

Revised January 2024

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ACADEMIC AND PROFESSIONAL QUALIFICATIONS

Adam Smith Business School, University of Glasgow, Scotland, United Kingdom 2021 – PRESENT
Doctor of Philosophy (PhD) in Management (ongoing)

Postgraduate Doctoral Research (Strategy and Technology Management Cluster)

Thesis: *Exploring how Accounting Firms build Dynamic Capabilities in AI and Machine Learning for Data Analytics (AIMLDA) as they pursue Digital Transformation*

Supervisors: Dr Karl Warner and Dr Adina Dudau

Surrey Business School, University of Surrey, Guildford, Surrey, United Kingdom 2016 – 2017
Master of Science (MSc) in Business Analytics with Distinction

Dissertation: *Investigating Enhancement Measures to Increase Bus-Ridership (A Case Study of Surrey County using a Machine Learning approach)*

Winner of Faculty Award for Best MSc Dissertation at Surrey Business School

Institute of Singapore Chartered Accountants

Associate Member 2016 – 2020

Chartered Accountant (Singapore) 2021 – PRESENT

Singapore Management University

Bachelor of Accountancy 2011 – 2015

WORK EXPERIENCE

School of Accountancy, Singapore Management University

Lecturer of Accounting 2018 – PRESENT
Director of Student Matters
SMU-X Academic Champion

Ministry of Finance (Singapore), Accountant-General's Department

Consulting Data Analyst 2018

Ministry of Education (Singapore), Maris Stella High School

Mathematics Teacher 2011-2016

RECOGNITION and AWARDS

SMU-X Excellent Teacher Award Singapore Management University	2023
Howard Teall Innovation in Accounting Education Award 2022-2023 (First Prize) Canadian Academic Accounting Association	2023
Wharton-QS Reimagine Education Awards 2022 Digital Readiness Award (Silver) Wharton, University of Pennsylvania and QS	2022
Nominee for SMU-X Excellent Teacher Award Singapore Management University	2022
TEDx Keynote Speaker (Finding our place in an AI world) TEDxSingaporeManagementUniversity 2022 UN:Chartered	2022
Gold Medal (International Putra InnoCreative Carnival on Teaching and Learning) Universiti Putra Malaysia (UPM)	2021
Dean's List for Curriculum Contribution Singapore Management University, School of Accountancy	2021
Nominee for SMU-X Excellent Teacher Award Singapore Management University	2020
Faculty Award for Best MSc Dissertation Surrey Business School, University of Surrey	2017
Student Ambassador Contribution and Commendation Award International Student Recruitment Office, University of Surrey	2017

PUBLICATIONS

Accelerating Digital Transformation of SMEs

Co-authored Book with Clarence Goh, Yuanto Kusnadi, Gary Pan, and Seow Poh Sun
World Scientific, March 2023 (<https://doi.org/10.1142/13318>)

SME's Roadmap to Navigate through the Artificial Intelligence and Data Analytics (AIDA) Revolution

Book Chapter in *Accelerating Digital Transformation of SMEs*, World Scientific, March 2023

Developing future-ready talent through 'real-world' digital projects.

Co-authored with Gary Pan and Yuanto Kusnadi
Perspectives@SMU, April 2022.

Daung Capital: Managing the Credit Risk Challenges Of Microfinance in Myanmar

Re-published co-authored Teaching Case with Gary Pan and Lipika Bhattacharya

Singapore Management University Case Series, April 2022.

FoodXervices Inc: Recasting the Image of a Traditional SME through Digital Transformation

Co-authored Teaching Case with Gary Pan and Lakshmi Appasamy

Singapore Management University Case Series, March 2022.

Hai Sia Seafood: A Traditional Business's Journey of Innovation and Digitisation

Co-authored Teaching Case with Gary Pan and Sheetal Mittal

Singapore Management University Case Series, March 2022.

g&m: Digital Transformation of an Insurance Agency

Co-authored Teaching Case with Gary Pan and Lipika Bhattacharya

Singapore Management University Case Series, October 2021.

Forensic Analytics Using Cluster Analysis: Detecting Anomalies in Data

Co-authored publication with Clarence Goh, Gary Pan, and Seow Poh Sun

Journal of Corporate Accounting and Finance, Vol 32(2): 154-161, April 2021

Leveraging Digital Technology to Transform Accounting Function: Case Study of a SME

Co-authored publication with Gary Pan

International Journal of Accounting and Financial Reporting, 10(2), 2020, pp. 1-15

Digitalisation of SMEs in Singapore: an Institute of Higher Learning-Enterprise Partnership Model

Co-authored with Gary Pan

Institute of Singapore Chartered Accountants (ISCA) Journal, 15th May 2020

Daung Capital: Managing the Credit Risk Challenges Of Microfinance in Myanmar

Co-authored Teaching Case with Gary Pan and Lipika Bhattacharya*

Singapore Management University Case Series, June 2020.

