



ASIA PACIFIC MANAGEMENT ACCOUNTING ASSOCIATION (APMAA) 2020 WEBINAR TALK SERIES

THEME: “Staying Relevant: Finance and Management Accounting in the Digital Era”

As part of our global engagement initiative, the Malaysian APMAA 2020 team is delighted to invite all members to participate in APMAA Free Webinar Series 2020. Our team has scheduled the Webinars 2020 to be held for two months in October and November 2020. The month of October is especially dedicated for the Opening Ceremony, Keynote Address, Forums 1 and 2, and Webinar Talk Series 1 from Malaysia. In November will be Forum 3 and Webinar Talk Series 2 to 4 by invited speakers globally.

You are invited to join all sessions, or you can choose to participate in any of these sessions starting from Series 1 on 1st October 2020 until Series 8 ending on 25 November 2020. If you are interested to join these sessions, *kindly register at these links:*

Session 1: University-Industry Strategic Partnership in Driving Business Excellence in the Digital Era

<https://forms.gle/Jrrx3nWBqdCwjP1b7>

Session 2: The Role of Management Accountants in Digital Transformation

<https://forms.gle/9fBDgtqwito9H4QX6>

Session 3: APMAA’s Asia-Pacific Accounting School Series -Accounting Education Learning Transformation in the Digital Era

<https://forms.gle/5Wqo5fm9Ade7SmaU8>

Session 4: Digital Transformation of Management Accounting Practices by Profit and Non-Profit Organisations

<https://forms.gle/5aHu4BMhseDNU4hT7>

Session 5: New Digital Innovations in Management Accounting

<https://forms.gle/dH3S1eQv4zR43eBJ6>

Session 6: Islamic Finance and Fintech Revolution

<https://forms.gle/zkQ8F7u6CjULnwB17>



Session 7: Performance Management in the Emerging Business in Digital Era

<https://forms.gle/E4NYSH65J5fmiSA66>

Session 8: Digital Transformation and the Black Swan – Pandemic and Risk Management

<https://forms.gle/7YTDd4CTgpAY5yL89>

Once you have registered we will acknowledge your participation and the link for the event will be sent to the same email address you used for registration.

Please find attached the schedules for all APMAA 2020 WEBINAR TALK SERIES. Should you have any queries, do not hesitate to contact any of us at the following email address:

1. Prof Datin Dr Suzana Sulaiman, e-mail: suzana1110@uitm.edu.my
2. Prof Dr Jamaliah Said, e-mail: jamaliah533@uitm.edu.my
3. Associate Prof Dr Sharifah Norzehan Syed Yusuf, e-mail: shari893@uitm.edu.my
4. Associate Prof Dr Tuan Zainun Tuan Mat, e-mail: tuanz693@uitm.edu.my

APMAA 2020 WEBINAR TALK SERIES committee members look forward to meet all of you virtually. Stay safe, stay connected and take care.



APMAA 2020 WEBINAR TALK SERIES

THEME: “STAYING RELEVANT: FINANCE AND MANAGEMENT ACCOUNTING IN THE DIGITAL ERA”

SESSIONS	WEBINAR SERIES
29 SEPT 2020 TUESDAY 3.00pm -6.00pm	APMAA Directors Meeting (To be hosted by APMAA President 2020)
SESSION 1 1 OCT 2020 THURSDAY 3.00 – 5.00 PM	OPENING REMARKS: Professor Susumu Ueno, APMAA Chair of the Board of Directors Associate Professor Mohammed Elgammal, APMAA President 2020 Professor Datin Dr Suzana Sulaiman, Chair, APMAA 2020 Webinar Talk Series KEYNOTE ADDRESS: “University-Industry Strategic Partnership in Driving Business Excellence in the Digital Era.” Speaker: Professor Dr Marijn Janssen, Delft University of Technology, Netherlands Moderator: Professor Dr Normah Omar, CPA (A), FCMA (A), UiTM, Malaysia
SESSION 2 8 OCT 2020 THURSDAY 3.00 – 5.00 PM	FORUM 1 Title: The Role of Management Accountants in Digital Transformation Panelists: 1. Datuk Bazlan Osman, Chairman, Professional Accountants in Business (PAIB), Malaysian Institute of Accountants 2. Professor Michael Tse, Global Chairman of CMA Australia



