



# NEWSLETTER

31 Aug 2022

ISSUE 33

RESEARCH FOCUS

## PUBLICATION

### 1 RESEARCH PAPERS THAT RANKED ABS3 OR ABOVE

Jiang, T., **Miao, L.**, & Fu, X. X. (2022). Tourism and Yuan-based strangership. *Annals of Tourism Research*, 94, Article 103401. <https://doi.org/10.1016/j.annals.2022.103401> (ABS4)

Lv, W. Q., Wang, Y. J., Su, C. H., Chen, M. H., & **Kot, H. W.** (2022). A comprehensive analysis of package tour quality: A stochastic evolutionary game. *Tourism Management*, 91, Article 104478. <https://doi.org/10.1016/j.tourman.2021.104478> (ABS4)

Liu, B. H., Huang, W., Chan, K. C., & **Chen, T.** (2022). Full length article Social trust and internal control extensiveness: Evidence from China. *Journal of Accounting and Public Policy*, 41(3), Article 106940. <https://doi.org/10.1016/j.jaccpubpol.2022.106940> (ABS3)

Mandi, E., **Chen, X. Y.**, Zhou, K. Z., & Zhang, C. (2022). Loose lips sink ships: The double-edged effect of distributor voice on channel relationship performance. *Industrial Marketing Management*, 102, 141-152. <https://doi.org/10.1016/j.indmarman.2022.01.005> (ABS3)

**Huang, H.**, & Liu, S.Q. (2022). Are consumers more attracted to restaurants featuring humanoid or mechanoid service robots? *International Journal of Hospitality Management*. Forthcoming (ABS3)

Gong, C., Liu, J., **Law, R.**, & Ye, Q. (2022). Exploring the effects of official-structured managerial responses on hotel online popularity. *International Journal of Hospitality Management*, 106, Article 103293. <https://doi.org/10.1016/j.ijhm.2022.103293> (ABS3)



**Liu, X. M., Yu, J., Guo, Q., & Li, J.** Employee engagement, its antecedents and effects on business performance in hospitality industry: a multilevel analysis. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-12-2021-1512> (ABS3)

**Xu, A. J., Zhu, T. T., Loi, R., & Chow, C. W. C.** Can customer participation promote hospitality frontline employees' extra-role service behavior? *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-11-2021-1413> (ABS3)

**Qiao, Z., Wang, Y., & Lam, K. S. K.** (2022). New evidence on Bayesian tests of global factor pricing models. *Journal of Empirical Finance*, 68, 160-172. <https://doi.org/10.1016/j.jempfin.2022.07.002> (ABS3)

**Qiao, Z., Li, Z. H., & Wang, Y. Z.** Air pollution and innovation-evidence from quasi-natural experiment of China's Huai River policy. *Review of Quantitative Finance and Accounting*. <https://doi.org/10.1007/s11156-022-01097-1> (ABS3)

**Shi, F. Q., Shu, L. J., & Gu, X. H.** An Enhanced Factor Model for Portfolio Selection in High Dimensions\*. *Journal of Financial Econometrics*. <https://doi.org/10.1093/jfinec/nbac029> (ABS3)

**Huang, B. B., Yang, E. D., & Zhang, Y.** Board surname sharing and investment efficiency: Evidence from Chinese state-owned enterprises. *Corporate Governance-an International Review*. <https://doi.org/10.1111/corg.12483> (ABS3)

**Haw, I.M., Wang, W., Zhang, W., & Zhang, X.** (2022). Capturing the straw in the wind: do short sellers trade on customer information? *Review of Quantitative Finance and Accounting* 58(4):1363–1394. (ABS3)

**Sun, H. Y., Zhang, C., Zhang, J. H., & Zhang, X.** How does mandatory IFRS adoption affect tax pinning decision? Evidence from tax avoidance distributions. *Accounting Forum*. <https://doi.org/10.1080/01559982.2022.2106850> (ABS3)

