



NEWSLETTER

9 Nov 2022

ISSUE 43

INDUSTRY FOCUS

NEWS

1 FBA SUCCESSFULLY HOSTED AN SME BUSINESS FORUM 2022

Teaching and Learning

Business Engagement

Aligning with the faculty's strategic plan to perform the role of a hub to connect various stakeholders in Macao, the Department of Management and Marketing (DMM) of Faculty of Business Administration (FBA) hosted the **2022 Small and Medium Enterprises (SME) Business Forum** on 5 November 2022. Established in 2020, the Forum aimed to create a platform for local SMEs to exchange ideas on business opportunities and develop strategies for survival and sustainable development in the long term.

This year the theme of the Forum was '**SMEs and Corporate Social Responsibility (CSR)**', with an aim to understand opportunities and challenges brought by CSR and how Macau SMEs can leverage CSR to enhance their competitiveness.

Speakers of the Forum were owners of SMEs in Macao, including **Ms. Elaine WONG**, General Manager of Fnetlink Technology Company Limited and **Mr. CHAN Kam Tat**, Founder and CEO, Healthy Life Pharmacy (Macao). They shared practical and valuable experiences from a SME perspective in developing CSR initiatives and responsible practices in Macao, and in dealing with challenges of implementing CSR in SMEs in today's challenging business environment. The Forum was well attended by business practitioners, current MBA, PhD, and DBA students, alumni, and faculty members.



Department of Management and Marketing hosted the 2022 Small and Medium Enterprises Business Forum

2022 SME FORUM

SME AND CORPORATE SOCIAL RESPONSIBILITIES

Speaker
Ms. Elaine Wong
General Manager, Fnetlink Technology Company Limited
Topic: How Macau SMEs can fulfill their corporate social responsibilities?
Language: Cantonese

Speaker
Mr. Chan Kam Tat
Founder and CEO, Healthy Life Pharmacy (Macao)
Topic: Saving money to become a social enterprise (taking Healthy Life Pharmacy Macau as an example)
Language: Cantonese

Date & Time
05/11/2022 (Saturday)
3:00-4:00p.m.

Venue
Room G010, Building E22
Faculty of Business Administration,
University of Macau

Registration
To register, please scan QR code or visit link: shorturl.at/bwCQ2

Owners of SMEs in Macao, Ms Elaine WONG and Mr. CHAN Kam Tat was invited to share their practical experiences

2 THE W X UM POP UP CASTING DAY 2022 WAS SUCCESSFULLY HELD

Business Engagement

Teaching and Learning

The University of Macau (UM) Faculty of Business Administration (FBA) and the W Hotel Macau jointly held the W x UM Pop Up Casting Day 2022 in the format of a pop-up booth at the FBA East Lobby on 25 October 2022.

The event aimed to facilitate the placement and career development of FBA graduating students. **Mr. Dennif LAI**, Director of Human Resources, W Hotel Macau, and his team shared with students the culture of W Hotel Macau and of Marriott International. Students were introduced job opportunities in the W Hotel Macau and the integrated resort industry. **Prof. Glenn MCCARTNEY**, Associate Dean (Curriculum & Teaching) and Associate Professor in Integrated Resort and Tourism Management, and **Prof. Brenda CHAN**, Assistant Professor in Business Intelligence and Analytics, also showed great support to the event.

Over 350 students had visited the pop-up booth and commented that they gained deeper understanding of the industry and more information for their career development. FBA and W Hotel Macau are going to organize a recruitment talk in the first quarter of 2023 to share more job opportunities and interview tips with graduating students.



W x UM Pop Up Casting Day 2022 was the first pop-up event of W Hotel in Macao tertiary institutions



Over 350 students visited the pop-up booth to learn about W Hotel Macau and future career development in the industry



Prof. Matthew LIU

3

"MARKETING DEVELOPMENT AND PRACTICES OF 'SHEONOMY'" ("她經濟"市場營銷發展實例) BY PROF. MATTHEW LIU, MACAO DAILY

Business Engagement

Service

Prof. Matthew LIU, Director of Centre for Continuing Education, Director of Business Research Training Center and Professor of Marketing, shared his opinion titled "Marketing development and practices of 'Sheonomy'" at Macao Daily on 6 November 2022.

