



FBA

NEWSLETTER

19 Oct 2022

ISSUE 40

NEWS

1 UM, MACAO ASSOCIATION OF YOUNG EMPLOYEES IN THE GAMING INDUSTRY CO-ORGANISE FIRST WORKSHOP ON NEW GAMING LAW

Teaching and Learning

Business Engagement

The University of Macau (UM) Centre for Continuing Education, the Executive Education Office and the Business Research and Training Centre of UM's Faculty of Business Administration, and the Macao Association of Young Employees in the Gaming Industry recently jointly held the first workshop for the interpretation and analysis of the new gaming law of Macao on 8 October 2022. **Prof. Matthew LIU**, Director of Centre for Continuing Education, Director of Business Research Training Center and Professor of Marketing hosted the workshop, **Prof. Davis FONG**, Director of Institute for the Study of Commercial Gaming and Professor in Integrated Resort and Tourism Management and a number of well-known scholars in the industry was invited to share their insights on the new gaming law.

For more details, please visit: <https://go.um.edu.mo/doex3y54>



UM and Macao Association of Young Employees in the Gaming Industry jointly held the first workshop on New Gaming Law in UM

Prof. Davis FONG shared his insights on new gaming law

2 THE TALK "PWC MACAU CYBER X BIDA" WAS SUCCESSFULLY HELD

Teaching and Learning

Business Engagement

Five representatives from PricewaterhouseCoopers China Holding Limited (PwC) visited the Faculty of Business Administration and delivered the talk "PwC Macau Cyber x BIDA" on 12 October 2022.

The talk aims to introduce the practice in the technical service industry, and support graduating students seeking career opportunities in top business firms. **Mr. Alex LEONG**, the manager of Cybersecurity & Privacy of PwC offered a talk in Regulatory Technology (Regtech) to year four students of the Business Intelligence and Data Analytics (BIDA) programme. Regtech is the management of regulatory processes within the financial industry through technology. PwC's efforts in using Regtech to address inefficiency and ineffectiveness in regulatory reporting processes have been shared.

For more details, please visit: <https://fba.um.edu.mo/pwc-macau-cyber-x-bida-talk-successfully-held-on-wednesday-12-10-2022/>



Mr. Alex LEONG, Manager of Cybersecurity & Privacy of PwC, offered a talk in Regulatory Technology



Group photo
Prof. Amy So(Middle) and Saint Paul School students



Students from Saint Paul School was having Coffee Barista experience

3 CTIRS ORGANISED INTEGRATED RESORT CAREER SIMULATION PROGRAMME (IRCSP) WITH NEW ELEMENT OF COFFEE BARISTA

Teaching and Learning

Business Engagement

澳門大學工商管理學院旅遊及綜合度假村研究中心的“綜合度假村職業模擬體驗計劃”自2020年推出以來廣受好評。在各個體驗環節過程中，參與學生以小組形式體驗綜合度假村的5個主要部門的工作，包括模擬前堂、客房部、會議展覽、餐飲和娛樂場。在上週末，來自澳門聖保祿學校的學生更體驗了職業計劃模擬中的全新環節——咖啡師體驗。

參與是次活動的學生們表示，在中心組織的模擬計劃中能獲得綜合度假村行業工作的體驗感，增加了對行業的認知，滿意這次的體驗，獲益良多之餘，也大大增加了投身此行業的興趣。本中心餐飲部今年增添的咖啡師體驗環節，得到參與學生們的熱烈反應，有賴本系在學學生的熱心參與，在此也祝賀Cherry和Maggie這兩位模擬經理，憑藉專業的模擬演示技巧被參與學生投選為活動當天的“最佳學生領袖”。

For more details, please visit:
<https://ctirs.fba.um.edu.mo/ircsp-20221008/>

4 PROF. JIA YUAN WAS INVITED TO DELIVER KEYNOTE SPEECH AT THE "2022 4TH INTERNATIONAL CONFERENCE ON ECONOMIC MANAGEMENT AND CULTURAL INDUSTRY"

Research

Service

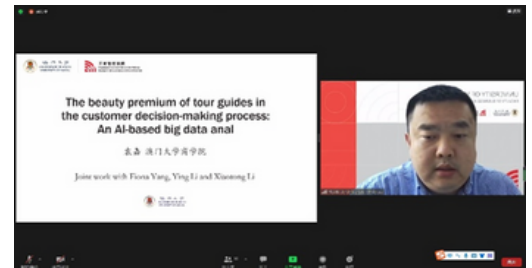
Prof. Jia YUAN, Associate Professor in Business Economics, was invited as one of the keynote speakers to share keynote speech titled "The beauty premium of tour guides in the customer decision-making process: An AI-based big data analysis" in the 2022 4th International Conference on Economic Management and Cultural Industry (ICEMCI 2022) held online on 15 October 2022.