*Source: According to indexed dates, records are generated from Web of Science (WoS), Scopus, and the FBA full-time academic staff webpage as of 29 August 2022 and are listed in no particular order.*

## 2 OTHER PUBLICATION

- **Matthew Ting Chi LIU**, “推平價標準化方案”, [澳門日報] 2022-08-08
- **Matthew Ting Chi LIU**, “企業藉分享提高員工認同感”, [澳門日報] 2022-08-14
- **Matthew Ting Chi LIU**, “加強顧客體驗與網絡宣傳”, [澳門日報] 2022-08-15
- **Matthew Ting Chi LIU**, “七習慣建立深度工作力”, [澳門日報] 2022-08-21
- **Matthew Ting Chi LIU**, “澳門品牌內地生產”, [澳門日報] 2022-08-22
- **Matthew Ting Chi LIU**, “會議高效的訣竅與方法”, [澳門日報] 2022-08-28
- **Matthew Ting Chi LIU**, “不同方式增銷售收入”, [澳門日報] 2022-08-29

## STORY OF THE ISSUE

### 1 FBA ACADEMICS RECEIVE 4 OUTSTANDING ACHIEVEMENT AWARDS FROM THE 6TH MACAO RESEARCH IN HUMANITIES AND SOCIAL SCIENCES

The 6th Macao Research in Humanities and Social Sciences, co-organized by the Macao Foundation, Guangdong Social Sciences Association, and the Social Sciences in China, the recipients of Outstanding Achievements have been announced on 26 August 2022. Faculty of Business Administration has received **4 outstanding awards** in Paper, including the first prize.

For the continuously achievement of the Macao Research in Humanities and Social Sciences, and better mobilize the enthusiasm and creativity of Macau scholars, Macao Foundation, Guangdong Social Sciences Association, and the Social Sciences in China continuous to organize the **6th Macao Research in Humanities and Social Sciences** in 2021. It received positive response, with a total of 274 Chinese and English publications from Macao SAR, Mainland China, Hong Kong SAR, Taiwan and other regions. More than 80% are from local scholars and many of the papers have also been published in local or international core journals. At the same time, the number of English papers have also increased significantly this year, which shows that the academic atmosphere has become more active and international. The evaluation committee conducts initial assessment, review and final evaluation that our UM, FBA faculty members, **Prof. Maggie FU**, **Prof. Brenda ZHANG**, **Prof. Jia YUAN**, **Prof. Fiona YANG** and **Prof. Lawrence FONG** were awarded a first prize, a third prize and two merit awards in Paper.

We would like to congratulate those award-winning scholars.



Awardees of Outstanding Achievement Awards from the 6th Macao Research in Humanities and Social Sciences



The four awards won by scholars from the Faculty of Business Administration, University of Macau are: **Xiaoqing (Maggie) Fu**, Yongjia Lin, **Yang Zhang**, Responsible investing in the gaming industry, received First Prize in Paper; **Yuan Jia**, Hua Feng LIANG, 粵港澳大灣區地價指數的編制和比較: 一個基於特徵定價模型法的框架, received Third Prize in Paper; **Fiona X. Yang**, Virginia Meng-Chan Lau, Experiential learning for children at World Heritage Sites: The joint moderating effect of brand awareness and generation of Chinese family travelers, received Merit Prize in Paper; Carol Xiaoyue Zhang, **Lawrence Hoc Nang Fong**, ShiNa Li, Tuan Phong Ly, National identity and cultural festivals in postcolonial destinations, received Merit Prize in Paper.

The Faculty will continue to strive to achieve research excellence by producing quality research and making impact to the business community.

For more details, please refer to Macau Foundation or Macau Gov.mo <https://www.gov.mo/zh-hant/news/926628/>

## 2

## HIGH QUALITY RESEARCH OUTPUT



Journal of World Business

FBA encourages and supports high quality research. Our colleagues continue to publish their research in leading journals. We would like to share with you the following researchers who recently published ABS 4\*/4 articles.