Article sharing:

近年女性群體成為重要消費力量，是市場不可忽視的目標群體。以中國為例，從一二至到二一年天貓“雙十一”消費數據看，線上消費已成主流消費模式，女性群體平均消費金額遠高於男性。以二一年初數據為例，線上消費月均超過200元人民幣的女性群體佔約6成，電商消費也呈現明顯的“她經濟”特色。

“她經濟”最早萌芽於女性主義運動發展，強調女性地位的廣告發揮重要推廣作用。隨着政治和經濟實力提升，女性的社會地位與消費力逐漸上升，企業意識到女性群體的營銷價值，開始關注女性消費群體。

For more details, please visit: http://www.macaodaily.com/html/2022-11/06/content_1632750.htm

4 CORPORATE GOVERNANCE RESTORING INVESTOR CONFIDENCE (公司治理回復投資者信心) BY PROFESSOR JEAN CHEN, MACAO DAILY

Business Engagement

Service

Prof. Jean CHEN, Chair Professor in Accounting and Finance, shared her opinion titled 'Corporate governance restoring investor confidence' (公司治理回復投資者信心) at Macao Daily (Economics Column) on 30 October 2022.

Article sharing:

With the worldwide spread of COVID-19, populism and deglobalization on the rise again, and the China–United States trade war and the recent Russian-Ukrainian war have further exacerbated the hardships that foreign direct investment is facing. The confidence of both investors and multinational corporations' operators has been severely affected. Against this background, corporate governance poses many severe challenges, making it a crucial factor to the continuous sustainable development of multinational corporations. 新冠肺炎疫情在全球肆虐，民粹主義和去全球化復燃，中美貿易戰和最近的俄烏戰爭，進一步加劇了國際直接投資面對的困境。無論是投資者還是跨國公司的經營者的信心都受到了嚴重影響。在這一背景下，國際範圍內的公司治理正面臨着嚴峻考驗，使其成為當今延續跨國公司可持續性發展的重要因素。

For more details, please visit: http://www.macaodaily.com/html/2022-10/30/content_1631366.htm



Prof. Jean CHEN

5 PROF. HENRY LEI WAS INVITED TO SHARE HIS INSIGHTS AT THE “粵澳兩地勞動基準座談會” HOSTED BY MACAO FEDERATION OF TRADE UNIONS

Business Engagement

Service

Prof. Henry LEI, Associate Head of Department of Finance and Business Economics and Assistant Professor in Business Economics, was invited to share insights at the “粵澳兩地勞動基準座談會” hosted by Macao Federation of Trade Unions (澳門工會聯合總會) on 27 October 2022.

Article sharing:

李振國指出，標準工時是促進勞工權益的重大政策，必須同時顧及經濟發展步伐、其他須推行配合的勞工保障措施、措施的緩急優次、社會的承擔能力，以及在勞資兩方的利益之間求取合理平衡。標準工時對經濟和社會大眾均影響深遠，必須建基於社會各界達成共識，勞資共識必不可少。

For more details, please visit: http://www.macaodaily.com/html/2022-11/02/content_1632010.htm



Prof. Henry LEI (the second from left in the first row) was invited to share his insights at the “粵澳兩地勞動基準座談會” hosted by Macao Federation of Trade Unions

6

PROF. GLENN MCCARTNEY WAS INVITED TO BE ONE OF THE PANELISTS FOR THE MBTV DEBATES: BUSINESS SERIES TITLED "REIMAGINING MICE: NEW CHALLENGES AND OPPORTUNITIES"

Business Engagement

Service

Prof. Glenn MCCARTNEY, Associate Dean (Curriculum and Teaching) and Associate Professor of International Integrated Resort Management, Faculty of Business Administration, UM was invited to be a guest speaker on the most recent session of MBtv/FRC Debates, titled "Reimagining MICE: New Challenges and Opportunities" on 26 October 2022. The discussion brought some industrial executives together including **Florence CHUA**, Managing Director of the Professional Convention Management Association (Asia Pacific); **Todd CAI**, Vice President of the Macau Association of Convention, Exhibition, and Tourism Sectors and **Bruno SIMÕES**, President of the Macau Meetings, Incentives and Special Events Association.

