

# SEOW POH SUN

(January 2024)

## Office

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## **RESEARCH AND TEACHING INTERESTS**

**Research interests:** accounting information systems; accounting data and analytics; digital transformation; behavioural research in accounting; and accounting education

**Teaching interests:** accounting information systems and financial accounting

## **CURRENT POSITION AND EDUCATION**

Singapore Management University, School of Accountancy (SOA)  
Professor of Accounting (Education), Associate Dean (Teaching and Curriculum)

The University of Melbourne, Department of Accounting and Business Information Systems  
Ph.D. in Accounting

Nanyang Technological University, Nanyang Business School  
Master of Business Administration (Dean's List) with concentration in electronic commerce

Nanyang Technological University, Nanyang Business School  
Bachelor of Accountancy (First Class Honours), minor in information technology

## **PROFESSIONAL QUALIFICATIONS**

Fellow Chartered Accountant of Singapore, FCA (Singapore), Institute of Singapore Chartered Accountants

Fellow of CPA Australia, FCPA (Aust.), CPA Australia

## **OTHER WORK EXPERIENCES**

Associate Professor of Accounting (Education)	SMU, School of Accountancy
Assistant Professor of Accounting (Education)	SMU, School of Accountancy
Assistant Professor of Accounting (Practice)	SMU, School of Accountancy
Lecturer	The University of Melbourne
Tutor	The University of Melbourne
Research Assistant	The University of Melbourne
Lecturer	Association of Business Executives, UK (Singapore Program)
Lecturer	Southern Cross University (Singapore Program)
Assistant Manager	International Enterprise Singapore
Tax Consultant	PricewaterhouseCoopers Services Pte Ltd

## **AWARDS AND HONOURS**

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### **Teaching (International Level)**

Co-creator of world's first mobile-gaming app in Accounting (Accounting Challenge app, now known as SMU Challenge App, gaming platform for SMU) (43,252 downloads across 90 countries as of 31 December 2023) (With S.-P. Wong and S. Huang)

American Accounting Association, Outstanding Accounting Educator Award, 2023 (first academic in Singapore to receive the award)

The European Accounting Association, Accounting Education Excellence Award, 2022 (first awardee)

The Canadian Academic Accounting Association, Howard Teall Award for Innovation in Accounting Education (First Prize), 2020 (first academic in Asia to receive the first prize award)

The EdTech Awards (Finalist for the Games for Learning/Simulation Solution category), 2020 (With S.-P. Wong)

The Canadian Academic Accounting Association, Howard Teall Award for Innovation in Accounting Education (Joint-Runner Up), 2019 (first academic in Asia to receive the award) (With S.-P. Wong)

American Accounting Association Teaching, Learning and Curriculum Section, Outstanding Instructional Contribution Award, 2018, (first academic from a university outside of the USA to receive the award) (With G. Pan)

American Accounting Association Management Accounting Section, Jim Bulloch Award for Innovations in Management Accounting Education, 2017 (first academic in Asia to receive the award) (With S.-P. Wong)

Wharton-QS Stars Reimagine Education Award, 2016 (With S.-P. Wong, one of the 120 shortlisted finalists from over 500 submissions), 2014 (With S.-P. Wong, shortlisted finalist from 427 submissions)

American Accounting Association, Innovation in Accounting Education Award, 2015 (first academic from a university outside of the USA to receive the award) (With S.-P. Wong)

Bea Sanders/American Institute of CPAs Teaching Innovation Award (Honorable Mention), 2014 (With S.-P. Wong), 2012 (With G. Pan and T. Suwardy)

CEEMAN Champion Award for Innovative Pedagogy, 2013 (With S.-P. Wong)

### **Teaching (Regional Level)**

Universiti Putra Malaysia, International University Carnival on E-Learning (IUCEL), Outstanding E-Learning Mobile App Award, "SMU Challenge Mobile Gaming App", 2022 (With S. Huang and S.-P. Wong)

Universiti Putra Malaysia, International University Carnival on E-Learning (IUCEL), Invention, Innovation & Design on E-Learning (IIDEL) Poster Competition, Silver Medal "Using Student-generated Videos to Teach Internal Controls in an Accounting Information System Course", 2022

Universiti Putra Malaysia, 4th International Putra InnoCreative Carnival in Teaching and Learning, International Putra InnoCreative Poster Competition, Gold Medal (Digital Education Category)  
“SMU Challenge Mobile Gaming App”, 2021 (With S. Huang and S.-P. Wong)

Universiti Putra Malaysia, 4th International Putra InnoCreative Carnival in Teaching and Learning, International Putra InnoCreative Poster Competition, Gold Medal (Digital Education Category)  
“Red Flags Accounting Fraud Game App”, 2021 (With G. Pan)

Pearson Innovation in Accounting Education Award, 2018 (Inaugural award by the Association of Southeast Asian Nations (ASEAN) Accounting Educators Workgroup, AAEW)

### **Teaching (University Level)**

SMU Innovative Teacher Award, 2022

SMU Teaching Excellence in Postgraduate Professional Programmes Award, 2020

SMU Teaching Honour Roll, 2017 (highest university teaching award, second faculty member in SMU and first faculty member in SOA to receive at least three SMU Undergraduate Teaching Excellence Awards: SMU Excellent Teacher Award 2017 and 2014 and SMU Innovative Teacher Award 2015)

SMU Excellent Teacher Award, 2017, 2014

SMU Innovative Teacher Award, 2015

Nominee, SMU Most Promising Teacher Award, 2011

### **Teaching (School and Faculty Level)**

SOA Dean’s List for Teaching Excellence, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016 (Inaugural)

SOA Most Innovative Teacher Award, 2022

SOA Most Outstanding Postgraduate Teacher Award, 2020

SOA Most Outstanding Master of Professional Accounting Teacher Award, 2018, 2016

SOA Most Outstanding Faculty Teaching Award, 2017, 2015, 2013

SOA Outstanding Achievement in Teaching and Research, Wall of Honour, 2013 (Inaugural)

SOA Most Outstanding Newcomer Teaching Award, 2011

The University of Melbourne, Faculty of Business and Economics, Dean’s Certificate for Excellence in Teaching, 2010, 2009, 2008

## **Research**

SMU Institutional Knowledge (InK) Top 20 Downloads of All Time (Second highest as of 31 December 2023 based on the average number of full-text downloads per day since the paper was posted, 71,399 downloads since 30 Sep 2014) “Seow, P.-S., and G., Pan. 2014. A literature review of the impact of extracurricular activities participation on students’ academic performance, Journal of Education for Business, Vol. 89(7): 1-6”

Bepress Digital Commons Network for Accounting Top 10 Popular Authors (as of 31 December 2023)

Social Science Research Network (SSRN) Top 10% of Authors by all-time downloads (as of 2 August 2023)

SOA Most Promising Researcher Award, 2012

The Best Paper Award, Annual International Conference on Information Systems Symposium on Accounting Information Systems, 2009, “The Effects of Decision Aid Structural Restrictiveness on Decision-Making Outcomes

Accounting and Finance Association of Australia and New Zealand (AFAANZ) Doctoral Consortium Fellow, Wellington, New Zealand, 2006

## **Service**

Institute Chartered Accountants of England and Wales (ICAEW) Special Recognition Academic Contribution, 2022

The Singapore Government Public Administration Medal (Bronze), 2020

SMU 10 Years Long Service Award, 2020

SMU Faculty Contribution to Student Life Award, 2018, 2017

## **Others**

SMU representative for International Management Teachers Academy’s Faculty Development Program, 2013

Peter Brownell Ph.D. Scholarship in Accounting, The University of Melbourne, Faculty of Business and Economics, 2006

Melbourne International Research Scholarship, The University of Melbourne, Faculty of Business and Economics, 2006

Melbourne International Fee Remission Scholarship, The University of Melbourne, Faculty of Business and Economics, 2006

Faculty of Economics and Commerce Fee Remission Scholarship, The University of Melbourne, Faculty of Business and Economics, 2005

Living Stipend Scholarship, The University of Melbourne, Department of Accounting and Business Information Systems, 2005

Special Postgraduate Studentship, The University of Melbourne, Department of Accounting and Business Information Systems, 2005

Infocomm Development Authority of Singapore Gold Medal (MBA), Nanyang Technological University (NTU), 2003

Nanyang Business School Dean's Honours List (MBA), NTU, 2003

MBA Business Scholarship, Singapore Chinese Chambers of Commerce & Industry, 2002

