



# NATIONAL ACCOUNTING EDUCATORS CONVENTION 2019

## Accounting Education Transformation in Riding the Waves of Digital Revolution

15 & 16 October 2019 (Tuesday & Wednesday)  
Connexion Conference & Event Centre @Nexus,  
Bangsar South, Kuala Lumpur



KEYNOTE ADDRESS BY

**YBHG. DATUK IR. DR.  
SITI HAMISAH TAPSIR**

*Director General, Department of Higher  
Education, Ministry of Education Malaysia*

Organisations and employees both have to constantly evolve in order to stay relevant in the future economy especially with rapid advances in technology and the liberalisation of policies. The accounting industry, specifically, is facing sweeping disruptions and an accounting education transformation is necessary to face the digital revolution.

Traditionally, people attend university to access information unavailable elsewhere but now learning is no longer bounded by the constraints of time and geography. With digital revolution, future accountants will need to hone their expertise through digital education to become relevant, future-ready professionals.

Join us in this convention to get insights on the significant trends impacting the accounting profession and how you could develop accounting students in line with the future needs of organisations.

### OBJECTIVES

- Explore the potential use of technology in accounting curriculums
- Suggest solutions to challenging accounting issues in practice
- Enhance your ability to combine academic discipline with industry practice
- Upskill academicians to educate future accounting professionals to be future-proof and match market expectations

### WHO SHOULD ATTEND

- Lecturers of accountancy/accountancy-related courses
- Professors and Associate Professors of accountancy/accountancy-related courses
- Heads of Departments/Schools of Accounting and Finance
- Course Administrators and Coordinators of accounting programmes



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## CONVENTION PROGRAMME [DAY 1]