In the session, Prof. MCCARTNEY highlighted that current quarantine-on-arrival measures would have to be removed for the MICE industry to be "relaunched and rejuvenated" and hoped the new 10-year gaming concessions to be issued this year will already define the role gaming operators should have in developing the Macau SAR MICE sector while urging authorities to establish a clear talent development strategy, and public and private sector collaborative framework to advance the development of MICE including a consensus on city branding.

For more details, please visit: <https://www.macaubusiness.com/covid-19-restrictions-shortage-of-human-resources-still-in-the-way-of-mice-recovery-mbvtv-panel/>



MBtv Debates: Business Series invited industry practitioners and scholars to share their insights



Prof. Glenn MCCARTNEY was invited to be one of the panelists



The 2nd Lecture on Frontiers in Humanities organized by IAS was successfully held onsite and online



Prof. Maggie FU delivered a lecture on the topic "Venture capital investment in university spin-offs: Evidence from an emerging economy" and Prof. Endong YANG moderated the lecture

7 PROF. MAGGIE FU WAS INVITED TO SHARE HER INSIGHTS AT THE IAS 2ND LECTURE ON FRONTIERS IN HUMANITIES

Service

Research

Prof. Maggie FU, Programme Director of Doctor of Business Administration, and Research Fellow of IAS, was invited to give a lecture on the topic "Venture capital investment in university spin-offs: Evidence from an emerging economy" at the second Lecture on Frontiers in Humanities organized by the Institute of Advanced Studies in Humanities and Social Sciences (IAS) on 14 October 2022. **Prof. Endong YANG** from the Department of Finance and Business Economics was invited to be the moderator.

Prof. FU first introduced the prominent role of VC-backed university spin-off companies (USOs) in stimulating economic growth. Taking China as an example, she analyzed the advantages and disadvantages of government venture capital (GVCs) and private venture capital (PVCs) for university spin-off companies. Prof. FU's research shows that GVCs invest more in USOs. VC investment in USOs is more pronounced in deals which have a higher initial equity commitment of academic founders and a non-controlling ownership strategy, highlighting the importance of delivering "value" "commitment", and "trust" signals in winning VC funding.

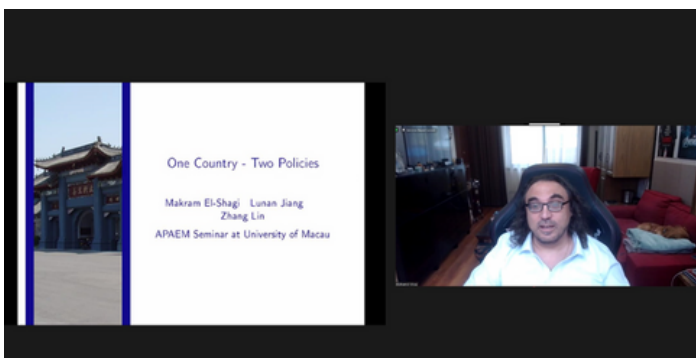
For more details, please visit: <https://ias.um.edu.mo/2022-2023-ias-2nd-lecture-on-frontiers-in-humanities-on-mo-yang's-historical-play/>

8 PROF. PRISCILLA TAM PARTICIPATED IN THE APAEM SEMINAR SERIES ON ECONOMICS: "ONE COUNTRY – TWO MONETARY POLICIES: EVIDENCE FROM A NEW INDICATOR OF THE PBOC'S MONETARY POLICY SUPPORT FOR POOR REGIONS"

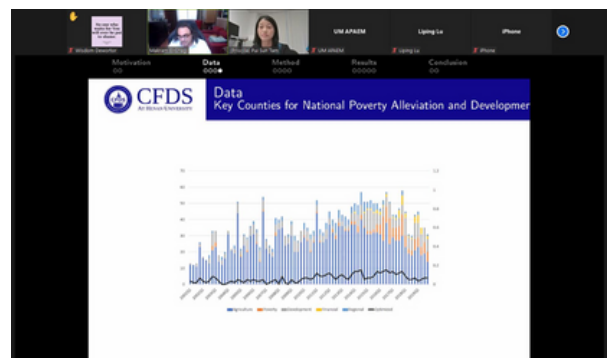
Research

Service

The Asia-Pacific Academy of Economics and Management (APAEM) of the University of Macau (UM) recently held the APAEM Seminar Series on Economics on 3 November 2022. **Prof. Priscilla TAM** was invited to moderate the seminar titled "One Country – Two Monetary Policies: Evidence from a new indicator of the PBoC's monetary policy support for poor regions" delivered by Dr. Makram EL-SHAGI, Professor in Economics, Henan University.