Bachelor of Accountancy (First Class Honours), NTU, 1999

Hewlett-Packard Prize, NTU, 1998

Nanyang Business School Dean's Honours List (Undergraduate), NTU, 1998

Price Waterhouse Scholarship Award, 1997

Richard Hwa Education Trust Fund Scholarship, NTU, 1996

## **COURSES TAUGHT**

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### Singapore Management University (Postgraduate Level)

- ACCT617 Accounting Information Systems (under Master of Professional Accounting)
- ACCT623 Financial Accounting for Financial Services (under Master of IT in Business)
- ACCT624 Financial Accounting for Service Sector Analytics (under Master of IT in Business)
- ACCT639 Financial Accounting (under Master of IT in Business)
- ACCT659 Accounting Information Systems (under Master of Science in Accounting (Data & Analytics))
- ACCT676 Financial and Management Accounting (common elective course for all SMU PG students)

### Singapore Management University (Undergraduate Level)

- ACCT101 Financial Accounting
- ACCT221 Accounting Information Systems
- ACCT426 Cyber Risk and Forensic Work-Study Elective (Faculty Advisor), in partnership with KPMG
- ACCT427 Accounting Data and Analytics Work-Study Elective (Faculty Advisor), in partnership with PwC
- ACCT432 Financial Forensic Work-Study Elective (Faculty Advisor), in partnership with OCBC Bank

### The University of Melbourne (Undergraduate Level)

- 306-106 Accounting Processes and Analysis

### The University of Melbourne (Postgraduate Level)

- 306-662 Information Processes and Control

## **JOURNAL ARTICLES (REFEREED)**

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University-Industry collaboration in project-based learning: Perspective and motivation of industry partners *International Journal of Education*, 2023. Vol. 15(3):18-32 (with Koh, K., Pan, G., and Shankararaman, V.)

Measuring the learning effectiveness of two courses in a program in accounting data and analytics, *Education Quarterly Reviews*, 2023. Vol. 6(2):297-308 (with Goh, C., Lew, M., and Pan, G.)

Using an online bidding game to teach costing in management accounting, *International Journal of Education*, 2022. Vol. 14(4):47-64 (with Wong, S.-P.)

Governance, risk, and compliance (GRC) in digital transformation: Investor Views, *Accountancy Business and the Public Interest*, 2022. Vol. 21:200-223 (with Goh, C., Kusnadi, Y., and Pan, G.)

An experiential-learning approach for delivering an accounting analytics capstone course, *Accountancy Business and the Public Interest*, 2021. Vol. 20:312-322 (with Goh, C. and Pan, G.)

Using Excel to teach simulation for management accounting, *Management Accounting Quarterly*, 2021. Vol. 22(4): 25-35 (with Goh, C. and Pan, G.)

Essence of partnership management in project-based learning: Insights from a University's global project programme, *Journal of International Education in Business*, 2021. Vol. 14(2): 297-319 (with Koh, K., Pan, G., and Shankararaman, V.)

Enhancing cultural intelligence and digital literacy in accounting education: Insights from a University's global student consulting programme, *International Journal of Education*, 2021. Vol. 9(2): 1-12 (with Goh, C., Kusnadi, Y., and Pan, G.)

Forensic analytics using cluster analysis: Detecting anomalies in data, *Journal of Corporate Accounting and Finance*, 2021. Vol. 32(1): 1-8 (with Goh, C., Lee, B., and Pan, G.)

An exploration into key roles in making project-based learning happen: Insights from a case study of a University, *Journal of International Education in Business*, 2021. Vol. 14(1): 109-129 (with Koh, K., Pan, G., and Shankararaman, V.)

Using online tutorials to teach the accounting cycle, *Journal of Education for Business*, 2020. Vol. 95(4): 263-274 (with Low, L.-C. and Zhang, T.)

Examining learning transformation in project-based learning process, *Journal of International Education in Business*, 2019. Vol. 12(2): 167-180 (with Koh, G. and Pan, G.)

Text analytics approach to examining corporate social responsibility, *Asian Journal of Accounting and Governance*, 2019. Vol. 11: 85-97 (Azhar, N.A., Koh, A., Pan, G., and Tay, W.-Y.)

Examining an experiential learning approach to prepare students for the volatile, uncertain, complex and ambiguous (VUCA) work environment, *The International Journal of Management Education*, 2019. Vol. 17(1): 62-76 (with Koh, G. and Pan, G.)

Teaching internal control using a student-generated video project, *e-Journal of Business Education & Scholarship of Teaching*, 2018. Vol. 12(1): 64-72 (with Pan, G.)

What does it take to become a partner at a Big 4 accounting firm? Insights from Singapore, *International Journal of Accounting and Financial Reporting*, 2018. Vol. 8(2): 166-178 (with Leong, K.-S., Pan, G., and Pang, Y.-H.)

Designing an accounting analytics course using experiential learning approach, *Accountancy Business and the Public Interest*, 2017. Vol. 16: 1-23. (with Pan, G., Tan, G.-H., and Shankararaman, V.)

Using an online tutorial to teach REA data modeling in Accounting Information Systems courses, *AIS Educator Journal*, 2017. Vol. 12(1): 1-19 (with Pan, G.)

Using a mobile-gaming app to enhance accounting education, *Journal of Education for Business*, 2016. Vol. 91(8): 434-439 (with Wong, S.-P.)

Data mining journal entries for fraud detection: A replication of Debreceeny and Gray's (2010) techniques, *Journal of Forensics and Investigative Accounting*, 2016. Vol. 8(3) July-December 2016: 501-514 (with Pan, G., and Suwardy, T.)

Preparing accounting graduates for digital revolution: A critical review of information technology competencies and skills development, *Journal of Education for Business*, 2016. Vol. 91(3): 166-175 (with Pan, G.)

A literature review of the impact of extracurricular activities participation on students' academic performance, *Journal of Education for Business*, 2014. Vol. 89(7): 1-6 (with Pan, G.)

Coordinating the processes of resource enrichment and capability deployment: Lessons from IT implementation at a medium-sized accounting firm, *International Journal of Accounting & Information Management*, 2014. Vol. 22(4): 357-374 (with Pan, G. and S. Teoh)

Revisiting the determinants of students' performance in an undergraduate accountancy degree programme in Singapore, *Global Perspectives on Accounting Education*, 2014. Vol. 11: 1-24 (with Pan, G. and Tay, J.)

Using digital storytelling to engage student learning, *Accounting Education: An International Journal*, 2013. Vol. 22(2): 109-124 (with Pan, G., and Suwardy, T.)

Information systems procurement process risk and control: Insights from a public sector organization, *Accountancy Business and the Public Interest*, 2012. Vol. 11: 123-142. (with Mehta, M. and Pan, G.)

Fraud: A review and research agenda. *Accountancy Business and the Public Interest*, 2011. 10: 138-178 (with Gay, E., Pan, G., and Suwardy, T.)

A visualization of teaching the indirect method for computing cash from operations, *Accounting Instructors' Report*, 2011. Fall 2011

Accounting Information Systems research over the past decade: Past and future trends, *Accounting and Finance*, 2011. Vol. 51(1): 235-251 (with Ferguson, C.)

The effects of decision aid structural restrictiveness on decision-making outcomes", *International Journal of Accounting Information Systems*, 2011. Vol. 12 (1): 40-56

## **GRANTS (RESEARCH)**

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CPA Australia Global Research Perspectives Program, 2023, “Examining the effects of technology implementation on accountants' productivity: Can the excessive use of technology backfire?” (Co-Principal Investigator)

Singapore Management University Research Grant, 2021, “The Effects of EPS Magnitude and Miss/Beat Presentation Format on Investors' Judgments” (Co-Principal Investigator)

Singapore Ministry of Education Tertiary Education Research Fund, 2019, “Preparing Accountants of the Future: Evaluating a Programme in Accounting Data and Analytics” (Principal Investigator)

Singapore Management University Research Grant, 2017, “The Effects of Corporate Reputation and Compensation Disclosure & Analysis Disclosure Readability on Investor Judgments” (Principal Investigator)

Singapore Ministry of Education Tertiary Education Research Fund, 2015 (Inaugural Grant Call), “Evaluating SMU-X Pedagogy: An Innovative Approach to Prepare University Students with Future Work Skills” (Co-Principal Investigator)

Singapore Management University Research Grant, 2015, “Who makes Partner in the Big 4 Accounting Firms in Singapore” (Co-Principal Investigator)

Singapore Management University Research Grant, 2013, “Using an Online Learning Object to Teach Resource-Event-Agent (REA) Data Modelling in Accounting Information Systems” (Principal Investigator)