8.00 am	REGISTRATION & WELCOME REFRESHMENTS
9.05 am	WELCOME REMARKS <b>DR. NURMAZILAH DATO' MAHZAN</b>   Chief Executive Officer, Malaysian Institute of Accountants
9.15 am	KEYNOTE ADDRESS BY GUEST OF HONOUR <b>YBHG. DATUK IR. DR. SITI HAMISAH TAPSIR</b>   Director General, Department of Higher Education, Ministry of Education Malaysia
9.45 am	MORNING REFRESHMENTS & NETWORKING
10.15 am	<b>ACCOUNTANTS IN AN EVOLVED AND TRANSFORMED GLOBAL DIGITAL ECONOMY ECO-SYSTEM!</b> As technology is dynamic and continuously evolves, future accountants have to be nurtured with contemporary knowledge and skills. Hence the education system has to be dynamic to ensure accountants remain relevant in IR 4.0 and the upcoming IR 5.0. <b>DR. NURMAZILAH DATO' MAHZAN</b>   Chief Executive Officer, Malaysian Institute of Accountants
11.00 am	<b>EQUIPPING ACCOUNTING GRADUATES FOR IR4.0—THE ROLE OF EDUCATORS AND INDUSTRY PLAYERS (PANEL SESSION)</b> This session draws on the best practices of leading educational institutes and business enterprises to propose a futuristic model for accountancy education that is cognisant of digital disruption and holistic developments, and capable of producing market-ready and value-added graduates ready for IR4.0. <b>MODERATOR</b> <b>PROF. DR. DAVID ASIRVATHAM</b>   Chair of the MIA Digital Transformation Implementation Committee, Principle 3 Working Group-Academia <b>PANELLISTS</b> <b>ESTHER THING</b>   Head, Education for ASEAN & ANZ, ACCA <b>LEE SOO FERN</b>   Partner and Malaysia Talent Leader, Ernst & Young (EY) Advisory Services Sdn Bhd <b>DATO' SRI GANES</b>   Founder & Group CEO, SG Education Group
12.15 pm	<b>ACCOUNTING RESEARCH IN THE ERA OF IR4.0</b> Digital transformation and Cyber Physical Production Systems in the IR4.0 environment are disrupting traditional business and accountancy practices, while creating new and enriching research opportunities. Geared towards accountancy academicians, researchers and scholars, this session will cover prevalent research issues, impacts and opportunities and the role of MAREF in driving research in the local context. <b>PROF. DR. NOORHAYATI MANSOR</b>   Board of Trustee, Malaysian Accountancy Research and Education Foundation (MAREF)
1.00 pm	LUNCH & NETWORKING
2.00 pm	<b>NEEDED: STRONGER PROFESSIONAL SCEPTICISM AND INTEGRITY IN THE DIGITAL AGE (PANEL SESSION)</b> Digital transformation is rewriting the business playbook. In an increasingly challenging landscape rife with risks, accountants must exercise the highest standards of professional scepticism and integrity in making professional judgments and protecting the trust that was mandated to them. <b>MODERATOR</b> <b>EULIS RACHMATIAH ISKANDAR</b>   Member, MIA Ethics Standards Board <b>PANELLISTS</b> <b>SYED ZAFARULLAH ABDUL JAAFAR</b>   Head of Business Integrity & Chief Integrity Officer, Malaysia Airlines Berhad, Malaysian Aviation Group <b>SIM SIEW SHAN</b>   Group Financial Controller, Air Asia Group Berhad <b>TAN KHOON YEOW</b>   Executive Director, Learning & Professional Development, BDO Malaysia
3.15 pm	<b>21ST CENTURY ACCOUNTING LEARNING—THE WAY FORWARD</b> As a key stakeholder mapping the future of talent, the Ministry of Education shares its views on the financial and accounting learning skill sets and strategies required to future-proof academicians, students and employers in a competitive digital environment. <b>ASSOC. PROF. DR. WAN ZUHAINIS SAAD</b>   Director, Academic Excellence Division, Department of Higher Education, Ministry of Education Malaysia
4.00 pm	<b>DIGITAL LITERACY IN A FLIPPED CLASSROOM</b> The evolution of Digital and Technology has led to significant changes on how knowledge is acquired and delivered. For academicians, it has become a necessity to understand how university students learn and gain information and to infuse digital elements, tools and approaches to provide a different dimension in the learning environment. This session hopes to ignite the journey of sharing knowledge virtually and successfully that can lead to further self-explored innovation. <b>DR. LILLIAN KOH NOI KENG</b>   CEO, FinTech Academy, Singapore
5.15 pm	AFTERNOON REFRESHMENTS & NETWORKING
5.45 pm	END OF DAY 1

## CONVENTION PROGRAMME [DAY 2]

8.00 am	REGISTRATION & WELCOME REFRESHMENTS
9.00 am	<b>MASTERCLASS: THE MIND OF AN ACCOUNTING LEADER IN THE AGE OF DIGITAL DISRUPTION AND 4TH INDUSTRIAL REVOLUTION</b> The Accounting Profession for the past 50 years has been in constant change and in the last decade the change has been at an even higher accelerated rate with the emergence of digital disruption through AI and Robotic Process Automation (RPA). Accountants, in order to be successful and responsive to increasing customer demands, need to be able to increase their thinking capacity and cognitive flexibility. That edge is the differentiating factor in the age of digital revolution and IR4.0. The globalisation of business, coupled with technological advancements, has brought many changes in the way accountants carry out their tasks. As accounting educators we need to think differently and adapt to change instantaneously as we make a very influential impression on the students of the accounting profession. It starts with us. <b>V.S. RAVI</b>   Invictus Leader, Founder, CEO, Future Foresight Disruptor, Leadership Mechanic, Business Intelligence Strategist
12.30 pm	NETWORKING LUNCH AND END OF CONVENTION

### CONVENTION SPEAKERS



#### DR. NURMAZILAH DATO' MAHZAN

Dr. Nurmazilah is the Chief Executive Officer of Malaysian Institute of Accountants and was previously the MIA Deputy Chief Executive Officer. Prior to MIA, she was Director of the University Malaya Graduate School of Business.