Dr. Makram EL-SHAGI shared his insights and research findings



Prof. Priscilla TAM hosted the seminar and Q & A session

UPCOMING EVENT

1 2022 年澳門大學工商管理學院金融科技論壇

- Keynote speakers:
 - 香港交易所董事總經理、首席中國經濟學家巴曙松教授
 - 華為數字金融軍團首席數字化轉型官陳昆德總監
- Date: 12 November 2022 (Saturday)
- Time: 15:00 – 17:30
- Venue: E4-G078 Mr & Mrs Lau Chor Tak Lecture Theatre, Anthony Lau Building, University of Macau
- Registration (僅限澳大的學生、教職員及校友報名，不設媒體採訪):
https://umac.au1.qualtrics.com/jfe/form/SV_4JxkDiKEdlgJXcG

All UM academic staff, student and alumni are welcome to join!

For more details, please visit:
<https://fba.um.edu.mo/p2206/>



2022 年澳門大學工商管理學院金融科技論壇
 2022 年 11 月 12 日 | E4-G078 (劉佐德樓演講廳)

議程

報名登記	時間	內容
	15:00-15:10	澳門大學研究副校長兼工商管理學院代院長 <u>葛偉教授</u> 致歡迎辭
	15:10-15:45	香港交易所董事總經理、首席中國經濟學家 <u>巴曙松教授</u> 主演講
	15:45-15:50	澳門大學工商管理學院 <u>康文津教授</u> (金融學) 講評
	15:50-16:25	華為數字金融軍團首席數字化轉型官 <u>陳昆德總監</u> 主演講
	16:25-16:30	澳門大學工商管理學院 <u>陳學通教授</u> (商業智能與分析) 講評
	16:30-16:55	問答環節
	16:55-17:00	澳門大學工商管理學院工商管理博士課程主任 <u>傅曉青教授</u> 致閉幕辭



巴曙松教授
香港交易所董事總經理、首席中國經濟學家、中國銀行業協會首席經濟學家



陳昆德總監
華為數字金融軍團首席數字化轉型官

巴曙松教授擁有非常豐富的學術研究和實踐經驗，在多個重要的專業學術機構擔任重要職務，包括：香港金融發展局內地機遇小組成員、香港銀行業協會榮譽顧問、北京大學溫家金融研究院執行院長、中國宏觀經濟學會副會長，以及香港浸會大學國際研究及發展顧問委員會委員。

陳昆德總監擁有超過 40 年的金融和科技的經驗，在數字化轉型、零售銀行、信用卡、財富管理、私人銀行等方面有豐富的經驗；曾任招商銀行首席資訊官（領導移動優先和數字化轉型）、招商銀行財富總監、平安銀行行長，及臺灣中國信託商業銀行副總經理。



FBA SEMINAR SERIES - 017

The Effect of Social Jetlag on Conspicuous Consumption

Prof. Zhongqiang HUANG
Associate Professor
HKU Business School
University of Hong Kong

Date: 16 November 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/jfe/form/SV_9mQio8yZLScRVQ

Abstract

Consumers' schedules are jointly determined by their biological clock and social clock. However, their social clock often deviates from the biological clock (e.g., having to get up earlier than one's natural wake-up time for work or study, having to stay up to work night shifts or meet a project deadline). This misalignment of social and biological clocks is known as social jetlag. While prior research shows that social jetlag, a ubiquitous experience in most busy lives, can have negative consequences on people's physical and mental well-being, not much has been done to unravel its impact on consumer behavior. In this research, we fill this gap by showing that social jetlag decreases consumers' interest in conspicuous consumption. Social-jetlagged consumers become less interested in social interaction. Conspicuous consumption, which draws social attention that may lead to social interaction, is less desirable to social-jetlagged consumers for this reason. The effect is weakened when social interaction is perceived to be less aversive (e.g., interacting with familiar others rather than strangers), when consumers believe that conspicuous consumption will not draw extra social attention that may lead to social interaction, or when they expect to use the luxury product in a private context. This work both measures and manipulates social jetlag, illustrating the effect using consequential behavioral measures. Implications for the literatures on social jetlag and conspicuous consumption as well as for marketing practice are discussed.

