



## **Media Release**

### **SMU's Accountancy Professor Seow Poh Sun is the first Singaporean to receive the prestigious AAA Outstanding Accounting Educator Award**

**Singapore, 12 May 2023 (Friday)** – Singapore Management University's School of Accountancy (新加坡管理大学会计学院) Associate Professor [Seow Poh Sun](#) (副教授萧宝山) has received the prestigious [American Accounting Association's](#) (AAA) Outstanding Accounting Educator Award 2023.

The Outstanding Accounting Educator Award is presented to educators with sustained contributions that have significantly impacted accounting education or accounting educators, with sustained and substantive contributions from a wide variety of academic institutions, and whose career contributions include educational innovation, excellence in teaching, publications, research guidance and mentorship to students and impactful service to the profession and/or academic community. The other recipient of the award is Prof Lilian F. Mills, Dean of the McCombs School of Business at The University of Texas at Austin. More information about the award and its criteria can be found [here](#).

**Associate Professor of Accounting (Education) and Associate Dean (Teaching and Curriculum), Seow Poh Sun** says, "I am motivated to develop various digital learning tools as I often receive feedback from students that they would like to practise their coursework outside of the classroom. However, they want to do so in an engaging and interactive format, rather than via traditional paper assignments. While technology-enhanced learning can help to better engage students in their learning process, at the end of the day, teaching is really about motivating and inspiring students to be curious and excited about learning."

Assoc Prof (A/P) Seow has won several international and local teaching research awards which reaffirms his efforts as an inspiring, passionate and creative educator. He was the first recipient of the inaugural [European Accounting Association \(EAA\) Accounting Education Excellence Award](#) in 2022 and was the first in Asia to receive the [Howard Teall Award for Innovation in Accounting Education \(First Prize\)](#) in 2020 from the Canadian Academic Accounting Association for his video-learning project to teach internal controls. He also received the American Accounting Association (AAA) Outstanding Instructional Contribution Award in 2018 for developing an online tutorial to teach database modelling, the [AAA Jim Bulloch Award for Innovations in Management Accounting Education](#) in 2017 and the [AAA Innovation in Accounting Education Award](#) in 2015.

Over the years, he helped to transform accounting courses through technology-enabled learning and experiential-learning pedagogy. He was the co-creator of world's first mobile-gaming app in Accounting ([SMU Challenge App](#)) as well as the [Red Flags Accounting Fraud](#) Game in 2019 to help students learn how to identify accounting fraud. In addition, he has created three online e-Learning tutorials; *Resource-Event-Agent (REA) Data Modelling*, *Business Process (Revenue Cycle)* and *Business Process (Expenditure Cycle)* to teach Accounting Information System (AIS) courses. The REA online tutorial received the 2018 Outstanding Instructional Contribution Award from the American Accounting Association Teaching, Learning and Curriculum Section, in recognition of his

development of original instructional materials. His work has been recognised extensively by the broader accounting education community, and he has a sustained track record of excellence along with international awards and scholarship outputs.

**Dean of School of Accountancy, Lee Kong Chian Chair Professor [Cheng Qiang](#)**, remarked, “The School is very proud of A/P Seow Poh Sun’s significant contributions to SMU and the accounting education pedagogy. As a recipient of the prestigious AAA Outstanding Accounting Educator Award 2023, we hope that he will continue to inspire his peers towards achieving innovative and cutting-edge practices in Accounting Education.

**2023 Outstanding Accounting Educator Award Chair and Visiting Professor Accounting & Data Analytics at Washburn University, Gail Hoover King**, said, “The Outstanding Accounting Educator Award is given to accounting faculty who demonstrate excellence and innovation in teaching and provide impactful service to the profession and academic community. The committee saw A/P Seow as someone who does all this and who has impacted accounting education and the profession. He is committed to excellence in teaching and uses innovative methods to connect and engage with his students. He is also an active reviewer and author of articles on accounting program development and the integration of data analytics to ensure students are workforce ready. Additionally, he is involved in several professional organisations around the world and the committee is pleased to confer this Award to A/P Seow.”

The award, which is sponsored by the PricewaterhouseCoopers Foundation, consists of a unique glass art piece, citation, and a \$5,000 prize. This award will be presented at the Tuesday, August 8 plenary at the 2023 AAA Annual Meeting to be held in Denver, CO.

You can read more about the Award in the media release by AAA [here](#).

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### **About SMU School of Accountancy**

Established in 2001 as the second school in the Singapore Management University (SMU), the School of Accountancy (SoA) offers the distinctive programmes; the Bachelor of Accountancy, Master of Professional Accounting, Master of Science in Accounting (Data & Analytics), SMU-Tsinghua Master of Science in CFO Leadership, SMU-Zhejiang Doctor of Business Administration (Accounting and Finance) and PhD in Accounting.

SoA pursues excellence by offering academic programmes that respond to the needs of accounting and finance professionals. In particular, its Bachelor of Accountancy programme enjoys recognition from [11 professional and accreditation bodies](#).

SoA continues to receive international recognition for its research strength. In 2022, SoA is ranked first in the world for Archival Research (All Topics and Financial Accounting) and Citation Rankings in the Brigham Young University (BYU) accounting research rankings. The achievement is a strong testament to the commitment of SMU faculty towards developing high quality accounting research and placing SoA as a global leader among accounting schools in renowned universities.

[accountancy.smu.edu.sg](http://accountancy.smu.edu.sg)

### **About Singapore Management University**

Established in 2000, Singapore Management University (SMU) is recognised for its disciplinary and multi-disciplinary research that address issues of global relevance, impacting business, government, and society. Its distinctive education, incorporating innovative experiential learning, aims to nurture global citizens, entrepreneurs and change agents. With more than 12,000 students, SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with six of its eight schools - Accountancy, Business, Economics, Computing, Law and Social Sciences. Its seventh school, the SMU College of Integrative Studies, offers a bachelor's degree programme in deep, integrative interdisciplinary education. The College of Graduate Research Studies, SMU's eighth school, enhances integration and interdisciplinarity across the various SMU postgraduate research programmes that will enable our students to gain a holistic learning experience and well-grounded approach to their research. SMU also offers a growing number of executive development and continuing education programmes. Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond through its partnerships with industry, policy makers and academic institutions. [www.smu.edu.sg](http://www.smu.edu.sg)

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