Singapore Management University Research Grant, 2012, “Detecting Fraudulent Journal Entries through Analytics: An Exploratory Study” (Co-Principal Investigator)

Singapore Management University Research Grant, 2012, “The Effects of Co-Curricular Activities on Students' Academic Performance” (Principal Investigator)

Singapore Management University Research Grant, 2010, “Determinants of Students' Performance in an Undergraduate Accountancy Degree Programme” (Principal Investigator)

The University of Melbourne, Faculty Research Grant, 2009, “Does Structurally-Restrictive Decision Aid Improve Learning?” (Principal Investigator)

## **GRANTS (TEACHING PEDAGOGY)**

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Singapore Management University Centre for Teaching Excellence Pedagogy Project Fund, 2022, “Online Tutorial for Accounting Information Systems Resource-Event-Agent REA) Data Modelling”

Singapore Management University Centre for Teaching Excellence Technology Enhanced Learning Fund, 2018, “SMU Challenge Mobile Gaming App”

Singapore Management University Presidential Incentive in Blended Learning Fund, 2017, “Understanding Business Processes”

Singapore Management University Centre for Teaching Excellence Pedagogy Project Fund, 2017, “Accounting Fraud Detection Online Game”

Singapore Management University Centre for Teaching Excellence Pedagogy Project Fund, 2014, “Student-generated Videos for Understanding Fraud and Controls”

Singapore Management University Centre for Teaching Excellence Pedagogy Project Fund, 2012, “Mobile Game for Understanding Double-Entry Accounting System”

Singapore Management University Centre for Teaching Excellence Pedagogy Project Fund, 2011, “An E-Learning Resource for Accounting Information Systems Resource-Event-Agent (REA) Data Modelling”

### **CONFERENCE PROCEEDINGS**

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G. Pan., Seow, P.-S., Goh, C. and Koh, K. November 2017. A case for preparing future-ready graduates: Grooming the future disruptive accounting professionals. Paper presented at the Proceedings of the 7<sup>th</sup> International Conference on World-Class Universities, Shanghai, China (pp. 235-242). Shanghai, China: Center for World-Class Universities.

Pan, G., V. Shankararaman, Seow, P.-S. and G.-H. Tan. July 2016. Accounting and Finance Association of Australia and New Zealand Annual Conference (Gold Coast, Australia), Designing an accounting analytics course using experiential learning approach

### **CONFERENCE PAPERS**

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The effects of EPS level and presentation format of analysts’ forecast deviation on investors’ investment judgments. Goh, C., Jongjaroenkamol, P. and Seow, P.-S. European Accounting Association Annual Congress (Helsinki, Finland), May 2023 and Accounting and Finance Association of Australia and New Zealand Annual Conference (Gold Coast, Australia), July 2023

Accelerating the implementation of project-based learning experience: A university case study, Pan, G., V. Shankararaman, Seow, P.-S., The European Higher Education Society: 44<sup>th</sup> Annual Forum (Malta), September 2022

Preparing accountants of the future: Examining an undergraduate program in accounting data and analytics, Seow, P.-S., G. Pan, C. Goh and M. Lew. The Canadian Academic Accounting Association Annual Conference (Saskatoon, Canada), June 2022 and American Accounting Association Annual Meeting (Virtual), August 2022 (Presenter)

The effects of corporate reputation and compensation disclosure on investor judgments, Seow, P.-S., C. Goh and G. Pan. The Canadian Academic Accounting Association Annual Conference (Ottawa, Canada), June 2019 (Presenter) and American Accounting Association Annual Meeting (San Francisco, USA), August 2019

Using online tutorials to teach the accounting cycle, T. Zhang, L.-C. Low and Seow, P.-S. American Accounting Association Annual Meeting (Washington DC, USA), August 2018 (Presenter)

Internship experience and accounting undergraduate starting salaries, Seow, P.-S., C. Goh and G. Pan. European Accounting Association Annual Congress (Milan, Italy), May 2018 (Presenter) and American Accounting Association Annual Meeting (Washington DC, USA), August 2018

Bridging academic and practice: Benefits, challenges and lessons learnt from establishing a university wide experiential learning initiative, G. Pan, Seow, P.-S. and G. Koh. International Conference on Teaching, Education & Learning 3rd ICTEL 2018 (Dubai, UAE), February 2018

Evaluating SMU-X pedagogy: An innovative approach to prepare university students with future work skills, G. Pan, Seow, P.-S. and G. Koh. Singapore 2017 Technology Enhanced Learning Conference (TEL) (NUS, Singapore), November 2017 (Presenter)

A university-wide methodology for experiential project-based learning: SMU-X, G. Pan, Seow, P.-S., and G. Koh. RMIT Accounting Educators' Conference (Singapore) October 2017

Using student-generated videos to learn internal control in Accounting Information Systems courses, Seow, P.-S., and G. Pan. American Accounting Association Annual Meeting (San Diego, USA), August 2017 (Presenter) and European Accounting Association Annual Congress (Valencia, Spain), May 2017 (Presenter)

Preparing students for the future workforce: An experiential learning approach to deliver an accounting analytics course, Pan, G., V. Shankararaman, Seow, P.-S., and G.-H. Tan. American Accounting Association Annual Meeting (New York, USA), August 2016 (Presenter)

Teaching accounting through a mobile game, Seow, P.-S., and S.-P. Wong. American Accounting Association Annual Meeting (Atlanta, USA), August 2014 (Presenter)

Enhancing the teaching of financial accounting through the use of customized individual assignments, Suwardy, T., G. Pan, and Seow, P.-S. American Accounting Association Annual Meeting (Anaheim, USA), August 2013

Accounting challenge app: Enhancing learning through a mobile game, Seow, P.-S., and S.-P. Wong. Accounting and Finance Association of Australia and New Zealand Accounting Education Interest Group Symposium (Perth WA), July 2013 (Accepted for presentation)

Developing a digital story for engaged student learning, Suwardy, T., G. Pan, and Seow, P.-S. American Accounting Association Annual Conference on Teaching and Learning in Accounting (Washington DC, USA), August 2012

Storytelling 2.0: Using a digital story to teach accounting, Suwardy, T., G. Pan, and Seow, P.-S. American Accounting Association Annual Meeting (Washington DC, USA), August 2012

Revisiting the determinants of students' performance in an undergraduate accountancy degree programme in Singapore, Seow, P.-S., G. Pan, and J. Tay. Accounting and Finance Association of Australia and New Zealand Annual Conference (Melbourne, Australia), July 2012

In search of a different accounting graduate: Entry-point determinants of students' performance in an undergraduate accountancy degree programme in Singapore, Seow, P.-S., G. Pan, and J. Tay. European Accounting Association Annual Congress (Ljubljana, Slovenia), May 2012 (Presenter) and RMIT Accounting Educators' Conference (Melbourne, Australia), November 2011 (Presenter)

The effects of decision aid structural restrictiveness on decision-making outcomes, Seow, P.-S. Annual International Conference on Information Systems Symposium on Accounting Information Systems (Phoenix AZ), December 2009; Accounting and Finance Association of Australia and New Zealand Annual Conference (Adelaide SA), July 2009; American Accounting Association Mid-year Meeting of Information Systems Section (Charleston SC), January 2009; American Accounting Association Accounting, Behavior & Organizations Research Conference (Providence RI), October 2008; and Asia/Pacific Research Symposium on Accounting Information Systems (Auckland, New Zealand), June 2008

The effects of decision aid structural restrictiveness on internal control evaluation, Seow, P.-S. Accounting and Finance Association of Australia and New Zealand Doctoral Consortium (Wellington, New Zealand), July 2006

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### **BOOK**

Goh, C., Kusnadi, Y., Lee, B., Pan, G., and Seow, P.-S. 2023. Accelerating Digital Transformation of SMEs, World Scientific, Singapore, <https://doi.org/10.1142/13318>

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### **EDITED BOOKS**

Seow, P.-S., Goh, C., Pan, G., M. Yong, and J. Chek. July 2021. Embracing Digital Transformation in Accounting and Finance, CPA Australia, Singapore

Goh, C., Pan, G., P.-S. Seow, B. Lee and M. Yong. July 2019. Charting the Future of Accountancy with AI, CPA Australia, Singapore

Pan, G., P.-S. Seow, C. Goh, and M. Yong. April 2017. Riding the Waves of Disruption, CPA Australia, Singapore

Pan, G., P.-S. Seow, C. Chan, and C.-Y. Lim. August 2015. Analytics and Cybersecurity: The Shape of Things to Come, CPA Australia, Singapore