ICEMCI 2022 aims to provide a platform for experts, scholars, engineers, technicians and technology R&D personnel to share scientific research results and cutting-edge technologies, understand academic development trends, expand research ideas, strengthen academic research and discussion, and promote cooperation in the industrialization of academic achievements.

For more details, please visit: <http://www.icemci.org/speaker>



Prof. Jia YUAN was invited as one of the keynote speakers in ICEMCI 2022



The keynote speech titled "The beauty premium of tour guides in the customer decision-making process: An AI-based big data analysis"

5 PROF. TONY QIN WAS INVITED TO SHARE HIS TEACHING EXPERIENCES AT "CTLE TEACHING CONVERSATION: TEACHING STRATEGIES AND STUDENT FEEDBACK"

Teaching and Learning

Service

Prof. Tony QIN, Assistant Professor in Finance, was invited to share his teaching experience titled "Guided reinvention: a perspective of teaching in quantitative finance" at the "CTLE Teaching Conversation: Teaching Strategies and Student Feedback" hosted by Centre for Teaching and Learning Enhancement (CTLE) on 12 October 2022 and Prof. QIN shared his experiences of teaching with the idea of "guided reinvention" for sharing the eureka moments with students.



Prof. Tony QIN was invited to share his teaching experiences at the "CTLE Teaching Conversation: Teaching Strategies and Student Feedback"



Dr. Chris FULTON hosted the talk and Q & A sessions

6 UM FBA PRINCIPALS' RECOMMEND ADMISSION SCHEME – STUDENT'S SHARING

Teaching and Learning

Service

Every year, the University of Macau (UM) offers the Principals' Recommended Admission Scheme (PRA) to encourage outstanding students to pursue higher education at UM. The scheme attracts a large number of students with outstanding academic records to enroll, which enhances academic quality. We would like to share with you one of the students who was admitted to the UM through this scheme in year 2019 to share the reasons she chose to study at UM and how the scheme has helped her in her academic endeavors.

CHIO Hei Ieng, Camme, a fourth-year student majoring in International Integrated Resort Management Programme. Through the PRA Scheme, she was admitted to UM with the Macau Golden Lotus Scholarship. She chose to study at UM because she had attended the PRA talk before and was impressed with the academic programmes, the abundant teaching resources, and the residential college system. Through the PRA, she was able to exempt the Joint Admission Examination for four universities, allowing her to concentrate on her studies. The PRA has also provided her with the incentive to maintain a GPA of 3.3 to maintain the scholarship. As a final benefit, the PRA provides her with access to the Honours College, which allows her to study other topics beyond the one she learned in class.



Camme CHIO gave a talk to PRA students and shared her university life experience

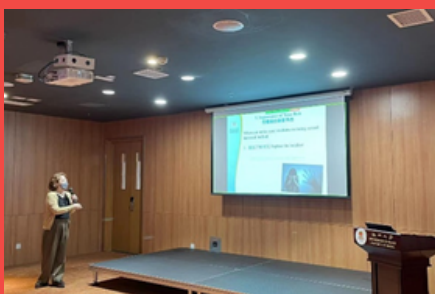
7 THE COMMITTEE ON GENDER EQUITY HELD GENDER EQUITY WORKSHOP FOR FBA STAFF

Teaching and Learning

Service

In order to enhance the UM Community's awareness on gender equity issues and to protect university members from sexual harassment/ sexual bullying/ other behaviours violating gender equity, the Committee on Gender Equity (CGE) held Gender Equity workshop for FBA staff in the 2nd FBA Academic Council Meeting Academic year 2022/2023 on 30 September 2022.

The Gender Equity Officer **Prof. Kay CHANG**, Associate Professor in Psychology from FSS, delivered the workshop to help FBA members to learn more about the gender equity concepts including definition, examples, common misconceptions, reporting mechanism, and introduction on CGE. **Mr. Paul PANG**, Chair of CGE, **Prof. Victoria LEI**, member of CGE, and **Ms. Daisy TANG** from Human Resources Section also attended the workshop.



Prof. Kay CHANG introduced gender equity issues and the background of CGE



The University Committee on Gender Equity

UPCOMING EVENT

1 FBA SEMINAR SERIES 013

- Topic: The Stability Effect for Weight Judgments
- Speaker: Prof. Dengfeng YAN, Associate Professor of Marketing, New York University Shanghai (NYU Shanghai)
- Date: 26 October 2022 (Wednesday)
- Time: 10:30 – 11:30
- Format: Online via Zoom
- Language: English
- Registration: <https://go.um.edu.mo/drhnwn5z>

All academic staff, student and interested parties are welcome to join!

