

CAO Qun



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Faculty : School of Business
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China
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Academic Qualification

2018.9-2020.7 Post-doctor.: Tsinghua University; Finance;
2012.9-2016.7 Ph.D.: Peking University; Accounting;
2009.9-2012.7 Master: Peking University, Software engineer;
2005.9-2009.7 BS/BA: Beijing Technology and Business University,
Experimental class & Accounting (CPA)

Working Experience

2020-now Assistant Professor / Macau University of Science and
Technology
2018-2020 Researcher / National Financial Regulatory Administration
2016-2018 Researcher / China Aerospace Science and Technology
Corporation

Teaching Activities

Audit; Corporate governance; Management accounting; Financial accounting and reporting; Financial statement analysis, etc.

Research Areas

Integration of AI and finance; ESG (Environmental, Social and Governance);
Corporate governance; Corporate finance; audit ect.

Selected Publications

Papers

- [1] Zhang JinYuan, **Qun Cao***(^{*} is the corresponding author, the same below), RiGuang Wen. Has the Fan Economy Affected the Price of Non-Fungible Tokens (NFTs)? [J]. *Frontiers in blockchain (ESCI)*, 2025(8).
- [2] **Cao Qun**, Wu Duoduo, Liang Siye. Research on the impact of shared auditors on corporate ESG ratings[J]. *Accounting Friends*, 2025, Accepted
- [3] Wen Riguang, **Cao Qun**^{*}, Ou Chunliang. Research on Event Accounting Information System Based on Big Data Technology [J]. *Accounting Research (CSSCI)*, 2025, 4: 3-15.
- [4] Xu Qian, **Cao Qun**, Liyan Wang. Digital inclusive finance and digital transformation of Chinese enterprises: Perspectives on company technology intensity and financialization [J]. *Economics & Politics (SSCI)*, 2024, 37(1): 442-486.
- [5] **Cao Qun**, He Jiurui. Discussion on the promotion of high quality development of public hospitals by management accounting reports [J]. *China Management Accounting*, 2024 (6): 41-49
- [6] **Cao Qun**. Exploration of management accounting promoting the efficiency of public resources in higher education institutions: focusing on vocational colleges [J]. *Chinese Management Accounting*, 2023 (06): 50-57
- [7] Shen Yongjian, Xu Hanwen, Ding Xinxin, **Cao Qun**. Research on the contagion effect of rising labor costs in enterprises [J]. *Accounting and Economic Research*, 2023(03), 3-20. doi: 10.16314/j.cnki.31-2074/f.20230613.001
- [8] Riguang Wen, **Qun Cao**^{*}, Huijuan Wang. Are pay decisions based on pre-contract efficiency necessarily correct? evidence from players contracts of national basketball association [J]. *Sage Open (SSCI)*, 2023(12):1-10.
- [9] **Qun Cao**^{*} et al. The structural characteristics of top management team and the quality of internal control: from the perspective of sub team [J]. *Nankai management review*, 2022, 25(6):64-74.
- [10] Yingji Liu, **Qun Cao**^{*} et al. Can integration of agriculture and tourism promote rural green development? —empirical evidence from 152 Cities in China [J]. *Agriculture (SSCI)*, 2023, 13(2), 405.
- [11] Erhong Wang, **Qun Cao**^{*} et al. Fiscal decentralization, government environmental preference and industrial green transformation [J]. *Sustainability (SSCI)*, 2022, 14, 14108.
- [12] Wu, X., **CAO, Q.**^{*}, Tan, X. and Li, L. The effect of audit of outgoing leading officials' natural resource accountability on environmental governance: evidence from China [J]. *Managerial Auditing Journal (SSCI)*, 2020, 35(9): 1213-1241.
- [13] Chen H, Tan X, **Cao Q**^{*}. Air pollution, auditors' pessimistic bias and audit quality: evidence from China [J]. *Sustainability Accounting Management and Policy Journal (SSCI)*, 2020, ahead-of-print.
- [14] Zhao Z, **Cao Q**^{*}. An empirical study on continual usage intention of microblogging: the case of Sina[J]. *Nankai Business Review International*, 2012, 3(4):413-429(17).
- [15] Sun Yuefan, Zhang Qi, Cao Qun, etc The impact of the structural characteristics of