She started her career with Arthur Andersen in 1993, and later joined KUB Malaysia Berhad as Group Accounts Manager. Her corporate experience covers various industries including property development and construction, banking, unit trusts, trading and manufacturing. She was a MIA Council member, a Member of the Malaysian Accounting Standards Board, elected member of Board of Governors for the Institute of Internal Auditors Malaysia, Council member of The Malaysian Institute of Certified Public Accountants, and Honorary Treasurer with Persatuan Ekonomi Malaysia. She also served in various committees of MIA and MICPA. She holds a PhD in accounting from University of Birmingham, UK. She has conducted various research projects in the areas of auditing, financial reporting and corporate governance.



#### PROFESSOR DR. DAVID ASIRVATHAM

Prof. Dr. David Asirvatham is the Chair of the MIA Digital Transformation Implementation Committee, Principle 3 Working Group-Academia. In the academic arena, he is currently the Executive Dean of the Faculty of Innovation & Technology, Head of the School of Computing and IT, and leads the Data Analytics, Modelling and Visualisation Research Cluster at Taylor's University. His area of expertise includes Neural Network, E-Learning, ICT Project Management, Multimedia Content Development and Big Data Analytics. He has been lecturing as well as managing ICT projects for the past 25 years. He had previously served as Director, Centre of Information Technology at University of Malaya; Associate Dean, Faculty of Information Technology and member of the Finance Committee at Multimedia University; Project Manager, Multimedia and IT Infrastructure Development for a university campus; sits on the SAP Advisory Council; and a Consultant for e-University Project.



#### ESTHER THNG

Esther Thng is the Head of Education for ASEAN ANZ in ACCA with education oversight in more than ten countries. She works with a broad range of ACCA education providers including universities and colleges, overseas and leads activities to increase the quality of tuition provision and to improve student performance in exams, and leads on high-level relationship management with strategically important education providers. She gained extensive experience in the accountancy education industry prior to joining ACCA. She had worked with a global learning provider as a lecturer before becoming the Academic Director looking after national and global accountancy and finance professional qualifications such as ACCA and others. She also worked with university partners to ensure the delivery of university partner programmes adhered to the academic quality and rigour as stipulated by the university partners. Esther has a degree in accountancy, is a Chartered Financial Analyst (CFA) and holds a Masters in Social Sciences (Applied Economics).



#### LEE SOO FERN

Lee Soo Fern is currently the EY Talent Partner in Malaysia. She was previously the EY Asean Talent leader from 2010-2012. Soo Fern began her career as an auditor. Her professional accounting career spanned 10 years and included a five-year term with EY in Singapore. Soo Fern is the current EY Asean Diversity & Inclusiveness (D&I) Leader. Her unique experience, having been in both the service line and talent management function, puts her in good stead to accelerate EY's efforts in D&I. Soo Fern graduated from the University of New South Wales with a Bachelor of Commerce (Accounting & Finance). She is a member of the Malaysian Institute of Accountants (MIA) and the Malaysian Institute of Certified Public Accountants (MICPA). She also holds a CPA Australia qualification.



#### DATO' SRI GANES

Dato' Sri Ganes is the Chief Executive of SG Education Group, Director of Penang state government's STEM initiative, and Director of Academic and Talents at Malaysia IoT Association. His awards include the IVETA President's Award,

Most Influential Entrepreneur Award, and Bett UK Asia Awards 2017, Finalist. He has built five technical & vocational colleges providing job-specific training and alternative education options, rerouting those who do not set their paths on tertiary education. He provides services encompassing a broader spectrum of elements, which include preparation of the student, developing academic and technical skills, and providing solutions from enrollment to employment. Currently he is working to enhance Malaysia's workforce with skillsets that future-proof them, and to ensure the nation's technical workforce is armed with the right combination of skillsets that increase their relevance for a sustained tomorrow.