**Prof. Jacky HONG**, Professor in the Department of Management and Marketing, published an article entitled “Learning and innovation of Chinese firms along the paths of “Bring In” to “Go Global” in collaboration with **Prof. Marjorie A.LYLES**, **Prof. Eric W.K. TSANG**, **Prof. Shexue LI**, **Prof. Fang Lee COOKE** and **Prof. Jane W. LU**, in Journal of World Business (ABS4).

Paper abstract:

Over the past several decades, the “Bring In” and “Go Global” policies implemented in China have encouraged an unprecedented level of investment in and out of the country, creating unique opportunities for Chinese firms to learn and innovate along the paths of inward and outward internationalization. The international business (IB) literature has yet to satisfactorily explain what has been learnt by the Chinese firms and whether and how their learning and innovation have taken place over time. This special issue examines the specific content, nature, mechanisms, processes, and internal and external conditions and contexts of learning and innovation of Chinese firms during the course of inward and outward internationalization. We provide an overview of the “Bring In” and “Go Global” policies, assess the current state of the field, and explicate how the research articles in the special issue contribute to the understanding of learning and innovation of Chinese firms along the paths of inward and outward internationalization.

For details: <https://doi.org/10.1016/j.jwb.2022.101362>



Prof. Jacky HONG

**Prof. Rob LAW**, Chair Professor in the Department of Integrated Resort and Tourism Management, published an article entitled “How does constraining description affect guest booking decisions and satisfaction?” in collaboration with **Prof. Lanfei GAO**, **Prof. Hui LI**, **Prof. Sai LIANG** and **Prof. Jingjing YANG** and another article entitled “Tourism demand forecasting using tourist-generated online review data” in collaboration with **Prof. Mingming HU**, **Prof. Hengyun LI**, **Prof. Haiyan SONG** and **Prof. Xin LI**, in *Tourism Management* (ABS4).

“How does constraining description affect guest booking decisions and satisfaction?”’s abstract:

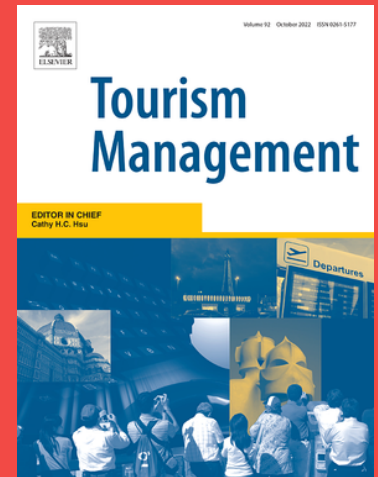
The importance of hosts' information disclosure on influencing guest behavior and matching efficiency has been proven by many studies. Most peer-to-peer rental platforms allow hosts to disclose constraining descriptions (such as house rules) to regulate guest behaviors. However, the effects of this specific type of information disclosure on subsequent guest behaviors and host performance remain unclear. Thus, based on a unique longitudinal dataset collected from Airbnb, this study investigates how constraining descriptions influence the booking decisions and satisfaction of subsequent guests. Results show that constraining descriptions related to topics, including civilization-related, living conditions, personal activities, and host management boost the review volume but decrease guest satisfaction and cause rating loss. Degree of competition, hosts' prior reputation, and price moderate the relationship between constraining descriptions and subsequent guest behaviors. As an early attempt to focus on the consequence of hosts' constraining descriptions, this study contributes to tourism literature and property hosts in practice.

For details: <https://doi.org/10.1016/j.tourman.2022.104607>

“Tourism demand forecasting using tourist-generated online review data”’s abstract:

This study aims to forecast international tourist arrivals to Hong Kong from seven English-speaking countries. A new direction in tourism demand modeling and forecasting is presented by incorporating tourist-generated online review data related to tourist attractions, hotels, and shopping markets into the destination forecasting system. The main empirical findings indicate that tourism demand forecasting based on tourists' online review data can substantially improve the forecasting performance of tourism demand models; specifically, mixed data sampling (MIDAS) models outperformed competing models when high-frequency online review data were included in traditional time-series models.