- executive teams on the quality of internal control in enterprises: based on the perspective of subgroups [J] Nankai Management Review, 2022, 25 (6): 64-74, DOI:10.3969/j.issn.1008-3448.2022.06
- [16] Zhu Jianqi, **Cao Qun** *, Li Wenbiao. Research on the current situation, problems and countermeasures of the pilot practice of rural housing mortgage loan —— Based on the experience of 27 pilot rural housing mortgage loans in 21 provinces of China. Fujian Forum (Humanities and Social Sciences) (CSSCI), 2021, 7: 5-14.
- [17] Zeng Jianguang, **Cao Qun**, etc. COVID-19 epidemic and the "economic singularity" of AI - evidence based on big data of consumer behavior [J] Industrial Economics Review, 2021 (5): 116-132 DOI:10.3969/j.issn.2095-5073.2021.05.007.
- [18] **Cao Qun**, Zhang Jinyuan, Zhang Zhuo. Review on the research of green strategy and green innovation of enterprises based on Sustainable Development [J]. Education Development Research (CSSCI), 2021, (03), 3:117-119
- [19] **Cao Qun**, Yuan Zhe, Xu Qian, Zeng Zhi-er, Zhang Ya-li, Wang Gang. Exploration and research on carbon neutrality bonds based on blockchain technology[J]. The Modern Science, 2021, (06):27-35
- [20] Sun Yuefan, **Cao Qun**, etc. Audit of natural resource assets departure of leading cadres and fulfillment of corporate environmental responsibility [J]. Audit Research, (CSSCI) 2021 (5): 42-53 DOI:10.3969/j.issn.1002-4239.2021.05.006.
- [21] Xu Qian, Yue Yilin, **Cao Qun** *. Management R & D background, innovation investment and enterprise value -- an empirical analysis based on listed high tech enterprises [J]. China Accounting Review (CSSCI), 2020,18(03):389-406.
- [22] Ye Yanfei, **Cao Qun**, Hong Wei, Tan Lin. Some ideas on further promoting the development of green finance (part two) [N]. China Financial News, 2020-09-22 (002).
- [23] Ye Yanfei, **Cao Qun**, Hong Wei, Tan Lin. Some ideas on further promoting the development of green finance (part one) [N]. China Financial News, 2020-09-05 (002).
- [24] **Cao Qun**, Zhang Zhuo, Ding Yongqiang, Cai Xiaotong, Wu Huaping. Supply chain collaboration and financing of social enterprises based on blockchain [J]. Review of industrial economy (CSSCI), 2020 (03):38-62.
- [25] Zhou shaoni, Wang Zhongchao, **Cao Qun**. Length of control chain and mixed ownership of state owned enterprises [J]. Accounting Research (CSSCI), 2020 (05):80-90.
- [26] Xu Qian, **Cao Qun** *, Wang Liyan. Carbon market, carbon emission reduction and enterprise value —— An analysis based on valuation model and data of power pilot enterprises [J]. Fujian Forum (Humanities and Social Sciences) (CSSCI) , 2020 (05):151-162.
- [27] **Cao Qun**, Lin Kan, Li Zheng, Zhang Huiqi. International supervision comparison and risk prevention and control of STO [J]. The Modern Science, 2020 (01):16-23+44.
- [28] Zhou shaoni, Wang Zhongchao, **Cao Qun**. Senior executive power, institutional investors and M & A performance [J]. Finance and Economics Catena (CSSCI) , 2019 (09):73-81.