#### PROFESSOR DR. NOORHAYATI MANSOR

Professor Dr. Noorhayati Mansor serves as a board member of the Malaysian Accountancy Research and Education Foundation (MAREF) Board of Trustees. She is an academic staff and a Senate member of Universiti Sultan Zainal Abidin (UniSZA). She has held various administrative positions including Dean of Graduate School and Director of Centre for Talent Management and Academic Quality. Prior to joining UniSZA, she was Director of Accounting Centre at Universiti Malaysia Sabah, Dean of School of Accountancy at Universiti Utara Malaysia and a council member of MIA. Her areas of expertise are strategic management accounting, corporate performance and strategy. She is active in research projects which currently cover earnings management, waqf and sustainability accounting and integrated reporting.



#### EULIS RACHMATIAH ISKANDAR

Eulis Rachmatiah is a member of the MIA Ethics Standards Board and is the Head of Ethics and Privacy at Celcom Axiata Berhad since 2017. Her role is to promote a structured, consistent and integrated approach to ethics, privacy and compliance so as to embed a strong ethical culture amongst Celcom employees. Prior to Celcom, she was with the Corporate Governance and International Compliance Department of PETRONAS where she was the subject matter expert on Anti-Bribery, Privacy and Human Rights and undertook Human Rights Due Diligence in South Sudan, Iraq and the PETRONAS RAPID Project in Pengerang, Johor. She has special interest in corporate governance, ethics and anti-bribery laws, privacy and human rights and is a regular speaker at various public seminars and conferences on topics related to corporate governance, role of in-house counsel and company secretarial practice.



#### SYED ZAFARULLAH ABDUL JAAFAR

Syed Zafarullah is currently the Head of Business Integrity & Chief Integrity Officer for Malaysia Airlines Berhad's Malaysian Aviation Group. In his present position, he is responsible for compliance and governance, industrial relations, learning and development, fraud investigations, privacy, and union matters. He has over 18 years of investigation, specializing in financial crime, anti-money laundering, compliance and governance, fraud investigation, capital market fraud, transaction monitoring and sanctions. His past positions include: Senior Specialist for Special Projects for Maxis Telecommunication Berhad, Regional Head Investigations of Air Asia Berhad, Vice President and Designated Anti Money Laundering Compliance officer at CIMB Investment Bank Berhad; Regional Head AML Learning and Development at CITI Transaction Services Berhad; and Senior Investigating officer at Securities Commission Malaysia among others. Syed graduated from Thames Valley University, UK with a Bachelor of Law (Hons) degree.



#### SIM SIEW SHAN

Sim is the Group Financial Controller for AirAsia Group Berhad, and is a Fellow of Chartered Certified Accountant (FCCA). She has over 17 years of experience and believes that accountants are not bean counters but key business partners in an organisation. She works together with the respective countries in which AirAsia have a presence in to align policies, procedures and practices to ensure a consistent and efficient approach for finance, in line with their One AirAsia motto. Prior to AirAsia, she was the Head of Finance in KLCC Group of Companies which oversees the entire range of financial related activities.



#### TAN KHOON YEOW

Tan Khoon Yeow is the Executive Director, Learning & Professional Development at BDO Malaysia. He started his career in 2002 with the Audit & Assurance Division of BDO before his involvement in the Learning and Professional Development (LAPD) services since 2006. His current responsibilities include conducting International Financial Reporting Standards (IFRS) and auditing training courses for both professional staff and clients of BDO in ASEAN. He is currently an Executive-in-Residence for the Sunway University Business School and a member of the Social Sciences, Business and Law Industry Advisory Panel of KDU College. Khoon Yeow is a member of the BDO International IFRS Working Party and the Global Audit Training Advisory Group. Further, he is a member of the Financial Reporting Standards Implementation Committee (FRSIC) and a member of the Ethics Standards Board, a standard setting body designate.



