

Information, Communications and Technology Interest Group webinar:  
**Business-finance integration –  
Insight into business, value in finance**

(Programme code: EWEB23111301)



In this webinar, the speaker will address the pressing challenges faced by enterprises in managing their finances within today's rapidly changing market landscape. As businesses grapple with evolving economic dynamics, financial management demands adaptability and improvement.

One focus of this webinar is the application of the “Events” approach to basic accounting theory. This theory proposed by George H. Sorter is a perspective that looks at financial transactions through specific business events, offering a more comprehensive understanding of accounting. It goes beyond traditional accounting, considering the cause-and-effect relationships between events and financial activities, leading to better decision-making and financial analysis. This approach empowers businesses of all sizes to tailor financial systems to their specific business characteristics, fostering an inclusive approach to business-finance integration.

The speaker will also introduce the latest trends of enterprise financial management and factors to consider when choosing an accounting system. The system should seek to strike a balance between the flexibility of business systems and the standardization of financial accounting. She will also delve into the practical applications and advantages of innovative accounting systems, and discuss strategies for navigating financial challenges and propelling businesses toward success in a dynamic market environment.

<b>Speaker</b>	<b>Ms. Jane Yan</b> Senior Consultant, Yonyou (HongKong) Co., Ltd.
<b>Date &amp; Time</b>	<b>Monday, 13 November 2023</b> 1:00 – 2:00 p.m.
<b>Format</b>	<b>Live webinar</b> (There will be real time Q&A)
<b>Language</b>	Cantonese
<b>Fee</b>	\$160 (HKICPA member or student or IA) / \$360 (non HKICPA member)
<b>CPD hour</b>	1 hour
<b>Competency*</b>	Information technology
<b>Sub-competency*</b>	Technology-related upgrades and implementations
<b>Rating*</b>	Foundation to intermediate level
<b>Enrolment Deadline</b>	10 November 2023 (online) / 9 November 2023 (offline)
<b>Registration</b>	Enrol online or complete the enrolment form and return it with full payment by the enrolment deadline. Enrolment will be accepted on a first-come-first-served basis. An email will be sent to you to confirm your registration. You can access the webinar by tablet, smart phone or PC.

\* Details of [Competency and Rating](#) information

## About the Speaker



**Ms. Jane Yan**  
**Senior Consultant,**  
**Yonyou (HongKong) Co., Ltd.**

Ms. Yan, with years of experience in the IT industry, has led the planning and design of digitalization projects in financial management for sizeable organizations across various industries, including Fortune-500 multinational corporations.

Having a strong background in product development, implementation and pre-sales consulting for cross-border enterprises, she can fully grasp customer needs and the changing market to provide professional advice and solutions.

Ms. Yan holds a bachelor's degree in Management Information Systems, as well as a master's degree in Business Information Systems.



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**Finance & Operations Department,  
 Hong Kong Institute of CPAs**

37th Floor, Wu Chung House,  
 213 Queen's Road East, Hong Kong

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<b>Admission Fee:</b>	<input type="checkbox"/> HKICPA Member: \$160	<input type="checkbox"/> non-HKICPA Member: \$360
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**Notes:**

1. Enrolment for the activity is accepted on a first-come-first served basis.
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7. The Institute reserves the right to change the venue, date, speaker, or to cancel the event due to unforeseen circumstances.
8. No unauthorized audio or video recording is allowed for the seminar.

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