For details: <https://doi.org/10.1016/j.tourman.2022.104490>



Tourism Management



Prof. Rob LAW



Tourism Management



Prof. Matthew LIU

**Prof. Matthew LIU**, Professor in the Department of Management and Marketing, published an article entitled “The role of (in)congruence modes between supervisor prescriptive and descriptive norms on employee green behavior” in collaboration with **Prof. Ziying MO**, **Prof. Ip Kin Anthony WONG** and **Prof. Peiguan WU**, in *Tourism Management* (ABS4).

Paper abstract:

Integrating the social norm perspective and regulatory focus theory, this research expands the current understanding of how and why (in)congruence modes between supervisor prescriptive and descriptive norms shape voluntary and required employee green behaviors (EGBs) through a regulatory focus process. It tests a proposed model with two independent studies: an experiment manipulating both supervisor prescriptive and descriptive norms of EGB (US tourism and hospitality employees in Study 1) and a field survey study measuring both supervisor-reported prescriptive and descriptive norms of EGB (Chinese hospitality employees in Study 2). Results reveal that the congruence/incongruence between supervisor prescriptive and descriptive norms of EGB has a positive relationship on voluntary/required EGB through employee promotion/prevention focus of EGB, respectively. This research provides more nuanced understandings into the psychological mechanism that explains how the self-regulatory focus of EGB mediates the interactive influences of supervisor prescriptive and descriptive norms of EGB on voluntary and required EGBs.

For details: <https://doi.org/10.1016/j.tourman.2022.104627>

## NEWS

### 1 UM FBA SCHOLARS WRITE A NEWS REPORT ON HOW THE METAVERSE CAN ENHANCE MACAO'S TOURISM INDUSTRY

Research

Service

Business Engagement

The Department of Integrated Resort and Tourism Management (DRTM) of the Faculty of Business Administration (FBA), University of Macau (UM) recently wrote a news report on how the Metaverse can potentially energize the future development of Macao's tourism industry. The report was published by the Macao Daily News on 20 August and 22 August respectively.

Gaming and tourism, the pillar sectors in Macao, have been significantly affected by the COVID-19 pandemic. Macao needs to transform its tourism industry and leverage emerging technologies to stay sustainable and competitive. Doing so will not only help the short-term economic recovery but also provide guidance for mid- and long-term tourism development in Macao.

In the transformation of Macao's tourism industry, three key points are proposed. First, the benefits of tourism development need to be more evenly distributed among all sectors of the industry. Second, the long-term positioning of Macao as a tourism destination should emphasize less on "sightseeing", more on entertainment and leisure. Third, Macao's tourism industry should endeavor to create new experiences to attract Generation Z, the age group that account for about a quarter of the world's population.

For more detail, please visit: <https://www.um.edu.mo/zh-hant/news-and-press-releases/press-release/detail/53956/>

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DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT  
Department of Integrated Resort  
and Tourism Management



2

A TEAM OF UM PROFESSORS LED BY PROF. ROSE LAI WAS INVITED TO SHARE THEIR RESEARCH INSIGHTS ON “MACAO MODERN FINANCE DEVELOPMENT STRATEGY” BY THE RENMIN UNIVERSITY OF CHINA AND THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA FINANCE FORUM SECRETARIAT

Research

Service

Business Engagement

**Prof. Rose LAI**, Dean of Honours College and Professor in Finance, led a team of UM professors including **Prof. Maggie FU**, **Prof. Henry LEI**, **Prof. Jerome YEN** of FST, **Prof. Guangjian TU** of FLL and **Prof. Fung KWAN** of FSS, to participate a research discussion meeting and to share their research insights on “**Macao Modern Finance development strategy**” to cope with the “Outline Development Plan for Guangdong-Hong Kong-Macao Greater Bay Area Promulgated” and “Overall Plan for the Construction of the Hengqin Guangdong-Macao Intensive Cooperation Zone” on 20 August 2022.