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### **BOOK CHAPTERS**

Seow, P.-S., Goh, C., and G. Pan. July 2021. Preparing Accountants of the Future: A Programme in Accounting Data and Analytics. CPA Australia, Singapore. Embracing Digital Transformation in Accounting and Finance (Chapter 11, pp.122-131)

Goh, C., G. Pan, P.-S. Seow, and V. Shankararaman. July 2021. Digital Innovation: A Catalyst and Enabler of Achieving Business Sustainability. CPA Australia, Singapore. Embracing Digital Transformation in Accounting and Finance (Chapter 1, pp.1-8)

Lee, B., C. Goh, G. Pan, and P.-S. Seow. July 2019. AI & its Potential to Revolutionise the Accounting Industry. CPA Australia, Singapore. Charting the Future of Accountancy with AI (Chapter 1, pp.1-5)

Goh, C., G. Pan, P.-S. Seow, and B. Lee. July 2019. Building Ethical Artificial Intelligence. CPA Australia, Singapore. Charting the Future of Accountancy with AI (Chapter 7, pp.45-54)

Pan, G., P.-S. Seow, C. Goh, and B. Lee. July 2019. Grooming the Next Generation of Accounting Professionals for the Age of AI. CPA Australia, Singapore. Charting the Future of Accountancy with AI (Chapter 8, pp.55-61)

Pan, G., P.-S. Seow, and C. Goh. April 2017. Navigating the Digital Disruption Paradox. CPA Australia, Singapore. Riding the Waves of Disruption (Chapter 1, pp.1-10)

Pan, G., G.-H. Tan, and P.-S. Seow. April 2017. Grooming the Future Disruptive Accounting Professionals. CPA Australia, Singapore. Riding the Waves of Disruption (Chapter 7, pp.75-89)

Pan, G., P.-S. Seow, and C. Goh. April 2017. Helping Hands. CPA Australia, Singapore. Riding the Waves of Disruption (Chapter 8, pp.91-103)

Pan, G., and Seow, P.-S. August 2015. From Data Analysis to Intelligent Accounting: Impact of Analytics on Accounting Function. CPA Australia, Singapore. Analytics and Cybersecurity: The Shape of Things to Come (Chapter 1, pp. 3-11)

Seow, P.-S., and S.-P. Wong. 2015. Accounting Challenge: Mobile-Gaming App for Learning Accounting. American Institute of CPAs (AICPA) Accounting Professors' Curriculum Resource (pp. 25-35)

Pan, G., and Seow, P.-S. August 2013. Governance of Financial Reporting. CPA Australia, Singapore. Getting your Accounting Right (Chapter 4, pp. 49-58)

Suwardy, T., G. Pan, and Seow, P.-S. 2012. Digital Storytelling for Engaged Student Learning in Financial Accounting. American Institute of CPAs (AICPA) Accounting Professors' Curriculum Resource (pp. 70-90)

Seow, P.-S. August 2012. Cloud Computing: A Paradigm Shift. CPA Australia, Singapore. Accounting & Productivity: Answering the Big Questions (Chapter 10, pp. 113-122)

#### **MAGAZINE ARTICLES**

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Cheng Q., Pang Y.-H., Pan, G., Seow, P.-S and Leong K.-S. 2017. What does it take to become a partner at an accountancy firm?, *Perspectives@SMU*, October 26, 2017. (Reprinted at CFO Innovation, October 27, 2017, Shared by Institute of Singapore Chartered Accountants (ISCA) Facebook on November 5, 2017)

Goh, C., Seow, P.-S., and Pan, G. 2017. Automation and the Accounting Profession, *ISCA Chartered Accountant Journal*, October 2017 issue. (Shared by ISCA Facebook on November 6, 2017, Reprinted at Channel NewsAsia website, December 7, 2017, Shared by ICAEW South East Asia Facebook on January 9, 2018)

Seow, P.-S. and S.-P. Wong. July 2013. Accounting Challenge: Enhancing Learning through a Mobile Game, *Accounting Educators Professional Periodical*, 19-21

Suwardy, T., Pan, G., and Seow, P.-S. 2011. XBRL: Putting Intelligence in Financial Reporting, *CPA Singapore*, October 2011 issue, 46-48

#### **NEWSPAPER ARTICLES**

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Seow, P.-S. and Pan, G. 2022. Developing talent through work-integrated learning, *The Business Times*, January 14, 2022, p. 17.

Pan, G., Seow, P.-S. and Lee, B. 2019. Enhancing SMEs' data analytics capability through university tie-ups, *The Business Times*, April 23, 2019, p. 24.

Lee, B., Pan, G., and Seow, P.-S. 2018. Why accountants should embrace machine learning? *The Business Times*, August 22, 2018, p. 19.

Pan, G., and Seow, P.-S. 2018. How data analytics may turn SMEs into smart enterprises, *The Business Times*, March 20, 2018, p. 26.

Goh, C., Seow, P.-S., and Pan, G. 2017. Making Financial Disclosures More Readable, *The Business Times*, October 13, 2017, p. 27. (Shared by ISCA Facebook on December 10, 2017)

Seow, P.-S. 2015. The intersection of tech and accounting, *The Business Times*, October 21, 2015, p. 13.

Pan, G., and Seow, P.-S. 2015. Entrepreneur Q&A, Be in control of data and grab business opportunities, *Lianhe Zaobao*, September 17, 2015, p. 29.

Seow, P.-S. 2012. Boost your Productivity with an Enterprise Resource Planning System. *The Business Times*, September 11, 2012, p.12.

## **REPORTS**

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Adopting a risk-intelligent approach to digital transformation: Four traits of digitally mature organisations, 2021 (With C. Goh, G. Pan, Y. Kusnadi, and Deloitte), <https://www2.deloitte.com/sg/en/pages/cxo-programs/articles/adopting-risk-transformation.html>

The future of talent development: Accelerating mindset shifts in the new normal, 2021 (With C. Goh, G. Pan, and KPMG & SIT)

ISCA (Institute of Singapore Chartered Accountants) - ICAEW (Institute of Chartered Accountants of England and Wales) Our Future Together Report, Future of Professional Learning and Entrepreneurship, 2017 (Knowledge Partner, with G. Pan, C. Goh and K.-S. Leong)

KPMG Global Anti-Bribery and Corruption Survey 2015 Report, Anti-Bribery and Corruption: Rising to the Challenge in the Age of Globalization, 2015 (With G. Pan and T. Suwardy)

KPMG-SMU Singapore Fraud Survey 2014 Report (With G. Pan and T. Suwardy)

Manual Journal Entries Fraud Analytics, an internal report prepared for KPMG Singapore Forensics, March 2013 (With G. Pan and T. Suwardy)

## **WORK IN PROGRESS**

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Evaluation of an experiential learning pedagogy for delivering an accounting analytics capstone course: Preparing students to become accounting professionals (Under 2<sup>nd</sup> round revise and resubmit at *Accounting Education: An international journal*) (with Goh, C., Lew, M., and Pan, G.)

From the Accounting Student's and the Industry Mentor's Perspectives: Exploring the Key Roles in Making Skill Acquisition and Transfer Happen in an Accounting Data Analytics Program (Under review at *Accounting Education: An international journal*) (with Goh, C., Lew, M., and Pan, G.)

Preparing accountants of the future: Examining an undergraduate programme in accounting data and analytics (Under review at *Asian Journal of Business and Accounting*) (with Goh, C., Lew, M., and Pan, G.)

Effects of ethics and culture on one's trust in cryptocurrencies: An inter-country configurational analysis (Under review at *Information Technology & People*) (with Lee, E., Lim, C.-Y., Pan, G., and Perdana, A.)

Trust in cryptocurrencies: Technological, Economic, Knowledge and Social Factors (Under review at *Electronic Markets*) (with Lee, E., Lim, C.-Y., Pan, G., and Perdana, A.)

Understanding gender differences in digital readiness during digital transformation in accounting functions: Accounting professionals' perspective (Under review for European Accounting Association Annual Meeting) (with Goh, C., Lee, B., and Pan, G.)

The effects of corporate reputation and compensation disclosure on investor judgments (Preparing for journal submission) (with Goh, C., and Pan, G.)

The effects of EPS level and presentation format of analysts' forecast deviation on investors' investment judgments (Preparing for journal submission) (Goh, C. and Jongjaroenkamol, P.)

