

Curriculum Vitae

Personal Profile

Li Bruce (Dr) *DBA, MPA, PGDE, BSc(QS), FCPA, FCA, FCG(CS, CGP), FCS(CS, CGP)(PE), FICFA, CPIA, M.I.H.R.M.(HK), MCIArb(Mediation)*

Post and Work-related Titles

- **Teaching Fellow**
- Programme Director (Master of Corporate Governance)
- Director (AF Academy)
- Academic Advisor

Contact

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Academic Background

- Doctor of Business Administration (**DBA**), University of Newcastle
- Postgraduate Diploma in Education (**PGDE**), The Education University of Hong Kong
- Master of Professional Accounting (**MPA**), The Hong Kong Polytechnic University
- Bachelor of Science in Quantity Surveying (**BSc (QS)**), The Hong Kong Polytechnic University

Professional Qualification

Fellow Member

- The Hong Kong Chartered Governance Institute with Practitioner's Endorsement, **FCS (CS, CGP) (PE)**
- The Chartered Governance Institute, **FCG (CS, CGP)**
- The Hong Kong Institute of Certified Public Accountants, **FCPA**
- The Institute of Chartered Accountants in England & Wales, **FCA**
- Institute of Certified Forensic Accountants, **FICFA**

Professional Member

- Hong Kong Institute of Human Resource Management, **M.I.H.R.M. (HK)**
- The Chartered Institute of Arbitrators, **MCIArb (Mediation)**
- Certified Professional Internal Auditor, **CPIA**

Research Interests

- Blended Learning/e-Learning/e-Assessment
- Learner Autonomy in Learning and Teaching
- Green Teaching and Sustainability
- Corporate Governance and Earnings Management
- Accounting and Financial Reporting

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Learning and Teaching Experience

Teaching Areas

- Accounting
- Financial Reporting
- Corporate Governance

Teaching Award and Prize

Faculty Awards for Outstanding Achievement 2021 - 2022

- Faculty Prize 2021-22 in Teaching (Individual Prize)

AF Awards for Outstanding Achievement 2021 - 2022

- AF Award 2021-22 in Teaching (Teaching Staff Category)

HKICS Teaching Award 2017 - 2018

- Merit Certificate in Teaching

PolyU Learning and Teaching Experience

Subject Coordination and Teaching

- **Bachelor of Business Administration (BBA)**
 - AF3110 Intermediate Accounting 1, 2014 - Current
 - AF3111 Intermediate Accounting 2, 2013 - Current
 - AF3112 Management Accounting 2, 2016 - 2018
- **Master of Corporate Governance (MCG)**
 - AF5510 Corporate Governance, 2016 – 2017
 - AF5520 Corporate Law, 2022
 - AF5521 Contemporary Issues in Corporate Governance, 2017 – 2019

Teaching Grants in Learning and Teaching

- **Communities of Practice (CoPs) 2022-2025 (HK\$187,500)**
 - Principal Investigator – “Learning Analytics”, 2022 - 2025
- **Departmental Learning and Teaching Enhancement Grants (HK\$70,552)**
 - Principal Investigator – “Learning Towards Learner Autonomy - An Exploration on Blended Green Learning in Accounting Education”, 2022 - 2025
- **PolyU e-Learning and Blended Learning Development Fund**
 - Principal Investigator – “Applying Blended Learning Approach with Case Method Teaching on Financial Accounting: Qualitative and Quantitative Analysis”, 2015 - 2018
- **Departmental Learning and Teaching Enhancement Grants**
 - Co-Investigator – “The Development of a Monopoly-based Accounting Simulation Game - Fun Fund”, 2014 – 2017

Research Projects in Learning and Teaching

1. Principal Investigator - “Understanding Students Learning Behaviour through Blended Learning”, 2021
2. Co-Investigator - “Developing a Self-Service Portal for Different Stakeholders to Access Teaching and Learning Reports or Dashboards”, 2021
3. Co-Investigator - “From rubrics to grades: Enhancing grade integrity and grade consistency at PolyU”, 2023
4. Co-Investigator - “Next level online learning: Metaverse as a driver for enhanced, immersive student interactions”, 2023

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5. Co-Investigator - "Incorporate Generative Artificial-Intelligence (AI) enhanced teaching and learning application to assist the development of selected virtual tutorial modules and to enhance student active learning inside and outside classroom learning", 2023

Innovation in Learning and Teaching

- Applying the Paperless Teaching and Learner Autonomy by Blended Learning with 100% Online Assessments on Intermediate Accounting (AF3110 and AF3111), 2016 – Current

Innovation and Development in Subject Curriculum

- Reforming and Revamping on Intermediate Accounting 1 and 2 (AF3110 and AF3111), 2023 – Current