The meeting was hosted by the China Capital Market Research Institute (CCMRI) of the Renmin University of China and The Guangdong-Hong Kong-Macao Greater Bay Area Finance Forum Secretariat. Renowned **Professor Xiaoqiu WU**, financial securities expert in China and Director of the CCMRI, and his team from the Renmin University of China chaired the meeting and exchanged ideas and insights with scholars from UM, MUST and CityU, and also the research team of Bank of China led by Mr. Sio Kai IP, Deputy General Manager of the Bank of China Macau Branch. Discussion highlights included but not limited to currency circulation, marketing positioning and innovation on financial regulation of Macao.

3

## SETUP OF NEW ACADEMIC GROUP : BUSINESS INTELLIGENCE AND ANALYTICS (BIA)

Teaching and Learning

Research

As part of the strategic development of Department of Accounting and Information Management, we are pleased to announce that the new academic group - **Business Intelligence and Analytics (BIA)** is established and effective from 23 August on 2022. The members of the BIA group are mainly from the academic groups of **Business Information Systems (BIS)** and **Decision Sciences (DS)**. The official name of Business Intelligence and Analytics in different languages is:

- English: Business Intelligence and Analytics (BIA)
- Chinese: 商業智能與分析
- Portuguese: Inteligência de Negócios e Análise