Speaker

Prof. Zhongqiang HUANG is a Associate Professor and MSc in Marketing Programme Director in The University of Hong Kong. He received his PhD from the Chinese University of Hong Kong. He has two forthcoming papers published in Journal of Consumer Psychology and Journal of Consumer Research and published a paper in Journal of Marketing Research as the first author in 2019. His works have appeared in major journals including Journal of Consumer Research, International Journal of Research in Marketing and Journal of Experimental Social Psychology.

Register Now!

Deadline: 14/11/2022
 The registered audience will be notified if more detailed information via email.

All are welcome!

2 FBA SEMINAR SERIES 017

- Topic: The Effect of Social Jetlag on Conspicuous Consumption
- Speaker: Prof. Zhongqiang HUANG, Associate Professor, University of Hong Kong
- Date: 16 November 2022 (Wednesday)
- Time: 10:30 – 11:30
- Format: Online via Zoom
- Language: English
- Registration:
https://umac.au1.qualtrics.com/jfe/form/SV_9mQio8yZLScRVQ

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

For more details, please visit:
<https://fba.um.edu.mo/fba-seminar-series-017/>

3 FBA SEMINAR SERIES 018

- Topic: The Influence of Supply Chain Analysts on Supplier Innovation
- Speaker: Prof. Wenming WANG, ZJU100 Young Professor, Zhejiang University
- Date: 16 November 2022 (Wednesday)
- Time: 15:00 – 16:00
- Format: Online via Zoom
- Language: English
- Registration:
https://umac.au1.qualtrics.com/jfe/form/SV_9uDrZrjJULR5c

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-018/>



FBA SEMINAR SERIES
- 018

The Influence of Supply Chain Analysts on Supplier Innovation

Prof. Wenming WANG
ZJU100 Young Professor
Department of Finance and Accounting
Zhejiang University

Date: 16 November 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/jfe/form/SV_9uDrZrjJULR5c

Abstract

We examine whether and how financial analysts following both supplier and customer (hereafter, supply-chain analysts) encourage supplier innovation. We find that supplier firms followed by supply-chain analysts generate more patents and patents with higher impact, especially in durable goods industries. Our identification strategies based on exogenous shocks and the instrumental variable approach confirm the causal inference. Lower forecast optimism and more efficient information production are two plausible channels through which supply-chain analysts foster supplier innovation. This study extends the innovation literature to analyst specialization and sheds new light on the distinctive role of supply-chain analysts in nurturing supplier innovation.

Register Now!



Deadline: 14/11/2022
The registered audience will be notified of more detailed information via email.

Speaker

Prof. Wenming WANG is the ZJU100 Young Professor in the Zhejiang University. He received his PhD from Hong Kong Baptist University. He published one paper in Journal of Corporate Finance and Journal of Banking and Finance in 2021, and published 2 papers in Journal of Banking and Finance and Review of Quantitative Finance and Accounting in 2022. His works have appeared in major journals including Pacific-Basin Finance Journal, Journal of Banking and Finance, Financial Management, Journal of Business Ethics and Accounting Horizons.

All are welcome!



FBA SEMINAR SERIES
- 019

Return of the Movie Night? Analyzing the Impact of Netflix Subscriptions on Offline Movie

Prof. Hyeokkoo Eric KWON
Assistant Professor of Information Technology and Operations Management
Nanyang Business School
Nanyang Technological University (NTU)

Date: 23 November 2022 (Wednesday)
Time: 3:00pm - 4:00pm
Venue: Online via Zoom
Host: Prof. Yan LIN, Assistant Professor of Business Intelligence and Analytics
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_0v6pf4LfZKHi4nk

Abstract

The subscription-based business model is disruptive in the copy-right industries. More than a digitalized distribution channel, it fundamentally transforms both supply and demand sides by offering new forms of content creation, provision, and consumption. However, the effects of these business models on the local offline industry are less well-understood, especially in the case of the motion picture industry. This study investigates the impact of the subscription-based business model on offline activity consumption in the motion picture industry. Leveraging a unique dataset with individuals' every transaction record and a difference-in-differences approach, we show that Netflix subscription interestingly increases offline movie consumption. Based on the argument that individuals have unmet social and hedonic demands that are imperfectly met by subscription-based services like Netflix, we show that offline movie consumption actually increases post-subscription, accompanied by social and hedonic activities like dining and entertainment spending. We also provide evidence that the identified effect on offline movie consumption is more pronounced for individuals with higher social (i.e., lower-income people) and hedonic (i.e., younger people) needs. Our work provides clear implications for managers and policy makers who are involved in both subscription-based platforms like Netflix and the traditional offline movie industry. In addition, we provide theoretical implications for the study of subscription-based platforms, imperfect substitution of channels, and the role of social and hedonic value in technology-supported platforms.