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## **SOFTWARE**

Resource-Event-Agent (REA) Data Modelling Digital Learning Object, 2022 (With G. Pan)

SMU Challenge Mobile-Gaming App, 2021 (With S.-P. Wong and S. Huang)

Red Flags Accounting Fraud Game App, 2019 (With G. Pan)

Online Tutorial to Teach Revenue Cycle, 2019 (With G. Pan and S.-P. Wong)

Online Tutorial to Teach Expenditure Cycle, 2019 (With G. Pan and S.-P. Wong)

Accounting Challenge Mobile-Gaming App, 2013 (With S.-P. Wong)

Online Tutorial to Teach Resource-Event-Agent (REA) Data Modelling in Accounting Information Systems courses, 2012 (With G. Pan)

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## **TEACHING PUBLICATIONS**

Seow, P.-S., G. Pan, L. Bhattacharya, and B. Koh. 2023. REA data model in designing Accounting Information Systems: A simulation case (Teaching Case), *Singapore Management University Case Series (SMU-22-0040)*

Seow, P.-S., G. Pan, L. Bhattacharya, and B. Koh. 2023. REA data model in designing Accounting Information Systems: A simulation case (Teaching Note), *Singapore Management University Case Series (SMU-22-0040TN)*

Seow, P.-S., S. Huang., S.-P. Wong, and T. Lim. 2021. SMU challenge game (Teaching Case), *Singapore Management University Case Series (SMU-21-0002)*

Seow, P.-S., S. Huang., S.-P. Wong, and T. Lim. 2021. SMU challenge game (Teaching Note), *Singapore Management University Case Series (SMU-21-0002TN)*

Seow, P.-S., G. Pan, and T. Lim. 2019. Red flags accounting fraud game (Teaching Case), *Singapore Management University Case Series (SMU-19-0026)*

Seow, P.-S., and G. Pan. 2019. Red flags accounting fraud game (Teaching Note), *Singapore Management University Case Series (SMU-19-0026TN)*

## **THESIS AND PROJECT SUPERVISION**

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Master Project – Nurul Asyikeen Binte Azhar. 2017. Singapore Management University, Master of IT in Business (Analytics), Topic: Relationship between corporate social responsibility and corporate governance of Singapore listed firms (Co-supervisor: G. Pan)

Ph.D. Thesis – Katherine Yuen. 2016. Singapore Management University, Ph.D. in Business (General Management), Topic: Can honesty reminder reduce budgetary slack? (Co-supervisors: C.-Y. Lim (Chair), G. Pan and P.C. Zerrillo)

## **CONFERENCE PRESENTATIONS**

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Singapore National Technology Enhanced Learning Conference, Preparing accountants of the future: Examining an undergraduate programme in accounting data and analytics, October 27-28, 2022

Universiti Putra Malaysia, 4th International Putra InnoCreative Carnival in Teaching and Learning, Innovation for Future Education, SMU Challenge Mobile Gaming App, October 2021

Universiti Putra Malaysia, 4th International Putra InnoCreative Carnival in Teaching and Learning, Innovation for Future Education, Red Flags Accounting Fraud Game App, October 2021

American Accounting Association Annual Meeting (Online), Using an online tutorial to teach the expenditure cycle, August 2021

American Accounting Association Annual Meeting (San Francisco, USA), Using an online tutorial to teach the revenue cycle, August 2019

American Accounting Association Annual Conference on Teaching and Learning in Accounting (San Francisco, USA), Online Tutorial for the Revenue Cycle, August 2019

The Canadian Academic Accounting Association Annual Conference (Ottawa, Canada), Accounting Challenge (ACE) Mobile-Gaming App (Invited speaker for the Learning Strategies session), June 2019

The Canadian Academic Accounting Association Annual Conference (Ottawa, Canada), The effects of corporate reputation and compensation disclosure on investor judgments, June 2019

American Accounting Association Annual Meeting (Washington DC, USA), Online tutorials to support students in learning accounting cycle, August 2018

American Accounting Association Annual Conference on Teaching and Learning in Accounting (Washington DC, USA), Accounting Cycle Online Tutorials, August 2018

Singapore Technology Enhanced Learning Conference, Evaluating SMU-X pedagogy: An innovative approach to prepare university students with future work skills (Invited speaker), November 21-22, 2017

AACSB Asia Pacific Annual Conference, The Role of Simulation and Gamification in Business Education (Invited speaker), October 2017

5<sup>th</sup> Educon Asia Digital Learning Summit, Digital Learning via Mobile-Gaming App (Invited speaker), September 2017

American Accounting Association Annual Conference on Teaching and Learning in Accounting (San Diego), Student-Generated Video Project, August 2017

Wharton-QS Stars Reimagine Education Conference (Philadelphia, PA), Accounting Challenge Mobile-Gaming App for Learning Accounting, December 2016

The Association of Commerce Educators Singapore Conference (Future-Proofing our Learners for the Emerging “New Normal”), Invited speaker for the Hall of Fame session, November 2016

Singapore Ministry of Education Gifted Education Annual Conference, “SMU-X: An Innovative Approach to Preparing Students with Skills for the Future” (Invited speaker), November 2016

Singapore Institute of Management Global Education (SIM GE) Education Conference (Gamification and Game-based Learning: Higher Education Possibilities, Invited speaker and member of panel discussion, October 2016

Singapore Accountancy Commission Accountancy Education Symposium (inaugural), Invited speaker for the Games in Teaching/Learning session, June 2016

American Accounting Association Annual Meeting (Chicago), Using an Online Learning Object to Teach Resource-Event-Agent (REA) Data Modelling in Accounting Information Systems, August 2015

American Accounting Association Annual Meeting (Chicago), Accounting Challenge App: Mobile-Gaming App for Learning Accounting, Invited speaker for the 2015 AAA Innovation in Accounting Education Award session, August 2015

American Accounting Association Annual Conference on Teaching and Learning in Accounting (Chicago), Accounting Challenge App: Mobile-Gaming App for Learning Accounting, Invited speaker for the 2014 Bea Sanders/American Institute of CPAs Teaching Innovation Award Winners Panel, August 2015

Wharton-QS Stars Reimagine Education Conference (Philadelphia, PA), Accounting Challenge Mobile-Gaming App for Accounting, December 2014

American Accounting Association Annual Conference on Teaching and Learning in Accounting (Atlanta), Accounting Challenge App: Enhancing Learning through a Mobile Game, August 2014

### **INVITED SEMINARS, TALKS AND LECTURES**

China Renmin Business School Education Symposium on the Future of Accounting Education, 17 January 2024, “Student-Centric Learning”, Invited speaker

Singapore Management University Centre for Teaching Excellence Learning Innovation Festival, 6 October 2023, “SMU Challenge Mobile-Gaming App”, Invited speaker

European Accounting Association Education Event, 17 November 2022, “The Use of Gamification in Accounting Education”, Invited speaker

Singapore Ministry of Education Commerce Curriculum Annual Sharing, 15 November 2021, “Innovations in Accounting Education”, Keynote speaker

2<sup>nd</sup> Games and Simulations in Accounting and Finance Education (GSAFE) Conference, 20 Apr 2021, “Accounting Challenge Mobile-Gaming App”, Invited speaker

ICAEW Higher Education Conference 2021, 14 Jan 2021, “Accounting Education in a Virtual World”, Invited member of panel discussion

3rd Annual Digital Campus Forum “Remote teaching, online blended learning and education continuity planning”, 8 Dec 2020, “Get Gaming, Get Educated: How Making Online Learning Interesting Enhances Learning Outcomes”, Invited speaker

The Times Higher Education (THE) Awards Asia 2020 “Can we Recognise and Reward Excellent Teaching”, 17 Nov 2020, Invited member of panel discussion

ASEAN University Network-Technology-Enhanced Personalised Learning Symposium (Inaugural), “Effective Use of Games and Simulations in Teaching & Learning”, 27 Feb 2020, Invited speaker

Pearson Open Ideas Forum “Learning Technologies as the Future of Learning”, 3 Oct 2019, “Enhancing learning through a mobile game”, Invited speaker and member of panel discussion

ISCA-ICAEW Our Future Together, Future of Professional Learning and Entrepreneurship, April 2017, Invited speaker to present key findings of the report as knowledge partner.

Singapore Management University Centre for Teaching Excellence Content Development Workshop on Digital Storytelling, January 2016, Invited speaker to share about using students’ videos in Accounting Information Systems course.

