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Kia Hong is the Assistant Dean (Undergraduate) where he provides leadership and support in the development and implementation, and continuous quality improvement of an innovative curriculum, assessment and evaluation of the curriculum. He actively teaches in accounting, sustainability, risk management, assurance and analytics courses in the bachelor's degree, master's degree and executive courses.

He holds a Master of Science (Marketing) from NTU where he was awarded the Dean's Honours List. His teaching accolades include 2022 Nanyang Education Award (College), 2021 and 2018 NBS Master of Science (Accountancy) Teacher of the Year Awards, 2019 Nanyang Education Award (School), 2015 NBS Accountancy Teacher of the Year and 2015 NBS Teaching Excellence Award for Accounting Division.

Kia Hong is also the Deputy Director of the Centre for Accounting and Auditing Research (CAAR) where he works with the industry to pursue practice research. An avid researcher, he has published in professional journals and contributed articles to the local print media.

Kia Hong's services extend beyond NTU. Notably, he is a regular speaker in the Accounting and Corporate Regulatory Authority (ACRA), the Institute of Singapore Chartered Accountants (ISCA) and Association of Chartered Certified Accountants (ACCA) major conferences and a trainer with ISCA's and ACCA's continuing professional educations. He also provides regular training, consultancy and research work to accounting firms and corporate organisations.

Kia Hong is the sole Singaporean member of the global GHG Protocol Corporate Standard Technical Working Group. He also facilitates the 3-day Sustainability Assurance Capstone Module for the ISCA Sustainability Assurance Professional Certification and develops sustainability-focused executive master and professional certification programmes at NTU. Kia Hong is a co-examiner for Singapore Chartered Accountants Qualification Programme for the Business Value, Governance and Risk and Capstone - Integrative Business modules. He is a member of ISCA's Auditing and Assurance Standards Committee, ISCA's data analytics sub-committee and ISCA's Investigation and disciplinary panel and the legal profession Inquiry Panel appointed by the Honourable Chief Justice. Kia Hong was previously a member ISCA's Membership Growth and Engagement Committee, ISCA's judging panel for the prestigious Annual Report Award under the Singapore Corporate Awards and had worked with ISCA on ACRA's Practice Monitoring Programme.