For more detail, please visit: <https://fba.um.edu.mo/aim/staff/>





## 4 THE FIRST FBA ACADEMIC COUNCIL MEETING AND STAFF GENERAL MEETING HELD IN HYBRID MODE FOR ACADEMIC YEAR 2022/2023

Research

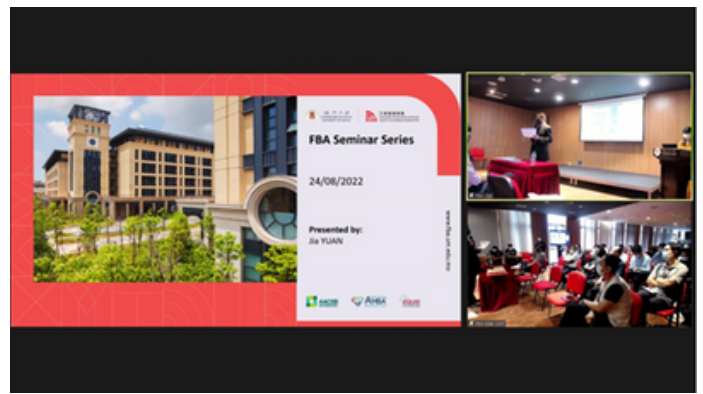
Service

Teaching and Learning

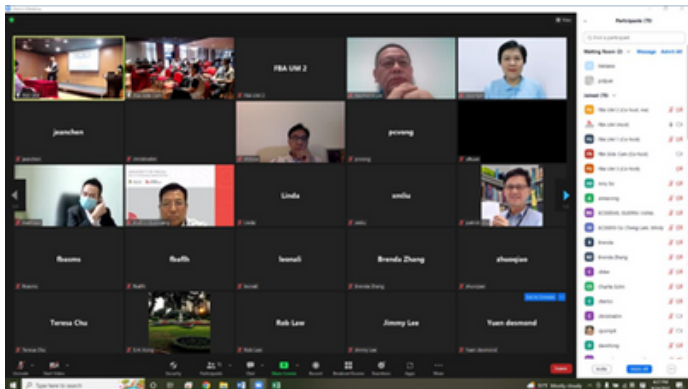
In line with measures to reduce gatherings for the prevention of the Novel Coronavirus Pneumonia, the Faculty of Business Administration (FBA) held its first Academic Council Meeting and Staff General Meeting for the Academic Year 2022/2023 in a hybrid meeting mode on 24 August 2022. Several Faculty proposals and reports were presented, discussed and endorsed during the meeting. One such proposal was to organize the **FBA seminar series** from academic year 2022/2023 onwards as regular weekly event with top researchers. The FBA colleagues welcomed the proposal and actively shared their views and suggestions on the schedule, speaker's field and qualifications, etc. At the end of the meeting, the 8 new faculty members joining FBA (**Prof. Weijin KANG**, **Prof. Tingting QUE**, **Prof. Yuansi HOU**, **Prof. Jacky LIN**, **Prof. Duncan LIU**, **Prof. Tianyou HU**, **Prof. Faye CHEN**, **Prof. Lindsey HUANG**) introduced themselves and were warmly welcomed into FBA.



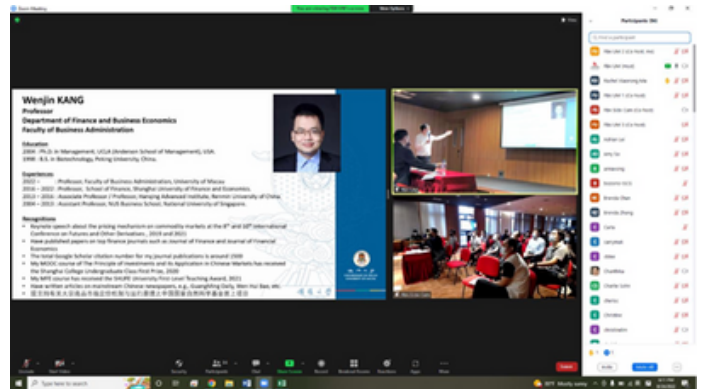
The first FBA Academic Council Meeting and Staff General Meeting held in hybrid mode for Academic year 2022/2023



FBA seminar series will be organized from academic year 2022/2023 onwards as regular weekly event with top scholars



Faculty members actively shared their views and suggestions



Prof. Weijin KANG and new faculty members joining FBA introduced themselves and were warmly welcomed into FBA

## UPCOMING EVENT

### 1 FBA SEMINAR SERIES

The Faculty of Business Administration aims to facilitate and provide a platform for academic exchange and share of latest research development of related fields and all FBA academic staff and students are encouraged to attend the seminar series.

The forthcoming seminar series will be held on 14 and 16 September respectively and please find below poster for your reference,

For more details, please visit:

<https://fba.um.edu.mo/events/seminar-series/>



UNIVERSITY OF MACAU  
FACULTY OF BUSINESS ADMINISTRATION

**FBA SEMINAR SERIES**  
- 7 September 2022

FBA SEMINAR SERIES – 14<sup>th</sup> and 16<sup>th</sup> September 2022



**Prof. Zhongchen HU**  
Assistant Professor,  
Chinese University of Hong Kong (Shenzhen)

**Topic:** Mortgage, Monitoring, and (Non-complying) Mandatory Flood Insurance

**Date:** 14<sup>th</sup> September 2022

**Time:** 3:00pm - 4:00pm

**Venue:** Online via Zoom

**Host:** Prof. Endong YANG, Assistant Professor of Finance

[Register Now!](#)



**Deadline:**  
12/09/2022



**Prof. Leilei GAO**  
Associate Professor,  
The Chinese University of Hong Kong

**Topic:** Indebted or Indifferent? Consumers' Reaction to Online Help Is Contingent on Helpers' Anonymity

**Date:** 16<sup>th</sup> September 2022

**Time:** 10:00am - 11:00am

**Venue:** Online via Zoom

**Host:** Prof. Kao Si, Assistant Professor of Marketing

[Register Now!](#)



**Deadline:**  
14/09/2022

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