Singapore Management University Centre for Teaching Excellence Teaching Brown Bag Conversation, November 2015, “To teach or to learn? Putting students at the heart of what we do”, Invited speaker as winner of SMU 2014 Excellent Teacher Award

Singapore Management University Centre for Teaching Excellence Teaching Innovation Week, September 2015, “Using Technology to Engage Student Learning”

Singapore Management University Centre for Teaching Excellence Teaching Innovation Week, September 2014, “Accounting Challenge Mobile Gaming App”

Singapore Management University Centre for Teaching Excellence Teaching Innovation Week, September 2014, “Resource-Event-Agent (REA) Learning Object for Accounting Information Systems”

Singapore Institute of Management Global Education Professional Development Workshop, November 2013, “Corporate fraud prevention and detection”

CEEMAN International Management Teachers Academy Programme (Bled, Slovenia), June 2013, “Accounting Challenge: Enhancing Learning through a Mobile Game”

Singapore Management University Centre for Teaching Excellence Virtual Teaching Exhibition, June 2013, “Accounting Challenge: Enhancing Learning through a Mobile Game”

Singapore Management University Centre for Teaching Excellence Teaching Innovation Interest Group Brown Bag, April 2013, “Accounting Challenge: Enhancing Learning through a Mobile Game”

Singapore Management University Centre for Teaching Excellence Virtual Teaching Exhibition, September 2012, “An E-Learning Resource for Accounting Information Systems Resource-Event-Agent (REA) Data Modelling”

Singapore Management University Centre for Teaching Excellence Teaching Innovation Interest Group Brown Bag, February 2012, “Using E-Learning Object to Teach Resource-Event-Agent (REA) Data Modelling in Accounting Information Systems”

Singapore Management University, SOA Brown Bag, November 2011, “In Search of a Different Accounting Graduate: Entry-point Determinants of Students’ Performance in an Undergraduate Accountancy Degree Programme in Singapore”

Singapore Management University Centre for Teaching Excellence Teaching Innovation Interest Group Brown Bag, November 2011, “Using Online Quiz for Engaged Student Learning”

### **MEDIA CONTRIBUTIONS AND CITATIONS**

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“Accounting educators win prestigious teaching awards”, SMU Annual Report to Stakeholders 2022/23, November 2023, p. 31-32

“SMU's Accountancy Professor Seow Poh Sun is the first Singaporean to receive the prestigious AAA Outstanding Accounting Educator Award”, SMU Newsroom, 12 March, 2023, <https://news.smu.edu.sg/news/2023/05/12/smus-accountancy-professor-seow-poh-sun-first-singaporean-receive-prestigious-aaa>, AsiaOne, 12 March, 2023, <https://www.asiaone.com/business/smus-accountancy-professor-seow-poh-sun-first-singaporean-receive-prestigious-aaa>, QS Global Education News, 16 March, 2023, <https://qs-gen.com/smus-accountancy-professor-seow-poh-sun-receives-eaa-accounting-education-excellence-award/>

“Prof Seow Poh Sun receives inaugural EAA Accounting Education Excellence Award”, SMU Annual Report to Stakeholders 2021/22, December 2022, p. 17

“Transforming accounting education in a digital age”, SMU Engage, 23 May 2022, <https://engage.smu.edu.sg/transforming-accounting-education-digital-age>

“Innovations in Accounting Education”, PasarCommerce (MOE newsletter for commerce teachers), Issue 11, May 2022, p. 5-7

“SMU’s Accountancy Professor Seow Poh Sun receives EAA Accounting Education Excellence Award”, QS Global Education News, 16 March, 2022, <https://qs-gen.com/smus-accountancy-professor-seow-poh-sun-receives-eaa-accounting-education-excellence-award/>

“SMU’s Accountancy Professor Seow Poh Sun receives the inaugural EAA Accounting Education Excellence Award”, SMU Newsroom, 11 March, 2022, <https://news.smu.edu.sg/news/2022/03/11/smus-accountancy-professor-seow-poh-sun-receives-inaugural-eaa-accounting-education>

“Associate Professor Seow Poh Sun topped 2020 Howard Teall Innovation in Accounting Education Award”, SMU Annual Report to Stakeholders 2020/21, December 2021, p. 78

“The four signs of a digitally mature organization”. The Manila Times, 18 October, 2021, <https://www.manilatimes.net/2021/10/18/business/top-business/the-four-signs-of-a-digitally-mature-organization/1818760>

“What are the four traits of digitally mature organizations?” Singapore Business Review, October 2021, <https://sbr.com.sg/information-technology/in-focus-news/what-are-four-traits-digitally-mature-organisations>

“How an award-winning SMU app is shaking up the way we learn”, SMU Blog, 23 July, 2021, <https://blog.smu.edu.sg/academic/how-an-award-winning-smu-app-is-shaking-up-the-way-we-learn/>

“IHL E-pedagogy: Getting your accounting game on, with an app”, by Yon-Heong Tung, Schoolbag.Sg Website, MOE online publication, 8 September, 2020, <https://www.schoolbag.edu.sg/story/ihl-e-pedagogy-getting-your-accounting-game-on-with-an-app>

“Preparing accountants of the future”, Research@SMU e-Newsletter (August 2020 Issue), 16 August, 2020, <https://research.smu.edu.sg/news/2020/aug/16/preparing-accountants-future> (shared by EurekAlert!, 31 August, 2020 [https://www.eurekalert.org/pub\\_releases/2020-08/smu-pao083120.php](https://www.eurekalert.org/pub_releases/2020-08/smu-pao083120.php) and Science Magazine, 1 September, 2020, <https://scienmag.com/preparing-accountants-of-the-future/> and SOA Research Insights, 2021 (Issue 1) p. 28-31)

“Covid-19: Its impact on assessment, skills development and careers for accounting and finance”, ACCA Website, 17 June, 2020, <https://www.accaglobal.com/gb/en/cam/coronavirus/covid-impact-education.html>

“SMU’s Accountancy Professor Seow Poh Sun wins first place in 2020 Howard Teall Innovation in Accounting Education Award for “Using a Student-Generated Video Project to Teach Internal Controls”, SMU Website, 29 June, 2020, <https://news.smu.edu.sg/news/2020/06/29/smus-accountancy-professor-seow-poh-sun-wins-first-place-2020-howard-teall>

“SMU hosts the inaugural ASEAN University Network-Technology-Enhanced Personalised Learning Symposium Online”, SMU Website, 27 February, 2020, <https://news.smu.edu.sg/news/2020/02/27/smu-hosts-inaugural-asean-university-network-technology-enhanced-personalised>

“FCA (Singapore): A Mark of Distinction”, ISCA Chartered Accountant Journal, 14 December, 2018

“An AAA rating”, SMU Engage, December 2018 (Issue 14), p. 16

“Faculty members’ awards and accolades”, SMU Annual Report to Stakeholders 2017/18, October 2018, p. 26

“Accounting Challenge (ACE), Pedagogy and Learning Innovation”, AACSB Innovations and Best Practices in Asia Pacific, AACSB, 2018, p. 20, [https://www.aacsb.edu/-/media/aacsb/publications/brochures/innovationsbrochureap\\_withoutbleeds.ashx](https://www.aacsb.edu/-/media/aacsb/publications/brochures/innovationsbrochureap_withoutbleeds.ashx)

“Research, Instructional, Hall of Honor”, The Accounting Educator, October 2018 (Fall) Volume XXVIII, No. 1, p. 10

“Notable Faculty Accomplishments”, SMU President State of the University Address 2018 by Professor Arnoud De Meyer, President, SMU, 28 September, 2018

“SMU’s Accountancy Academics are first in Asia to win the 2018 Teaching, Learning and Curriculum Outstanding Instructional Contribution Award from the American Accounting

Association”, SMU Website, 23 August, 2018 <https://www.smu.edu.sg/news/2018/08/23/smus-accountancy-academics-are-first-asia-win-2018-teaching-learning-and-curriculum> (Shared by SMU Facebook and LinkedIn, August 25, 2018)

“2018 TLC Award Winners”, *The Accounting Educator*, July 2018 (Summer) Volume XXVII, No. 4, p. 23

“SoA Faculty Wins Inaugural Pearson Innovation in Accounting Education Award”, SMU Website, 10 July, 2018 <https://accountancy.smu.edu.sg/news/2018/jul/10/soa-faculty-wins-inaugural-pearson-innovation-accounting-award>

“The Leading Lights: SMU’s star faculty members recognised at the 2017 teaching excellence awards”, SMU Engage, May 2018 (Issue 13), p. 12

“Accounting Careers of the Future – Don’t Be Left Behind”, The SMU Blog, 16 March, 2018, <http://blog.smu.edu.sg/undergraduate/soa/accounting-careers-of-the-future/> (Shared by SMU Facebook, 17 March, 2018; Shared by ISCA Facebook and LinkedIn, March 20, 2018; Shared by Association of Chartered Certified Accountants (ACCA), 20 March, 2018; Shared by Singapore Accountancy Commission (SAC), March 21, 2018)

