

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

- **Senior Lecturer**
- 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 – 2023
 - 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 (HK\$124,200)**
 - 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 (HK\$25,000)**
 - Co-Investigator – “The Development of a Monopoly-based Accounting Simulation Game - Fun Fund”, 2014 – 2017

Research Projects in Learning and Teaching

1. Project Leader - Community of Practice: Learning Analytics. (\$187,500)
2. Project Leader - Incorporate Generative Artificial-Intelligence (AI) enhanced teaching and learning applications to assist the development of selected virtual tutorial modules and to enhance student active learning inside and outside classroom learning. (\$420,000)
3. Project Leader - Learning Towards Learner Autonomy: An Exploration of Blended Green Learning in Accounting Education. (\$70,552)
4. Project Member - Developing a Self-Service Portal for Different Stakeholders to Access Teaching and Learning Reports or Dashboards. (\$1.31 m)

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5. Project Member - From rubrics to grades: Enhancing grade integrity and grade consistency at PolyU. (\$500,000)
6. Project Member – Next level online learning: Metaverse as a driver for enhanced, immersive student interactions. (\$500,000)
7. Project Member - Supporting teachers’ VTL enhancement via Intelligent Learning Analytics Dashboards. (\$500,000)

Establishing a Scholarship (Improvement Award for Master of Corporate Governance)

Full-time MCG Students

- Criteria: The highest improvement (in absolute value) of cumulative GPA in Semester 3 compared to the cumulative GPA in Semester 1
- Prize:
 - First Prize (Sunflower Award 金葵花獎) at HK\$3,000
 - Second Prize (Antelope Award 飛躍羚羊獎) at HK\$2,000

Part-time MCG Students

- Criteria: The highest improvement (in absolute value) of cumulative GPA in Year 2 compared to the cumulative GPA in Year 1
- Prize:
 - First Prize (Sunflower Award 金葵花獎) at HK\$3,000
 - Second Prize (Antelope Award 飛躍羚羊獎) at HK\$2,000

Presentation in the Quality Assurance Council (QAC) Audit

- Presenting and demonstrating how PolyU uses Intermediate Accounting 1 and 2 (AF3110 and AF3111) data in the Learning Analytics Platform (LAP) to improve teaching and students' learning, 2023 – 2024.
- Showing how to apply blended learning to learning, teaching and assessments at the subject level, 2023 – 2024.
- Illustrating how the LAP integrates with the Learning Management System to provide different learning analyses, 2023 – 2024.

Innovation in Learning and Teaching

- Applying Paperless Teaching and Learner Autonomy by Blended Learning with 100% Online Assessments on Intermediate Accounting 1 and 2 (AF3110 and AF3111), 2016 – Current.
- Applying Metaverse to Learning and Teaching on Intermediate Accounting 1 (AF3110), 2023 – 2024.

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.

Development of a Learning Analytics Platform (LAP)

- Assisting the development of the Subject e-Engagement Report (SeER) includes information related to a student’s use of PolyU’s online learning platforms, 2023 – 2024.
- Using Intermediate Accounting 1 and 2 to test the LAP and share the learning and teaching experience, 2023 – 2024.

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Knowledge Transfer in Learning and Teaching

1. Speaker – TDG Project, “Teaching experience inside the Metaverse”, 2024
2. Coordinator and Facilitator – Communities of Practice (CoP) Workshop, “Unveiling True Learning: Using Learning Analytics for Assessment in the Age of AI”, 2024
3. Participant – EDC Workshop, “Generative AI tools to support research”, 2023
4. Participant – EDC Workshop, “Conducting Peer Review of Teaching Practice”, 2023
5. Facilitator – EDC Workshop, “Kick-off Session for Communities of Practice”, 2022 - 2025, 2023
6. Speaker – CPCECPR Conference 2023, “Smart Education: Pedagogical Innovation and Learning Analytics”, 2023
7. Presenter – EDC Workshop, “Learning Analytics Meets SoTL: Data Requests and Ethical Considerations”, 2023
8. Guest Presenter – EDC Workshop, “eAssessment Solutions Showcase”, 2022
9. 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
10. 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
11. 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
12. 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
13. Facilitator - Communities of Practice (CoP) - Sub Community, “eAssessment on Online Learning and Teaching”, 2021 - Current
14. Co-Investigator – Paper, “Developing a Self-Service Portal for Different Stakeholders to Access Teaching and Learning Reports or Dashboards”, 2021 – Current
15. Presenter – Conference, “Panopto Asia Roundtable 2020”, 2020
16. Contributor – Paper, “Building a Learning Community to Facilitate Video-Based Peer Coaching on Teaching Practice in the Extended Classroom”, 2020
17. Guest Speaker and Facilitator – EDC Workshop “Technology impacts on learning and teaching: Green Assessment and Smart e-Grading”, 2019
18. Reviewer – Learning Management System, “PolyU Proposed Learning Management System: Canvas”, 2019
19. Reviewer – Learning Management System, “PolyU Proposed Learning Management System: Brightspace”, 2019
20. Co-author – Paper, “Developing a Learning Analytics Tool to Empower Teachers to Conduct Analysis of Learners' Online Behaviour”, 2018
21. Guest Presenter – EDC Workshop, “Using Panopto to Support Assessment”, 2018
22. 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

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- **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
 - AF5142 Advanced Corporate Governance
 - AF5143 Corporate Compliance
- **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 – Current
 - 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

- **Communities of Practice (CoP) at PolyU**
 - Facilitator: 2022 - 2025
- **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

Hong Kong Institute of Certified Public Accountants (HKICPA)

- **Tax Faculty Executive Committee**
 - Committee Member - Tax Faculty Executive Committee, 2020 - Current

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- 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

N.M.S. Lutheran Kindergarten

- **Parents and Teacher Association (PTA)**

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- 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