Innovation and Development in Programme Curriculum

- Reforming and Revamping on Mater of Corporate Governance, 2023 – Current

Knowledge Transfer in Learning and Teaching

1. Facilitator – EDC Workshop, "Kick-off Session for Communities of Practice", 2022 - 2025, 2023
2. Speaker – CPCECPR Conference 2023, "Smart Education: Pedagogical Innovation and Learning Analytics", 2023
3. Presenters – EDC Workshop, "Learning Analytics Meets SoTL: Data Requests and Ethical Considerations", 2023
4. Guest Presenter – EDC Workshop, "eAssessment Solutions Showcase", 2022
5. Presenter and Facilitator - Communities of Practice (CoP) Workshop, CoP on Conducting Learning Analytics to Inform Teaching and Learning, "Learning Analytics on Teaching and Learning under Blended Learning", 2022
6. Presenter - Centre for Learning Enhancement and Research (CLEAR) of The Chinese University of Hong Kong, Assessment Strategies for Online Teaching, "Adapting Student-centred Learning Approach and Designing the Associated Assessment in an Accounting Subject", 2022
7. Presenter and Panel Facilitator – Hong Kong Institute of Certified Public Accountants (HKICPA), China Tax Conference 2022, "Mainland China's 2022 outlook" and "Panel discussion - Challenges and opportunities during the evolving process of tax administration", 2022
8. Presenter - Centre for Learning Enhancement and Research (CLEAR) of The Chinese University of Hong Kong, Teaching and Learning Innovation Expo 2021, "Evaluation of a New Assessment Model Used in Online Teaching and Learning", 2021
9. Facilitator - Communities of Practice (CoP) - Sub Community, "eAssessment on Online Learning and Teaching", 2021 - Current
10. Co-Investigator – Paper, "Developing a Self-Service Portal for Different Stakeholders to Access Teaching and Learning Reports or Dashboards", 2021 – Current
11. Presenter – Conference, "Panopto Asia Roundtable 2020", 2020
12. Contributor – Paper, "Building a Learning Community to Facilitate Video-Based Peer Coaching on Teaching Practice in the Extended Classroom", 2020
13. Guest Speaker and Facilitator – EDC Workshop "Technology impacts on learning and teaching: Green Assessment and Smart e-Grading", 2019
14. Reviewer – Learning Management System, "PolyU Proposed Learning Management System: Canvas", 2019
15. Reviewer – Learning Management System, "PolyU Proposed Learning Management System: Brightspace", 2019
16. Co-author – Paper, "Developing a Learning Analytics Tool to Empower Teachers to Conduct Analysis of Learners' Online Behaviour", 2018

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17. Guest Presenter – EDC Workshop, "Using Panopto to Support Assessment", 2018
18. Presenter - The Hong Kong Examinations and Assessment Authority, Education Bureau, Using Assessment Data for Better Learning and Teaching, "Blended Learning in Learning and Teaching: Assessment Focus", 2018

Programme Management

- **PolyU School of Accounting and Finance**
 - Programme Director - Master of Corporate Governance, 2022 - Current
 - Programme Manager - Master of Corporate Governance, 2017 - 2022
- **PolyU Institute of Advanced Executive Education**
 - Programme Manager - Executive Diploma in Accountancy (Public Class), 2014 - 2019
 - Programme Manager - Executive Diploma in Accountancy (Big 4 Class), 2014 - 2015
 - Programme Developer - Directors' Training Programme (Collaborating with ShingWing HK and SW Institute of Knowledge Enhancement Limited), 2021

Subject Taught

- **Bachelor of Business Administration (BBA)**
 - AF2108 Financial Accounting
 - AF3110 Intermediate Accounting 1
 - AF3111 Intermediate Accounting 2
 - AF4106 Advanced Financial Accounting
 - AF3112 Management Accounting 2
 - AF4912 Capstone Project
- **Master of Corporate Governance (MCG)**
 - AF5510 Corporate Governance
 - AF5520 Corporate Law
 - AF5521 Contemporary Issues in Corporate Governance

Subject Review and Moderation

- **Bachelor of Business Administration (BBA)**
 - AF2108 Financial Accounting
 - AF3110 Intermediate Accounting 1
 - AF3111 Intermediate Accounting 2
 - AF3210 Hong Kong Taxation Framework
 - AF3211 Accounting Information System
 - AF4513 Corporate Social Responsibility
- **Master of Corporate Governance (MCG)**
 - AF5231 Management Accounting and Information System
 - AF5141 Corporate Financial Accounting
 - AF5521 Contemporary Issues in Corporate Governance
- **Master of Business Administration (MBA)**
 - AF5215 Financial Accounting for Executives
- **Master of/Postgraduate in Professional Accounting (MPA/PGDPA)**
 - AF5111 Accounting for Corporations