**Top selling case at Harvard Business Publishing Education during the period (October-December 2021).*

Charting the future of Accountancy with Artificial Intelligence

Co-edited Book published in collaboration with CPA Australia and SMU faculty:

Clarence Goh, Gary Pan, Seow Poh Sun, and Melvin Yong

Launched at CPA Australia's 8th CFO Connect Symposium, July 2019

AI & its Potential to Revolutionise the Accounting Industry

Book Chapter written with Clarence Goh, Gary Pan, and Seow Poh Sun

In *Charting the future of Accountancy with AI* (pp. 1-5), CPA Australia, July 2019

Building Ethical AI

Book Chapter written with Clarence Goh, Gary Pan, and Seow Poh Sun

In *Charting the future of Accountancy with AI* (pp. 48-54), CPA Australia, July 2019

Grooming the Next Generation of Accounting Professionals for the Age of AI

Book Chapter written with Clarence Goh, Gary Pan and Seow Poh Sun

In *Charting the future of Accountancy with AI* (pp. 48-61), CPA Australia, July 2019

RESEARCH INTERESTS

Anomaly/Fraud detection and Prediction

Machine Learning and AI applications in Accounting

Governance and Ethics of Machine Learning and AI

Dynamic Capabilities in Technology Adoption Processes

RESEARCH GRANTS

CPA Australia Global Research Perspectives Program Grant, 2023 Anomaly/Fraud detection and Prediction

CPA Australia Global Research Perspectives Program (GRPP) Grant, AUD 34,956

Examining the Effects of Technology Implementation on Accountants' Productivity: Can the Excessive Use of Technology Backfire?, as co-investigator 2023

TEACHING INTERESTS

Accounting Data and Analytics

Knowledge Discovery and Data Mining for Business Analytics

Data Science in Accounting

COURSE DEVELOPMENT AND TEACHING

Undergraduate

ACCT414: SMU-X Accounting Analytics Capstone

ACCT418: Data Modelling and Visualisation

ACCT420: Forecasting and Forensic Analytics

ACCT337/419: Statistical Programming

ACCT101: Financial Accounting

Postgraduate

ACCT654/680/681: Accounting Analytics Capstone

ACCT650/665: Data Modelling and Visualisation

Professional Development

Certificate in Accounting Data and Analytics

- Introduction to Accounting Data and Analytics
- Data Visualisation and Dashboarding

CONSULTING

Consultant to Institute of Singapore Chartered Accountants

2018 – Present

Dashboarding and Predictive Modelling Data Analytics Project

TECHNICAL PROFICIENCY

R Programming in RStudio for Machine Learning, Statistical Analysis, and Visualisations

Plotly (in R and Python) for front-end ML modelling and Visual Analytics

IBM SPSS Modeller for Predictive and Prescriptive Analytics

Arena Simulation for Warehousing and Optimisation in Supply Chain Analytics

Tableau, Power BI, Google Looker Studio, and MicroStrategy for Visualisations/Dashboards

EViews for Econometric Analysis

MEDIA COVERAGE AND TALKS

“Finding our place in an AI world”. *TEDx Talks. TEDxSingaporeManagementUniversity 2022 UN:Chartered, 7 May 2022* (https://youtu.be/kFBwnEd1OpM&ab_channel=TEDxTalks)

“SMU-X: An Experiential Journey of Learning that bridges Academia and Industry”. *International Putra InnoCreative Carnival in Teaching and Learning (PICTL) 2021, Universiti Putra Malaysia, 21st October 2021*

“通过机器学习 提升盈利能力” *联合早报, 中小企业专版, 9 July 2020*

Co-author with Gary Pan. “Why SMEs should embrace Machine Learning”. *The Business Times, 24 March 2020*

“Charting the Future of Accountancy with AI – SMU Accountancy Professors partner CPA Australia on a Practical Guide”. *SMU News, 30 July 2019*

“Professionals urged to upskill as AI reshapes finance sector: CPA Australia”. *The Business Times, 12 July 2019*

Co-authors with Gary Pan and Seow Poh Sun. “Enhancing SME’s data analytics capability through university tie-ups”. *The Business Times, 23 April 2019*

“善用数据分析提升企业决策质量” *联合早报, 中小企业专版, 7 March 2019*

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“Embracing Analytics and Machine Learning in Accounting”. *School of Accountancy Mock Seminar, Meridian JC Campus Visit, 12 October 2018*

Co-authors with Gary Pan and Seow Poh Sun. “Why accountants should embrace Machine Learning”. *The Business Times, 22 August 2018*.

Co-presenter with Gary Pan. “Harnessing Data Analytics for SMEs” *Financial Capability Workshop, UOB-SMU Asian Enterprise Institute, March and September 2018*

“Rise of the machines: The changing face of accounting”. *The Straits Times, February 2018*