

41st World
Continuous
Auditing and
Reporting
Symposium



Program

Artificial Intelligence in Accounting and Auditing: Now for Real

Universidad de Huelva, Spain
November 9-10, 2017

aeca

Asociación Española de Contabilidad
y Administración de Empresas
Comisión de Nuevas Tecnologías



**American
Accounting
Association**
Strategic and Emerging
Technologies



Universidad de Huelva

FACULTAD
DE CIENCIAS
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RUTGERS

Rutgers Business School
Newark and New Brunswick

Thursday, November 9, 2017

- 09:00 Registration & breakfast (Seminar 1.1. First floor)
- 09:30 Introduction & welcome (Rector, Dean, Organizers)
- 10:00 **OPENING CONFERENCE**
«Artificial intelligence in auditing and accounting»
Miklos Vasarhelyi. Rutgers University. USA
- 11:00 Break & networking (Seminar 1.1. First floor)
- 11:30 **SESSION 1**
MODERATOR: Alan Sangster. University of Sussex. UK
«Developing a cognitive assistant for audit brainstorming meetings»
Qiao Li. Rutgers University. USA
«The comparison of deep learning and bag of words approach»
Ting (Sophia) Sun, Rutgers University. USA
«The fusion of artificial Intelligence and blockchain on the audit process»
Andrea Rozario. Rutgers University. USA
- 13:00 Luncheon (Ground floor. Left patio)
- 14:00 **WORKSHOP:**
«An explanation of neural networks and an implementation in TensorFlow»
Mauricio Codesso. University of Santa Catarina. Brazil. Kevin Moffitt. Rutgers University. USA
- 16:00 Break & networking (Seminar 1.1. First floor)
- 16:30 **SESSION 2**
MODERATOR: Daniela Mancini. Università di Napoli Parthenope. Italy
«Opportunities for intelligent tax compliance based on patented inventions»
Brigitte Muehlmann and Davit Khachatryan. Babson College. USA
«Digital tax administration system»
Vinod Kashyap. NextGen Knowledge Solutions Private Ltd. New Delhi Area. India
«DDE (Directed Design of Enterprise) method: A hierarchical parameter network based system for diagnosis and design of enterprises»
Klaus Nührich. Jinan University. Zhuhai Campus. PR China.
«Talent magnet for data analysts»
Mi (Jamie) Zhou. Virginia Commonwealth University. USA. Tawei (David) Wang. DePaul University. USA
- 18:30 Adjournment
- 21:00 Conference dinner

Friday, November 10, 2017**09:00 SESSION 3**

MODERATOR: Miklos Vasarhelyi. Rutgers University. USA

«Efficient energy monitoring: Big data and digital transformation as enablers for a higher resource efficiency»

Dirk Henrich⁽¹⁾, Hermann Siebdrat⁽²⁾ and Thomas Heupel⁽¹⁾.

FOM Hochschule Essen⁽¹⁾ and Technische Hochschule Köln⁽²⁾. Germany

«Meaning of big data and advanced analytics for SME's financing»

Carsten Felden and Claudia Koschtial. Technische Universität Bergakademie Freiberg. Germany

«European and local initiatives of smart cities»

Melinda Ratkai. Universidad de Malaga. Spain

«Youtube reporting in European municipalities»

Enrique Bonsón. Universidad de Huelva.

Michaela Bednárová. Universidad Pablo de Olavide. Spain

11:00 Break & networking (Seminar 1.1. First floor)

11:30 SESSION 4

MODERATOR: Enrique Bonsón. Universidad de Huelva. Spain

«Fuzzy cognitive maps: An application to the analysis of purchase intention for touristic products in a social media context»

Tomás Escobar, María Asunción Grávalos and Cinta Pérez-Calañas.

Universidad de Huelva. Spain

«Audit data analytics of un-regulated voluntary disclosures and auditing expectations gap»

Amir Michael and Rob Dixon. Durham University Business School. UK.

«Different access barriers of generation x, y and z to new digital applications and derived implications for training courses»

Hermann Siebdrat, Thomas Heupel, Dirk Henrich and Maik Colberg. Technische Hochschule Köln and FOM Hochschule Essen. Germany

«Influence of e-commerce on sales in the manufacturing industry»

Javier de Andrés, Pedro Lorca and Julita García. Universidad de Oviedo. Spain

13:30 Closing comments & adjournment





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Alan Sangster. University of Sussex. UK

Miklos Vasarhelyi. Rutgers University. USA

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