- [29] Lin Kan, **Cao Qun ***, Chen Zheli. Legal supervision and risk prevention of virtual currency and token issuance financing from an international perspective [J]. Tsinghua Financial Review, 2019 (05):110-112.
- [30] **Cao Qun**, Xu Qian. Research on the construction of financial "environment, society and governance" (ESG) system [J]. Financial Supervision Research (CSSCI), 2019 (04):95-111.
- [31] **Cao Qun**, Xu Qian. Research on the development of electric vehicles and the impact of industrial policies [J]. Review of Industrial Economy (CSSCI), 2019 (02):20-46.
- [32] Zhao Jianxun, **Cao Qun ***. Discussion on green finance in promoting sustainable and healthy development of green buildings [J]. China Banking, 2019 (02):78-81.
- [33] **Cao Qun**, Lin Kan, Xu Qian. Analysis on the whole process accounting treatment of digital token based on complete accounting period [J]. Finance and Accounting (CSSCI), 2019 (02):39-42.
- [34] **Cao Qun**, Liu Wan, Li Zheng. Discussion on technology finance supporting basic research and its supervision [J]. The Modern Science, 2018 (10):63-73.
- [35] **Cao Qun**, Xu Qian. Differences of information users' attention to carbon accounting measurement attributes —— Evidence based on expert interviews and experiments [J]. China Accounting Review (CSSCI), 2018, 16 (02):257-282.
- [36] Cai Wenyi, Liu Yi, Liu Yang, **Cao Qun**, Dai Kun. Analysis and Enlightenment of investigation and interview of major Aerospace Research Institutes [J]. The Modern Science, 2018 (04):73-80.
- [37] **Cao Qun**, Dai Kun. Research on the legislation of international space cooperation management system [J]. International Space, 2018 (03):55-59.
- [38] Cai Wenyi, **Cao Qun**. Investigation and analysis report on the status of scientific and technological workers in aerospace field [J]. The Modern Science, 2018 (03):67-76.
- [39] Yuan Zhenchao, Wei Xiaoquan, **Cao Qun ***. Agency cost, property of ownership and comparability of accounting information [J]. China Accounting Review (CSSCI), 2016, 14 (04):537-564.
- [40] **Cao Qun**, Sun Yuefan. Analysis of the impact of carbon assets on enterprise value under different accounting measurement attributes [J]. Finance and Accounting (CSSCI), 2016 (21):42-43.
- [41] **Cao Qun**. Analysis of the impact of carbon quota and carbon emission transaction on short-term enterprise value —— Comparison of different standards in China's carbon trading pilot provinces and cities [J]. Communication of Finance and Accounting (CSSCI), 2015 (16):33-35.
- [42] **Cao Qun**. The impact of accounting standards of carbon trading pilot provinces and cities on enterprise value —— Taking the electric power industry as an example [J]. Friends of Accounting (CSSCI), 2015 (08): 21-26.
- [43] **Cao Qun**. Discussion on the connotation and evaluation system of village cadres' economic responsibility audit [J]. Communication of Finance and Accounting (CSSCI), 2012(04): 102-103.

- [44] **Cao Qun**. Private fund and real estate financing [J]. Chief Financial Officer, 2012(01):29.
- [45] Zhao Z, **Cao Q***. An empirical study on continual usage intention of microblogging: the case of Sina [J]. Nankai Business Review International(CSSCI), 2012, 3(4): 413-429.

Published books

- [1] Zhao Zhanbo, Cao Qun (Co editor in chief), Jin Fei. *Digital Financial Marketing*. 2023, China Renmin University Press.
- [2] Wang Liyan, Cao Qun etc. *Social Responsibility Report*. 2014, 2015, 2016, Peking University Press.

Keynote Speaker

The 7th International Conference on Financial Innovation and Economic Development, January 14, 2022, Guangzhou, China (ICFIED 2022) ;

The 3rd Management Science Information and Economic Innovation Development Conference, December 10-12, 2021, Guangzhou, China (MSIEID 2021) etc.

