where Ambition Thrives.” *Jones Lang LaSalle*, June 2016.

Ad-Hoc Refereeing

Reviewer, American Accounting Association Annual Meeting, 2019 – Present.

Reviewer, Accounting Organization and Society, 2019 – Present.

Reviewer, Asian Journal of Accounting Research, 2023 – Present.

Reviewer, Information & Management, 2017 – 2022.

Reviewer, Hawai’i Accounting Research Conference, 2019.

Others

External Examiner, Diploma in Accountancy & Finance, *Temasek Polytechnic School of Business*, 2024 – Present.

Consultant, Data Analytics for Memberships and Continuous Education Programmes,
Institute of Singapore Chartered Accountants, January 2018 – June 2019.

UNIVERSITY/SCHOOL ACTIVITIES AND SERVICES

Director, SOA Professional Development, 2016 – Present.

Member, SMU University Tribunal, 2023 – Present.

Member, SMU Institutional Review Board, 2022 – Present.

Member, SMU Strategic Priority Expert Panel for Digital Transformation, 2020.

Reviewer, Peer Evaluation and Review of Teaching (PERT), 2019 and 2021.

Co-Lead, Curriculum Design of SOA's Second Major in Accounting Data & Analytics,
2017.