

## The First International Forum on the Integration of Business and Education in the Digital Age

The Department of Accountancy of City University of Hong Kong together with the School of Management of Xi'an Jiaotong University, the Virtual Teaching and Research Center for Big Data Management Courses of the Ministry of Education, and ACCA China, successfully hosted the “First International Forum on the Integration of Business and Education in the Digital Age” on 31 August 2022.

The forum received support from the Teaching Steering Committee of the Ministry of Education for Business Administration and the Business Administration Committee of the Shaanxi Provincial Higher Education Teaching Steering Committee, as well as support from the China CFO Development Center, the Shaanxi Institute of Accountants, the Shaanxi Institute of Certified Public Accountants, the Shaanxi General Association of Accountants, and the Shaanxi Cost Accounting Research Association.

At the opening ceremony of the forum, Professor Tian Gaoliang of Xi'an Jiaotong University chaired the ceremony, and Professor Ge Jing, Secretary-General of the Teaching Steering Committee for Business Administration of the Ministry of Education, Mr. Yu Xiangtian, Director of Mainland Affairs for ACCA China, and Mr. Guo Liangchuan, Director of the China CFO Development Center, delivered opening remarks.

In the subsequent keynote speech sessions, 12 guest speakers from academia and practice from China and abroad shared their cutting-edge insights in their respective fields, including Professor Lu Zhengfei of Peking University, Professor Cao Shun of the University of Maryland, Professor Zuo Luo of Cornell University, Ms. Cai Yuanwen, Education Affairs Director of ACCA China, Professor Yu Yangxin of City University of Hong Kong, Professor Zhang Bohui of the Chinese University of Hong Kong, Professor He Wen of Monash University, Dr. Shi Nengzi, Vice Chairman of Deloitte China, Mr. Zheng Yongqiang, Deputy General Manager of Mitsui Sumitomo Insurance (China) Co., Ltd., Professor Tian Gaoliang of Xi'an Jiaotong University, Mr. Chen Hu, President of ZTE Cloud, and Professor Cai Xiaowu of the University of Liverpool. The speeches covered a wide range of topics, including FinTech, behavioral accounting, data analysis courses in accounting disciplines, fundamental quantitative investment, the latest practices and experience summaries of the integration of business and education in accounting firms, financial and insurance industries, and financial shared services

The forum was simultaneously live-streamed on over ten platforms, including ACCA's official video account, Sina Finance, Baidu APP, Zhihu, CNKI, Xuexi, XuetangX, China Accounting Vision, Phoenix Finance, Whale Platform, Shenzhen Stock Exchange live streaming platform, etc., with a total live streaming traffic of over 53,000 viewers.

Chinese Version:

<https://mp.weixin.qq.com/s/BP8melt7qVM94xEsOQndyw>

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