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THE SUCCESS **INGREDIENT**

Judy Tsui, dean of the Faculty of Business, director of the Graduate School of Business and chair professor of accounting at the Hong Kong Polytechnic University



Mind altering

One of Hong Kong's foremost academics wants new Hong Kong accountants to open their minds and cross boundaries.

Professor Judy Tsui's list of accomplishments, both in business and academia, is outstanding. With degrees in accounting, finance and management, and a PhD in accounting, Tsui admits to being "driven by intellectual curiosity." But you get the feeling that behind her academic exterior lies a sense of obligation to the well-being and development of Hong Kong.

Bringing an international context to Hong Kong accounting education is one of Tsui's biggest goals. She was educated in the United Kingdom and Hong Kong, and qualified as a chartered accountant in Canada. In the last two years, she has expanded the global context of the curriculum at the Hong Kong Polytechnic University's Graduate School of Business. Among the changes: an increase in the number of international faculty members and more overseas exchange programmes.

Tsui is keen to erase some misconceptions about accountancy. "Too many students of accounting come into training thinking that they're learning a set of technical skills. Accounting requires high standards of professional judgment and the application of multiple skill sets." Her doctorate research was unique as the first of its kind to use data directly from Hong Kong businesses. Tsui believes this not only made it more relevant but also broke down barriers to other fields of study. "Accounting is not something that exists in a vacuum," she says. "It exists alongside a company's strategy, financing methods, marketing and group psychology. To understand it, you have to cross boundaries."

So where next for Hong Kong's preeminent accountancy teacher? Her immediate answer reveals a lifelong passion: "To continue to get people ready for the profession of accounting," although on reflection she notes she would appreciate more time for research. And her greatest challenge? "Changing students' minds – to get them to think that accounting is not only about technical expertise, but about professionalism and having an open mind. I really believe in the term, 'the thinking accountant', meaning that as standards and environments change, so accountants must consider how best to accomplish their auditing and reporting tasks." **A***