My working papers have been selected in EI (three times), American Accounting Association Annual Meeting (three times) , European Accounting Association Annual Meeting, British Accounting and Finance Association Annual Meeting, 2025 International Conference on Finance & Accounting in the Sustainable and AI Era from the Pacific Region (2025, Nanjing), Academic Seminar on "2024 New Era, New Technology and New Development of Accounting Department in Private Universities" and awarded excellent paper at the conference; 2024 Industrial Engineering, Innovation and Entrepreneurship, and Industrial Ecology Forum, and awarded excellent papers at the conference; Academic Seminar on "High level Technological Self-reliance and New Quality Productivity" (2024); 2024 International Forum on Climate Investment and Financing and Wuhan International Environmental Protection Industry Expo; The 3rd Audit and Internal Control Academic Conference of Xijing University and the 20th Seminar of the Accounting Academic Alliance (2024), and received excellent papers at the conference; The 2nd Forum on "Digital Economy and High Quality Development of Enterprises" (2023), the International Conference on Digital Transformation and Development of Economy and Finance (2023), the 1st International Conference on Management Audit Journal (2023), the 1st International Conference on Management Frontiers and Innovation (2023), the British Accounting Review Special Issue Conference (2023), the 3rd Academic Seminar on Sustainable Development and Corporate Social Responsibility (2021), the Academic Seminar on "China ASEAN Economic and Trade Relations under the Century of Changes" (2021), Cross Strait Academic Forum on accounting and auditing in the new era and the 3rd annual meeting of accounting academic alliance (2020), the 2nd seminar on "the application of big data in the field of economics" (2020), the 2nd China social entrepreneurship research forum(2020), 2019 Academic Forum on accounting audit in the new era across the Straits, the first International Symposium on forensic accounting,

Foreign Academic Exchange Committee of Chinese Accounting Society and the first academic seminar of CJAS in 2019, Jiaotong University Accounting Cooperation Forum and the first academic annual meeting, the 8th "interdisciplinary research forum on public management, public finance and government accounting" and the 10th "symposium on the theory and practice of government accounting reform", the Zhigong accounting forum 7th meeting and accounting academic alliance Seminar 13th meeting, the seminar on "industrial development and poverty alleviation" of "China's industrial economy", 2019 China audit and business ethics development forum, the 4th ecological civilization audit theory innovation and development forum and contemporary accounting cross strait seminar, the 2nd Longma Seminar on accounting and finance, the 17th (2019) China Law and economics forum, the annual meeting of China Accounting Society in 2019, the 19th annual meeting of China Association for science and technology—the 2nd high end Forum on civil military integration, China environmental and economic scholars forum, the 2nd China Aerospace Summit Forum, the Cross Strait symposium on accounting, etc.

Such as : Zhang Jinyuan, **CAO Qun***. New Mode of Supply Chain Management and Financing Based on Block-chain. 2021 International Conference of Applications and Techniques in Cyber Intelligence (ICATCI2021). March 29-31, 2021. Anhui, China. Book Series : Advances in Intelligent Systems and Computing (ISSN : 2194-5357 ; EISSN : 2194-5365). Publisher : Springer Science and Business Media Deutschland GmbH.

CAO Qun, Zhang Jinyuan. Digital Inclusive Finance and Innovation of Small and Micro Enterprises under Mobile Internet. 2021 International Conference of Applications and Techniques in Cyber Intelligence (ICATCI2021). March 29-31, 2021. Anhui, China. Book Series : Advances in Intelligent Systems and Computing (ISSN : 2194-5357 ; EISSN : 2194-5365). Publisher : Springer Science and Business Media Deutschland GmbH.

Scientific research projects in charge of or participated in

- [1] Chongqing Commercial Accounting Society / Reform and Application Demonstration of RPA Financial Robot Course under the Background of Digital Transformation, 2024-2025, charger
- [2] Macau University of Science and Technology / Shared Prosperity and Corporate ESG, 2023-2024, charger
- [3] Zhuhai Association for Science and Technology / Research on the current status and development of Zhuhai blockchain technology industry, 2022-2023, charger
- [4] Zhuhai 2021-2022 Philosophy and Social Science Planning Project, Blockchain Assists Zhuhai Customs Technological Innovation and Cross-border Trade Development: Based on Zhuhai Customs Alliance Chain, 2021-2022, charger
- [5] National Natural Science Foundation youth program, 71802186 / Research on the impact mechanism of carbon market on Enterprise Value: Theoretical modeling, accounting measurement and empirical test, 2019.1 - 2020.12, project completed, participants