“Wanted – a new generation of accountants”, ICAEW South East Asia Facebook, 9 January, 2018

“Making Financial Disclosures More Readable, ISCA Facebook, 10 December, 2017

“SMU’s accountancy academics are the first in Asia to win the Jim Bulloch Award for innovations in management accounting education for their accounting challenge app”, SMU Website, 7 December, 2017 <https://www.smu.edu.sg/news/2017/12/07/smus-accountancy-academics-are-first-asia-win-jim-bulloch-award-innovations>

“Wanted – a new generation of accountants”, Channel Newsasia Website, 7 December, 2017 <https://www.channelnewsasia.com/news/commentary/commentary-new-generation-accountants-digital-automation-data-9432388>

“What does it take to become a partner at an accountancy firm?”, ISCA Facebook, 5 November, 2017

“Automation and the Accounting Profession”, ISCA Facebook, 6 November, 2017

“Future of Professional Learning and Entrepreneurship”, ISCA Chartered Accountant Journal, May 2017

“Using a Mobile-Gaming App to Enhance Accounting Education”, Singapore Management University, School of Accountancy Research Paper Series, Vol. 5, No. 1, 1 May, 2017

“How to ace your Singapore CA qualifications exams: Learning App”, Singapore Accountancy Commission Monthly Electronic Newsletter, 24 April, 2017

“ISCA - ICAEW Report on Industry Perspectives”, ASEAN Federation of Accountants Website, 13 April, 2017 <http://www.aseanaccountants.org/news-56-ISCA%20-%20ICAEW%20Report%20on%20Industry%20Perspectives.html>

Keynote address by Ms Indranee Rajah, Senior Minister of State for Law and Finance, at the Institute of Singapore Chartered Accountants’ event “Our future together: Future of professional

learning and entrepreneurship”, 4 April, 2017

<https://www.mof.gov.sg/newsroom/speeches/Keynote-Address-By-Ms-Indranee-Rajah-Senior-Minister-Of-State-For-Law-And-Finance-At-The-Institute-Of-Singapore-Chartered-Accountants-Event-Our-Future>

“Dynamic curriculum and pedagogy”, SMU Annual Report to Stakeholders 2015/16, October 2016, p. 21

“Research grants, donations and awards”, SMU Annual Report to Stakeholders 2015/16, October 2016, p. 22

“An eye for the future”, SMU Engage, August 2016, p. 2-3

“The future of accountancy education”, Singapore Accountancy Commission Website, 29 June, 2016

“Bridging skills development and career pathways in Accountancy”, Speech by Ms Low Yen Ling, Parliamentary Secretary, Ministry of Education and Ministry of Trade and Industry, Singapore Accountancy Commission Website, 26 June, 2016

[https://www.gov.sg/resources/sgpc/media\\_releases/sac/press\\_release/P-20160621-1](https://www.gov.sg/resources/sgpc/media_releases/sac/press_release/P-20160621-1)

“MOE Tertiary Education Research Fund Grant Award”, SMU Website, 27 January, 2016

“2015 AAA Award Winners”, AAA Accounting Education News, Fall 2015, Volume 43, Issue 4

“Singapore Accounting Professors Receive International Honour for Innovative Teaching”, ISCA Chartered Accountant Journal, October 2015, p. 6

“Undergraduate teaching excellence awards”, SMU Annual Report to Stakeholders 2014/15, October 2015, p. 77

“Firms facing tough anti-corruption hurdles”, CFO.com, 18 September, 2015

“Two S’pore accounting academics receive award for innovative teaching”, Today, 2 September, 2015 <https://www.todayonline.com/singapore/two-spore-accounting-academics-receive-award-innovative-teaching>

“Singapore Accounting Professors Receive International Honour for Innovative Teaching”, SMU Website, 2 September, 2015 <https://accountancy.smu.edu.sg/news/2015/09/02/singapore-accounting-professors-receive-international-honour-innovative-teaching>

“Winners of the 2015 Innovation in Accounting Education Award”, SMU President State of the University Address 2015 by Professor Arnoud De Meyer, President, SMU, August 28, 2015

“Poh-Sun Seow and Suay-Peng Wong receive the AAA, Ernst & Young Foundation-sponsored 2015 Innovation in Accounting Education Award”, American Accounting Association Website, August 2015 <http://aaahq.org/Education/Awards/Press-Release/2015#iaea>

“Research by SMU faculty contributes to the wider public understanding of fraud and audit”, SMU Engage, January 2015, p. 14

“AICPA honors accounting educators for innovative curriculum”, CPA Technology Advisor, 30 October, 2014

“International honours for School of Accountancy’s innovative mobile game app”, SMU Annual Report to Stakeholders 2013/14, October 2014, p. 59

“Industry Highlights: KPMG-SMU Singapore Fraud Survey 2014”, SOAREach Newsletter, September 2014, Issue 15

“Accounting Challenge: Enhancing Learning through a Mobile Game”, American Institute of CPAs Classroom Materials for Accounting Educators, AICPA Website, September 2014  
<https://www.aicpa.org/interestareas/accountingeducation/resources/awards/the-bea-sanders-aicpa-innovation-in-teaching-award.html>

“The Role of IT in Accounting” podcast, SMU Website, May 2014  
<https://www.smu.edu.sg/podcast/role-it-accounting>

“Award-winning accounting game app helps students revise on the go”, SMU Engage, May 2014, p. 10

“Exploring the Impact of Technology on Accounting”, Asian Scientist, 5 March, 2014  
<https://www.asianscientist.com/2014/03/features/seow-poh-sun-singapore-management-university-2014/>

“Faculty Highlights: ACE wins CEEMAN Champion Award in Innovative Pedagogy”, SOAREach Newsletter, January 2014, Issue 14

“Student Highlights: SOA VC Organise SMU Accounting Challenge 2013”, SOAREach Newsletter, January 2014, Issue 14

“An interview with CEEMAN Champions 2013”, CEEMAN News Issue 70 (Winter 2013), December 2013, pp. 3-5 <http://www.ceeman.org/docs/default-source/hc-presentations/interviews-2013.pdf?sfvrsn=0>

“ISCA sponsors SMU Accounting Challenge 2013”, ISCA Chartered Accountant Journal, November 2013, p. 8

“SMU’s accounting mobile game app downloaded more than 3,600 times, 1000-question quiz helps students revise anywhere”, SMU Website, 30 October, 2013  
<https://accountancy.smu.edu.sg/news/2013/10/30/smus-accounting-mobile-game-app-downloaded-more-3600-times-0>

“At least 3,600 people downloading tablet games, including accounting revision exercises”, Lianhe Zaobao, 23 October, 2013, p. 10.

“Higher profile for SMU’s Teaching and Research Excellence”, SMU Annual Report to Stakeholders 2012/13, October 2013, p. 41

## **PROFESSIONAL ACTIVITIES**

Member of Singapore Ministry of Education Commerce Curriculum Review Committee, 2023

Discussant, Ministry of Finance Singapore Accountancy Workforce Review, 2022

Member of Institute of Singapore Chartered Accountants, Sustainability and Climate Change Committee (Education Sub-Committee), 2021-present

Member of Singapore Accountancy Commission, Singapore Chartered Accountant Qualification Foundation Programme Review Committee, 2021

Discussant, Singapore Accountancy Commission Manpower Study on Singapore-based Accounting Practices, 2021

Discussant, Singapore Accountancy Commission Manpower Study on In-house Finance and Accounting Functions, 2021

Member of CPA Australia Digital Finance Advisory Panel, 2020-present

Reviewer for Journal of Emerging Technologies in Accounting, 2020-present

Judge for QS-Wharton Reimagine Education Award Competition, 2019-present

Reviewer for Issues in Accounting Education, 2019-present

Reviewer for Pacific Accounting Review, 2019-present

External examiner, Temasek Polytechnic Diploma in Accountancy and Finance, 2019-2023

On the editorial board of AIS Educator Journal, 2018-2019

Member of ACCA Education Global Forum (Singapore representative), 2018-present

Member of Singapore Chinese Chambers of Commerce & Industry Scholars Network, 2018-present

Discussant, ACCA Roundtable Discussion: Enterprise Demand for Professional Business and Advisory Services, 2017

Discussant, ISCA-ICAEW Financial Controllers Focus Group Discussion: Our Future Together: Future of Professional Learning and Entrepreneurship, February 23, 2017.