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University Services

School of Accounting and Finance

- **Departmental Learning and Teaching Committee (DLTC)**
 - Committee Member, 2022 - Current
- **Service Council**
 - Council Member, 2019 - 2022
- **Student Leadership**
 - Director - AF Academy, 2019 – 2023
 - Consultant – AF Tech Lab, 2021 – Current
- **Recommendation Letters for AF Students**
 - Referee, 2009 - Current
- **AF Teaching Council**
 - Council Member - Teaching Council of AF, 2015 - 2019
- **AF Teaching Resources (AFTR)**
 - Committee Member and Representative - AFTR Website (Accounting Module), 2019 – 2022
- **AF Work-life Balance Activity**
 - DIY Cake Classes, 2022

Hong Kong Polytechnic University

- **Hong Kong Polytechnic University Staff Club**
 - Honorary Treasurer, 2021 - 2022
 - Executive Committee Member, 2021 – 2022
 - Catering Committee Member, 2021 – 2022
- **Library**
 - Staff Facilitator - READ@PolyU, 2021
- **PolyU Volunteers**
 - Member, 2015 – Current

Professional Services

The Hong Kong Chartered Governance Institute (HKCGI)

- **HKCGI Education Committee**
 - Committee Member, 2022 - Current
- **HKCGI Assessment Review Panel**
 - Panel Member, 2021 - Current
- **HKCGI Corporate Governance Paper Competition and Presentation Awards**
 - Reviewer, 2021 - Current
- **Professional Examination Coordination and Management**
 - Chief Examiner - Professional Stage: Corporate Financial Management, 2012 - 2017
- **Professional Examination Technique Workshop**
 - Guest Tutor - Corporate Financial Management, 2010 - 2019
 - Guest Tutor - Corporate Governance Qualifying Programme: Risk Management, 2020
- **HKCGI Members/Students Mentorship Programme**
 - Member/Student Mentor, 2016 - 2022
- **HKCGI Members/Students Student Ambassadors Programme**
 - Student Ambassadors Programme Mentor, 2013 - 2019

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Hong Kong Institute of Certified Public Accountants (HKICPA)

- **Tax Faculty Executive Committee**
 - Committee Member - Tax Faculty Executive Committee, 2020 - Current
 - Sub-committee Member - China Tax Subcommittee, 2020 - Current
 - Sub-committee Chair - Member Service Subcommittee, 2020 - Current
- **Best Corporate Governance and ESG Awards**
 - Judging Panel Member, 2021 - Current
- **Best Corporate Governance Awards**
 - Research Analyst - Best Corporate Governance Awards, 2020
- **Examination Coordination and Management**
 - Chief Examiner of Accredited Accounting Technician (AAT) Paper 1 - Accounting and Computerized Accounts, 2009 - 2018
- **HKICPA Qualification Programme**
 - Workshop Facilitator – Financial Reporting

Hong Kong Examinations and Assessment Authority (HKEAA)

- **HKDSE Business, Accounting and Financial Studies (BAFS) Subject Management**
 - Committee Member - HKDSE BAFS's Subject Committee, 2015 - 2019
- **HKDSE Business, Accounting and Financial Studies (BAFS) Subject Paper Setting, Assessment and Moderation**
 - Committee Member - HKDSE BAFS's Moderation Committee, 2017 - 2019

Curriculum Development Institute of Education Bureau (CDI)

- **Curriculum Development Council**
 - Committee Member - Curriculum Development Committee on Business, Accounting and Financial Studies (BAFS), 2017 - 2019

HKU School of Professional and Continuing Education (HKUSpace)

- **Examination Assessment and Moderation**
 - Academic Assessor - Postgraduate Diploma in Professional Accounting (PGDPA): Financial Management, 2017 - Current
 - Academic Assessor - Postgraduate Diploma in Professional Accounting (PGDPA): Cost and Management Accounting, 2018 - Current
 - Academic Assessor - EY Accountancy Conversion Programme: Financial Management, 2021 – Current
 - Academic Assessor - PwC Accountancy Conversion Programme: Financial Management, 2022 - Current

The Hang Seng University of Hong Kong (HSUHK)

- **Subject Assessment**
 - Module Vetter - Boardroom Dynamics, 2020

Public Community Services

Hong Kong School of Commerce (HKSC)

- **Programme Assessment and Review**
 - Chairperson - Examination Committee of Various Certificate and Diploma Courses, 2010 - Current
 - Academic Advisor - Course Development, 2010 - Current
 - External Examiner - Diploma in Business Management, 2019

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N.M.S. Lutheran Kindergarten

- **Parents and Teacher Association (PTA)**
 - Chairperson, 2019 - 2022

Tai Kok Tsui Catholic Primary School (Hoi Fan Road)

- **Parents and Teacher Association (PTA)**
 - Treasurer, 2021 - Current

Asian Review of Accounting

- **Manuscript Review**
 - Reviewer of "Corporate Governance and Detrimental Related Party Transactions: Evidence from Malaysia", 2017 - 2019