	<p>3. Mr Venkkat Ramanan, Regional Vice President, Asia Pacific, Association of International Certified Professional Accountants</p> <p>Moderator:</p> <p>Assistant Professor Dr. Kanitsorn Terdpaopong, Rangsit University, Thailand.</p>
<p>SESSION 3 15 OCT 2020 THURSDAY 3.00 – 5.00 PM</p>	<p>FORUM 2</p> <p>Title: APMAA’s Asia-Pacific Accounting School Series - Accounting Education Learning Transformation in the Digital Era</p> <p>Panelists:</p> <ol style="list-style-type: none">1. Professor Datin Dr Suzana Sulaiman, FCMA, CGMA, CA(M), UiTM, Malaysia2. Associate Professor Dr Kanibhatti Nitirojntanad, Chulalongkorn University, Thailand3. Professor Dr Vincent K. Chong, University of Western Australia (UWA), Australia <p>Moderator:</p> <p>Professor Dr Ibrahim Kamal Abdul Rahman, CPA (A), FCMA (A), UNiKL, Malaysia</p>
<p>SESSION 4 22 OCT 2020 THURSDAY 3.00 – 5.00 PM</p>	<p>WEBINAR TALK SERIES 1</p> <p>Theme: Digital Transformation of Accounting Practices by Profit and Non-Profit Organisations</p> <p>Speakers:</p> <ol style="list-style-type: none">1. “Digital Transformation of Management Accounting Practices of Zakat Institutions in Malaysia”, Associate Professor Dr Sharifah Norzehan Syed Yusuf, ACMA, CGMA,UiTM, Malaysia2. “Digital Adoption and Competitive Advantage of SMEs in Malaysia”, Associate Professor Dr Tuan Zainun Tuan Mat, ACMA, CGMA, CA(M), UiTM, Malaysia3. “Transforming Management Accounting Practices in Federal Government of Malaysia”, Dr N. Farahin Binti Ali @ Ibrahim, Accountant General Department, Malaysia <p>Moderator:</p>



	Dr Norlaila Md Zin, UiTM, Malaysia
SESSION 5 5 NOV 2020 THURSDAY 3.00 – 5.00 PM	WEBINAR TALK SERIES 2 Theme: New Digital Innovations in Management Accounting Speakers: <ol style="list-style-type: none">1. “Use of Big Data in a Digital Economy: Thoughts on Challenges for Management Accountants”, Professor Emad Awadallah, Qatar University, Qatar2. “The impact of AI (Artificial Intelligence) on Cost and Managerial Accounting; software, real-life examples in the COVID19 Era, Professor Ghassan H. Mardini, Qatar University, Qatar3. “Big Data Implication in Thailand: Observation from an Academic Point of View”, Assistant Professor Dr. Kanitsorn Terdpaopong, Rangsit University, Thailand Moderator: Associate Professor Dr. Zarinah Abd Rasit, UiTM, Malaysia
SESSION 6 12 NOV 2020 THURSDAY 3.00 – 5.00 PM	WEBINAR TALK SERIES 3 Theme: Islamic Finance and Fintech Revolution Speakers: <ol style="list-style-type: none">1. “Islamic Finance in the Digital Age of Fintech Revolution”, Professor Dr. Humayon Dar, Director General of Cambridge Institute of Islamic Finance, University of Cambridge, UK2. “Islamic Finance, Fintech Revolution and Poverty Alleviation: The Umbilical Cord”, Dr Ibrahim Oladapo, Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia3. “How does digital financial inclusion impact on banking stability? An international evidence”, Professor Dr. Mohammad Kabir Hassan, University of New Orleans, USA Moderator: Professor Dr. Jamaliah Said, UiTM, Malaysia



<p>SESSION 7 19 NOV 2020 THURSDAY 3.00 – 5.00 PM</p>	<p>FORUM 3</p> <p>Title: Performance Management in the Emerging Business in Digital Era</p> <p>Speakers:</p> <ol style="list-style-type: none">1. Mrs. Zarina Nor Ismail, Chief Credit Officer, SME Bank Malaysia2. Dr. Jau Huang, Chairman and CEO of CyberLink, Taiwan3. Dr. Catur Budi Wibowo, CA, CMA, Ak, Indonesia Government <p>Moderator:</p> <p>Associate Professor Dr Aliza Ramli, UiTM, Malaysia</p>
<p>SESSION 8 25 NOV 2020 WEDNESDAY 3.00 – 5.30 PM</p>	<p>WEBINAR TALK SERIES 4</p> <p>Theme: Digital Transformation and the Black Swan – Pandemic and Risk Management</p> <p>Speakers:</p> <ol style="list-style-type: none">1. “Price and Volatility Spill Overs between Global Financial Markets prior to and during the COVID-19 Pandemic”, Associate Professor Mohammed Elgammal, Qatar University, Qatar2. “Online teaching and learning during the pandemic: Experience from Canada”, Professor Dr. Paul Scarborough, Brock University, Canada3. “Utilizing Gamification in Financial and Accounting Education”, Dr. Dinh Thi Thanh Van, University of Economics and Business-VNU, Vietnam4. “How to Deal with an Unexpected Crisis – The Swedish Way: Reflections from an Institutional Perspective”, Professor Dr Jan Alpenberg, Dean for the Faculty of Accounting and Logistics (Business Law), Linnaeus University, Sweden5. “Cost Optimization in Crisis Time”, Professor Dr Tomasz Wnuk-Pel, University of Lodz, Poland <p>Moderator:</p> <p>Associate Professor Dr Eley Suzana Kasim, UiTM, Malaysia</p>



5.35 pm	CLOSING: Indonesia APMAA Conference 2021 Promotional Video and Briefing: Professor Dr Sekar Mayangsari
5:50 pm	Closing Remarks: Prof Dr Datin Suzana Sulaiman, Chair, APMAA 2020 Webinar Talk Series Prof Jimmy Tsay, APMAA Deputy Chairman
6.00 pm	End of APMAA Webinar 2020

****Note: All sessions are following Malaysia Standard Time (MYT), GMT+08.00***