#### ASSOC. PROF. DR. WAN ZUHAINIS SAAD

Assoc. Prof. Dr. Wan Zuhainis is the Director of the Academic Development Management Division, Department of Higher Education at the Ministry of Education Malaysia. An Educational Technology enthusiast and advocate for empowering learners in experiential learning, she adopts e-learning and active learning approaches to enhance students' engagement for effective and meaningful learning. She has conducted over 100 workshops on e-learning at local and international public and private institutions. She is an associate professor in Microbiology and holds patents on the isolation and preservation techniques of thermophilic fungi and enzyme for biorefining of kenaf. She holds 11 copyrights for e-learning products and has won numerous awards including the Reimagining and Redesigning Higher Education Award (Virtual Immersive Learning Experience Category) 2017, and the National Academic Award (Teaching Award—Pure Science Cluster) 2018.



#### DR. LILLIAN KOH NOI KENG

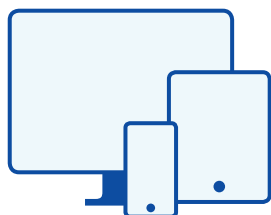
Dr. Lillian Koh is currently the CEO of FinTech Academy (FTA) Singapore. Besides leading FTA, she is also Director of the Center of Research and Innovation @ NTUitive, advisor to the NTU Investment Interactive Club (NTU-IIC) Nanyang Technological University (NTU) and mentor at Temasek LaunchPad. She was formerly with the Ministry of Education, Singapore as a Senior Curriculum Specialist and was a faculty member at the National Institute of Education Singapore (NIE), advocating diversity in teaching and learning at the sole teacher training institute. Dr. Koh is also the advocator for financial literacy in the island state and was involved in spearheading financial and business education among youths. Using engaging pedagogies, technology and a model that has a great multiplier effect, she empowers educators to create a seamless learning environment. She was the Chair of the Center of Financial Literacy at NIE, NTU Singapore and also the founding President of the Association of Commerce Educators (ACES).



#### V.S. RAVI

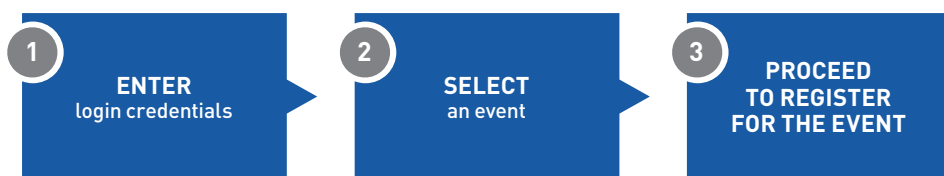
Ravi is the most compelling, non-conformist and proactive thought leader who challenges the so-called unchallengeable or impossible. He is widely respected for his current model, Future Leadership Foresight™ infusing Cognitive Leadership™ and Intellect Thinking™. Some have addressed him as the Gemini Man. A mixture of both Yin & Yang, a steadfast combination of tactical management consulting and delivering AI-powered software and technical solutions to companies that want to leverage data and machine learning algorithms for business value. His Intellect Thinking™ framework addresses the leadership challenge of standing up for new ideas, policies and practices without ruining reputations, relationships, careers and to repair any leadership cracks. This includes his signature framework for the civil service, Mark of a Statesman™. One of Ravi's unique areas of expertise is in transforming mono-cultural teams and organisations to embrace and unleash the power of diversity and inclusiveness.