Register Now!



Deadline: 21/11/2022
The registered audience will be notified of more detailed information via email.

Speaker

Hyeokkoo Eric Kwon is an Assistant Professor of Information Technology and Operations Management in Nanyang Business School (NBS) at Nanyang Technological University (NTU), Singapore. His research interests include mobile analytics of AI, platforms, FinTech, digital healthcare, and customer targeting in particular and economics of IT, big data analytics, and technology management in general. He has been closely working with a number of leading companies in diverse industries, including mobile marketing, telecom, banking, consumer/market research, healthcare, retail, CRM, and F&B, for business analytics-related projects and consulting works. Based on the industry collaboration, he has published in leading journals, including Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Journal of Operations Management (JOM), and Production and Operations Management (POM). He has received a series of honors and awards, including Research Excellence Award (2019) and Teaching Excellence Award (2021) by Nanyang Business School and Best Paper Award by International Conference on Information Systems 2020 (ICIS 2020).

All are welcome!

4 FBA SEMINAR SERIES 019

- Topic: Return of the Movie Night? Analyzing the Impact of Netflix Subscriptions on Offline Movie
- Speaker: Prof. Hyeokkoo Eric KWON, Assistant Professor of Information Technology and Operations Management, Nanyang Technological University (NTU)
- Date: 23 November 2022 (Wednesday)
- Time: 15:00 – 16:00
- Format: Online via Zoom
- Language: English
- Registration:
https://umac.au1.qualtrics.com/jfe/form/SV_0v6pf4LfZKHi4nk

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-019/>

5 FBA SEMINAR SERIES 020

- Topic: Expressions of Humility in Organizations: New Research Directions
- Speaker: Prof. Michael DANIELS, Assistant Professor, University of British Columbia
- Date: 23 November 2022 (Wednesday)
- Time: 10:30 – 11:30
- Format: Online via Zoom
- Language: English
- Registration:
https://umac.au1.qualtrics.com/jfe/form/SV_88No0Ake41sR00y

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-020/>



FBA SEMINAR SERIES
- 020

FBA SEMINAR SERIES
Expressions of Humility in Organizations: New Research Directions

Prof. Michael DANIELS
Assistant Professor
University of British Columbia

Date: 23 November 2022 (Wednesday)
Time: 10:30am - 11:30am
Venue: Online via Zoom
Host: Prof. Kravin CHINTAKANANDA, Assistant Professor of Management
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_88No0Ake41sR00y

Register Now!

Abstract

Although humility has sometimes been viewed as a sign of weakness, an emerging body of research indicates that it can positively contribute to personal and organizationally-relevant outcomes. In an ongoing program of work, I explore how this conflation with weakness or incompetence impacts the expression and interpretation of humility, particularly in contexts governed by role expectations that are believed to run counter to it. Applying these themes to the context of leadership, I will present an experimental study that examines antecedents to expressions of humility. More specifically, I show how leader status threat and self-compassion affect the expression of leader humility through the experience of anger. Then, I will apply these themes to the context of expertise and will present research (results pending) on the impact of expert humility expressions on the evaluations that expert advice recipients make of the expert. Implications for future directions in the study of humility in organizations will be discussed.

Speaker

Prof. Michael DANIELS is an Assistant Professor of Organizational Behaviour & Human Resources in the University of British Columbia, and received his PhD from Bowling Green State University. He has a forthcoming paper in Personnel Psychology, and he published one paper in Journal of Business Ethics in 2022. His works have appeared in major journals including Journal of Management, Journal of Organizational Behavior, Organizational Behavior and Human Decision Processes, Journal of Applied Psychology, The Leadership Quarterly and Human Resource Management Review.

All are welcome!

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