- [6] Major project of National Social Science Foundation of China, 14ZDB141 / Research on ecological value compensation standard and environmental accounting method -- Based on the gradient difference of development level and functional regionalization, 2015.1 - 2019.12, project completed, participants
- [7] Project of Environmental Planning Institute of Ministry of environmental protection / Environmental Accounting: micro and macro, 2013.1 - 2013.12, project completed, participants
- [8] Ministry of finance "China management accounting development plan" special emergency project, B0708-CMC15N7526, Project package No.10: Environmental accounting research, 2015.7 - 2015.12, 500000 yuan, project completed, participants
- [9] Strategic basic research project of China Association for science and technology, DXB-ZKQN-2016-021, Exploration and Research on the commercial development of space tourism, 2016.10 - 2018.3, project completed, charger
- [10] National strategic basic research, 17-ZLXD-ZL-07-02-02-01, Analysis of the impact of global rapid strike weapons on nuclear arms control, 2017.1 - 2018.4, project completed, charger
- [11] National strategic basic research, 17-ZLXD-ZL-08-14-03-02, Research on the strategic issues of improving the input-output efficiency of national defense science and technology funds, 2017.1 - 2018.8, project completed, charger
- [12] Strategic basic research project of China Association for science and technology, YB-2016-552, A survey of scientific and technological workers in the aerospace field, 2016.7 - 2017.12, research completed, project completed, charger
- [13] National strategic basic research, CLSL-2016-01, Research on the legislation of international space cooperation management system, 2016.7 - 2017.7, research completed, project completed, charger
- [14] National strategic basic research, CISL-2016-04, Research on legislative requirements of commercial flight activities in sub orbit, 2016.7 - 2017.7, research completed, project completed, charger
- [15] National strategic basic research / Research on generation mechanism of space equipment operational requirements under complex conditions, 2016.7 - 2018.5, project completed, one of the charger
- [16] International Association of Astronautics (IAA) project / Research on the strategy of large scale and low cost space entry for the future, 2017.1 - 2019.12, under study, one of the charger

Other Professional Activities

CICPA ; CFA; Lawyer; Senior Accountant; Engineer

2012-2018, Continuous entrepreneurship i.e. fresh O2O, financial cloud, and financial robots;

2008-2012, Successively practiced in accounting firms, China Financial News, the Central Committee of the Communist Youth League of the CPC, the China Institute of Industrial Economics, etc.

Honors/Awards

In 2025, guided students to participate in the 2025AIGC Innovation Competition and won the third prize in the Hong Kong, Macao and Taiwan region;

In 2025, guided students to participate in the Second Guangdong-Hong Kong-Macao University Accounting Case Competition and won the second prize;

2024 "Best Guidance Teacher" of the 14th National College Student E-commerce "Innovation, Creativity, and Entrepreneurship" Challenge / 2024 "University Council Member" of the third National College Students' Green Cosmetics Innovation and Creativity Competition / Winning Award in Guiding students to participate in the 10th College Student Entrepreneurship Competition in Xiangzhou District, Zhuhai City in 2023 / "Research on the Current Situation and Development of the Blockchain Technology Industry in Zhuhai" Excellent Project Report/ "Excellent Instructor" in the 11th National College Student E-commerce "Innovation, Creativity and Entrepreneurship" Competition / Excellent Thesis Award of the 2nd Social Enterprise Forum / Second prize of papers of China Society of space law / Peking University Lingrui scholarship/ Mitsubishi Tokyo UFJ scholarship / Stanford-Peking University language partner / Three A student of Guanghua School of Management, Peking University / Excellent graduate of Guanghua School of management, Peking University / First prize in quality speech competition of Peking University/ Three A student of Peking University / Peking University Red Mansion Art Award / Outstanding Graduate Award / University first prize, the first level scholarship, three A students, excellent graduates / National scholarship / National inspirational scholarship.