## REGISTRATION PROCESS

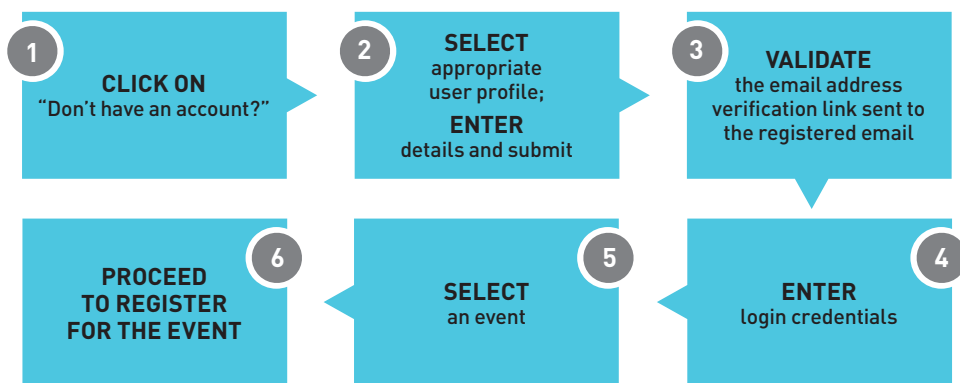


- To view more events and download full brochure, please visit:  
**[pd.mia.org.my](http://pd.mia.org.my)**
- Search and select the event
- Click 'Register' to experience the new system by continuing with the respective steps below:

### EXISTING USER



### NEW USER



For any assistance, please call (8.45am-5.30pm, Monday-Friday)  
**MIA Help Desk @ 603-2722 9000**

## TERMS & CONDITIONS

### PROGRAMME FEE

- Fee is payable to **MALAYSIAN INSTITUTE OF ACCOUNTANTS**
- Depending on the event, the fee includes course materials and/or lunch and/or tea breaks.
- Individual Registration:** Full payment shall be made at the point of online registration.
- Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Proforma Invoice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

### CANCELLATION

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

a. Written cancellation received less than seven (7) days from the date of the event:

- A refund (less administrative charge of 20%) will be made.
- Unpaid registrations will also be liable for 20% administrative charges.

b. Written cancellation/no show on the day of the programme:

- No refund will be entertained.
- Unpaid registrations will also be liable for full payment of registration fee.

Substitutes for cancellation will be treated as a new registration and full payment shall be made as per the above requirement.

### PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate / Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.
- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

### VERIFICATION OF ATTENDANCE

- All participants are required to present photo identification (NRIC, driving licence or company's ID card) at the point of registration prior to signing the registration list when attending MIA CPE programme. Admittance may be denied upon failure to present photo identification.

### CERTIFICATE OF ATTENDANCE AND CPE HOURS

- Upon full attendance of the programme, participants will be issued an "e-certificate". For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.
- Participants will only be entitled to the CPE hours upon attending the entire duration of the programme. **CPE hours will not be accorded for partial attendance.**

### DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

### DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arise. MIA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.

## CONVENTION DETAILS

Fee	: Member (MIA/ACCA/CAANZ/ CIMA/MICPA/MyAA*)	RM 600
	: Non-member	RM 780
Dates	: 15 & 16 October 2019 (Tuesday & Wednesday)	
Venue	: Connexion Conference & Event Centre @ Nexus, Bangsar South, Kuala Lumpur	

## MASTERCLASS DETAILS

Registration is now open for those who wish to attend the Masterclass only.



Fee	: Member (MIA/ACCA/CAANZ/ CIMA/MICPA/MyAA*)	RM 300
	: Non-member	RM 390
Date	: 16 October 2019 (Wednesday)	
Time	: 9.00 am to 1.00 pm	
Venue	: Connexion Conference & Event Centre @ Nexus, Bangsar South, Kuala Lumpur	

## ENQUIRIES AND REGISTRATION

Contact	: Azie
Tel	: 03 2722 9265
Fax	: 03 2722 9009
Email	: sp@mia.org.my
Address	: Malaysian Institute of Accountants Dewan Akauntan Unit 33-01, Level 33 Tower A, The Vertical Avenue 3, Bangsar South City No. 8, Jalan Kerinchi 59200 Kuala Lumpur

*\* Members of ACCA, CAANZ, CIMA, MICPA & MyAA are required to contact MIA to register for this programme. Preferred Payment: Pay with MIA-CIMB Affinity Credit Card*

## GROUP DISCOUNT

**10% DISCOUNT ON TOTAL FEE  
FOR 3 PAX AND ABOVE FROM THE  
SAME ORGANISATION**