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-013/>



FBA SEMINAR SERIES
- 013

FBA SEMINAR SERIES
The Stability Effect for Weight Judgments

Prof. Dengfeng YAN
Associate Professor of Marketing
New York University Shanghai (NYU Shanghai)

Date: 26 October 2022 (Wednesday)
Time: 10:30am – 11:30am
Venue: Online via Zoom
Host: Prof. Kao Si, Assistant Professor of Marketing
Online registration: https://umac.au1.qualtrics.com/ite/form/SV_1N9pivTtnAxlSk

Abstract
The ubiquity of the intrinsic shape of a product, package, or logo makes understanding the effect of shape on consumer judgments an important theoretical and managerial question. In this research, we hypothesize and demonstrate that the bi-directional relationship between stability and weight leads individuals to perceive visually more stable shapes as heavier. This core effect is mitigated when the order of the questions makes volume judgments more accessible than weight judgments. Building on this evidence, we then show that the shape stability effect could have substantive implications for caloric perceptions and consumption decisions. Further, we examine how shape stability may influence consumer preference in general, showing that greater shape stability could increase or decrease consumer's WTP, depending on whether the product is positioned as healthy or tasty.

Speaker
Prof. Dengfeng Yan is Associate Professor of Marketing, NYU Shanghai; Global Network Associate Professor, NYU. Prior to joining NYU Shanghai, he was an Associate Professor of Marketing with tenure at the University of Texas at San Antonio. He also taught at HKUST as a visiting assistant professor in the Spring of 2016. Prof. YAN's research focuses on understanding how consumers respond to numerical information (such as prices and attribute specifications) and how consumer judgment and preferences vary as a function of psychological distance. His research has been published in top-tier journals including Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, and Journal of Personality and Social Psychology. He currently serves on the Editorial Review Boards of Journal of Consumer Research and Journal of Consumer Psychology.

All are welcome!

Register Now!



Deadline: 24/10/2022
The registered audience will be notified of more detailed information via email.



FBA SEMINAR SERIES
- 014

FBA SEMINAR SERIES
Non-executive Employee Stock Options and Product Quality: Evidence from Product Recalls

Prof. Rui GE
Associate Professor
Shenzhen Audencia Fintech Institute
(Shenzhen University WeBank Institute of Fintech)
Shenzhen University & Audencia Business School

Date: 26 October 2022 (Wednesday)
Time: 3:00pm – 4:00pm
Venue: Online via Zoom
Host: Prof. Feng TANG, Assistant Professor of Accounting
Online registration: https://umac.au1.qualtrics.com/ite/form/SV_4SLaSeqWkVly38a

Abstract
Using product recalls to proxy for low product quality, we find that product quality increases with the stock options granted to non-executive employees. The effect of non-executive employee stock options on product quality is economically meaningful and robust across alternative measures of product quality and option compensation for nonexecutive employees. The findings also hold after controlling for potential endogenous effects. We further find that the impact of non-executive employee stock options on product quality is attenuated for firms with high capital intensity, and is amplified for firms with high labor mobility. Furthermore, we show that non-executive employee stock options lead to higher likelihood of a timely remediation of product defects. Overall, our findings suggest that non-executive employee stock options play an important role in enhancing product quality.

Speaker
Prof. Rui GE is an Associate Professor and the Associate Dean (Research) in Shenzhen Audencia Fintech Institute (Shenzhen University WeBank Institute of Fintech), Shenzhen University & Audencia Business School. He received his Ph.D. from Hong Kong University of Science and Technology. His research areas are Production of Financial Information, Corporate Tax Avoidance and Corporate Finance. His works have appeared in major journals including The Accounting Review, Review of Accounting Studies, Accounting Horizons, Journal of Contemporary Accounting and Economics and China Journal of Accounting Studies. He is the editorial board member of China Journal of Accounting Studies. Also, he is the journal reviewer of Contemporary Accounting Research and several other journals.

All are welcome!

Register Now!



Deadline: 24/10/2022
The registered audience will be notified of more detailed information via email.

2 FBA SEMINAR SERIES 014

- Topic: Non-executive Employee Stock Options and Product Quality: Evidence from Product Recalls
- Speaker: Prof. Rui GE, Associate Professor, Shenzhen University & Audencia Business School
- Date: 26 October 2022 (Wednesday)
- Time: 15:00 – 16:00
- Venue: Online via Zoom
- Language: English
- Registration: <https://go.um.edu.mo/leh0s2e0>

All academic staff, student and interested parties are welcome to join!

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-014/>