Member of Singapore Polytechnic 5-Year External Course Review for Diploma in Accountancy, 2017

Member of the Steering Committee of American Accounting Association Conference on Teaching and Learning in Accounting, 2017-2019

Member of Singapore Ministry of Education Ordinary Level and Normal Academic Level Principles of Accounting Curriculum Review Committee, 2017

Reviewer for Accounting Information Systems Educator Journal, 2017-present

Participant of Skills Framework for Accountancy, a national initiative undertaken by the Singapore Workforce Development Agency and the Singapore Accountancy Commission, 2016

Member of Singapore Accountancy Commission, Singapore Chartered Accountant Qualification Programme Learning and Assessment Committee (Foundation Programme), 2016-2022

Member of the Education Committee of American Accounting Association, 2015-2018

Member of the Nomination Panel of the American Accounting Association J. Michael and Mary Anne Cook Prize, 2015-2017

Reviewer for Journal of Forensic and Investigative Accounting, 2015-present

Member of Singapore Accountancy Commission, Singapore Chartered Accountant Qualification Programme Academic Base Working Group, 2015

Member of Singapore Ministry of Education Pre-University Advanced Level Principles of Accounting Syllabus Development Committee, 2015

Member of Singapore Ministry of Education Pre-University Advanced Level Principles of Accounting Curriculum Review Committee, 2014

Member of Singapore Ministry of Education Advanced Level Mathematics University Consultative Group, 2013

On the editorial board of Issues in Accounting Education, 2012

Reviewer for Information and Management, 2012-present (Outstanding reviewer status in 2016 for being in the top 10th percentile in terms of the number of reviews completed in the past two years).

Reviewer for International Conference on Information Systems, 2012-present

Reviewer for Pacific Asia Conference on Information Systems, 2012-present

Reviewer for European Conference on Information Systems, 2011-present

Reviewer for Accounting Education: An International Journal, 2011-present

Discussant for SPRING Singapore Roundtable Meeting on Management Associate Partnership, Talent Training and Development, 2010

Reviewer for International Journal of Accounting Information Systems, 2010-present

Reviewer for Australasian Conference on Information Systems, 2009-present

Reviewer for Americas Conference on Information Systems, 2009-present

Reviewer for American Accounting Association Annual Meeting, 2009-present

Reviewer for Accounting and Finance Association of Australia and New Zealand Annual Conference, 2008-present

Discussant for Accounting and Finance Association of Australia and New Zealand Annual Conference, 2008-present

Member of Accounting and Finance Association of Australia and New Zealand, 2008-present

Member of American Accounting Association, 2008-present

Member of European Accounting Association, 2008-present

Discussant for Asia Pacific Research Symposium on Accounting Information Systems, 2007

### **INDUSTRY ACTIVITIES**

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Achieving Governance, Risk and Compliance in the Digital Age: A Singapore Study Project.  
Industry Partner: Deloitte Singapore, 2020-2021

COVID-19's Impact on Way of Working, Digital Skillset and Business Resilience Project. Industry Partner: KPMG Singapore, SIT and NUS, 2020-2021

ISCA, Consultant (Data analytics project examining membership and continuing professional education), January 2018 – June 2019

KPMG Global Anti-Bribery Corruption Project. Industry Partner: KPMG Global, 2013-2014

KPMG Singapore Fraud Survey Project. Industry Partner: KPMG Singapore, 2013-2014

KPMG Institute, Consultant (Singapore Fraud Analytics Team), July 2012 – March 2013

DFS, Corporate Training for “Understanding the Revenue and Expenditure Cycles”, December 14, 2011

### **UNIVERSITY ACTIVITIES**

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Member of SMU Research Impact Taskforce, 2023

Member of SMU Digital Learning Strategy Task and Finish Taskforce, 2021

Member of SMU Core Curriculum Committee, 2018-present

Member of SMU Envisioning the Office of Core Curriculum Taskforce, 2018-2019

Member of SMU Blue Ribbon Commission on Undergraduate Education Implementation Committee, Curriculum Policy and Structure Workgroup, 2018-2019

Member of SMU Blue Ribbon Commission on Undergraduate Education Implementation Committee, Graduate Learning Outcomes Workgroup, 2018-2019

Member of SMU Health Economics and Management 2nd major Planning Committee, 2018-2019

Member of SMU Blue Ribbon Commission on Undergraduate Education, 2017-2018

Member of SMU SMU-X Undergraduate Taskforce, 2017

Member of SMU Technology-Enhanced Education Taskforce, 2016-2017

Member of SMU Singapore Ministry of Education's Quality Assurance Framework for Universities (QAFU) University Self-Assessment Report Committee, 2016

Chair of SMU International Students Admission Test Review Taskforce, 2015

Member of SMU Emergency Preparedness for Teaching and Learning Committee, 2014-2018

Member of SMU Co-Curricular Activities General Electives Curriculum Taskforce, 2014

Member of SMU Peer Care Coaching Programme, 2014-present

Member of SMU Innovation in Education Taskforce, 2014

Member of SMU Blended Learning Implementation Team, 2014-2019

Member of SMU Blended Learning Pedagogy Group, 2014-2019

Member of SMU Project-Based Learning Interest Group, 2014-2019

Advisor for SMU Analytics 2nd Major (Accounting Analytics Track), 2014-2017

Member of SMU Undergraduate Curriculum Committee, 2013-present

Member of SMU Undergraduate Curriculum Review Taskforce, 2013-2015

Member of SMU Teaching Innovation Interest Group, 2011-2019

Judge for SMU-Barclays Diversity and Inclusion Business Challenge Competition, 2013

Member of SMU Project Zhuangyuan International Student Talent Recruitment in China, 2011-2012

Represented SMU for the Minister of State (Education) Dialogue session on Singapore's Tertiary Education, 2011

Befriender for International Student Host Family Programme, Office of Student Life, 2011-2019

### **SCHOOL ACTIVITIES**

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Led the curriculum development, implementation and management of SMU Financial Forensics Work-Study Elective Programme, SOA, 2022-present

Led the curriculum development, implementation and management of SMU Accounting Data and Analytics Work-Study Elective Programme, SOA, 2021-present

Member of SOA Data Analytics Advisory Board, SOA, 2020-present

Led the curriculum development, implementation and management of SMU-KPMG Cyber Risk and Forensics Work-Study Elective Programme, SOA, 2020-present

Led the curriculum implementation and management of SOA Second Major in Financial Forensics, SOA, 2019-present

Co-led the curriculum development of SOA Second Major in Financial Forensics, SOA, 2019

Faculty Advisor, SOA National Athletes Support Programme, SOA, 2018-present

Led the curriculum implementation and management of SOA Second Major in Accounting Data and Analytics, SOA, 2017-present

Co-led the curriculum development of SOA Second Major in Accounting Data and Analytics (first in Singapore) and Master of Science in Accounting (Data Analytics Track) (first in Asia), SOA, 2017

Chair of SOA Teaching Awards Committee, SOA, 2016-present

Chair of SOA Faculty Recruiting Committee (Term Track), SOA, 2015-present

Chair of SOA SMU External Academic Review Steering Committee, SOA, 2015-2016

Reviewer for SOA Peer Evaluation and Review of Teaching Program, SOA, 2015-present

Chair and member of SOA School Evaluation Committee, SOA, 2014-present

Member of SOA Management Committee, SOA, 2013-present

Associate Dean (Teaching and Curriculum), SOA, 2013-present

Chair of SOA AACSB International Accounting Accreditation Continuous Improvement Review Steering Committee, SOA, 2013-present

Chair of SOA Curriculum and Assurance of Learning Committee, SOA, 2013-present  
(Lead the accreditation exercises of various professional accounting bodies: Singapore Accounting and Corporate Regulatory Authority (ACRA), Singapore Accountancy Commission (SAC), Institute of Singapore Chartered Accountants (ISCA), Institute of Chartered Accountants in England and Wales (ICAEW, first higher education institution in Asia (Undergraduate Programme) to receive the maximum 12 out of 15 exemptions), Chartered Accountants Australia and New Zealand (CA ANZ), CPA Australia, Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), Institute of Management Accountants (IMA) and Institute of Certified Management Accountants (ICMA)

Member of SOA Student Affairs Committee, SOA, 2011-2015 (Committee was dissolved in June 2015.)

Member of SOA Professional Development Committee, SOA, 2011

Member of SOA Singapore Qualifying Programme Committee, SOA, 2011

Founding advisor for Project Moolah (to teach financial literacy knowledge to NorthLight School and Spectra School, organised by SOA students), SOA, 2011-Present

Mentored a group of SOA students who came in 1st runner-up (out of 47 teams) for the Chartered Institute of Management Accountant 2011 Global Business Challenge Case Competition (Singapore Final), SOA, May 2011