



FBA

# NEWSLETTER

30 Nov 2022

ISSUE 46

RESEARCH FOCUS

## SPOTLIGHT

### 1 FIRST DBA GRADUATION ROUND-TABLE DISCUSSION HELD SUCCESSFULLY

#### Teaching and Learning

澳門大學工商管理學院於11月26日成功舉辦了“工商管理博士 (DBA) 課程畢業生圓桌會議”。是次會議的主題為“後疫情時代之機遇與挑戰”，重點探討後疫情時代澳門可持續發展的戰略與路徑。

澳大校長宋永華教授在致歡迎辭時表示，新冠疫情重創澳門的社會與經濟，作為澳門最大的公立大學，澳門大學肩負著幫助澳門更好地迎接後疫情時代的機遇與挑戰這一歷史重任。舉措之一乃工商管理博士(DBA)課程的開設。通過將澳門獨特的多元文化商業環境與澳門大學嚴謹的學術標準相結合，並配備一流的師資與設施，澳大的DBA課程令學員們可以在研習的過程中更好地掌握在數字經濟時代制勝的知識技能，從而更好地迎接後疫情時代的機遇與挑戰。

宋永華校長為出席是次會議的三位特邀嘉賓——中國工商銀行（澳門）股份有限公司執行董事、行政總裁牛建軍先生、永利澳門有限公司副主席兼執行董事陳志玲女士，以及中國電信（澳門）董事陳武先生分別頒發了感謝狀；並為澳大首屆DBA畢業生陳捷博士及林毓霞博士分別頒發了優秀班長獎及優秀班代表獎。



工商管理學院成功舉辦首次工商管理博士 (DBA) 課程畢業生圓桌會議，並特別邀請來自中國工商銀行（澳門）股份有限公司執行董事、行政總裁牛建軍先生、永利澳門有限公司副主席兼執行董事陳志玲女士，以及中國電信（澳門）董事陳武先生為會議嘉賓



與會者就疫情時代之機遇與挑戰作討論分享

其後，三位特邀嘉賓與DBA課程的導師代表（馮家超教授、劉丁己教授、舒連杰教授、袁嘉教授）及首屆畢業生代表（廖春榮博士、陳捷博士、莫立君博士、林建雄博士）圍繞後疫情時代企業數字化轉型的實踐、智慧技術的應用、綠色金融的發展，以及相關法律法規的配合等問題展開深入交流，在探討與溝通中分享相關的前沿理論與有效策略。第二屆DBA學生岳宗斌先生作為DBA在讀學生代表與其他首屆DBA畢業生一起參加了此次圓桌會議。最後，澳門大學DBA課程主任傅曉青教授對此次會議進行了總結發言。

On 26 November 2022, the Faculty of Business Administration (FBA) of the University of Macau (UM) successfully held the "DBA Graduation Round-table Discussion". The theme of this meeting is "Opportunities and Challenges in the Post-epidemic Era", which focused on Macao's sustainable development in the post-epidemic era.

## PUBLICATION

### 1 RESEARCH PAPERS THAT RANKED ABS3 OR ABOVE

**Fong, L. H. N.**, Zhang, C. X. Y., & Wang, Z. Y. Tourist-Host Identity Risk: Scale Development and Consequences. *Journal of Travel Research*.  
<https://doi.org/10.1177/00472875221127680> (ABS4)

**Wang, Q.**, & Ngai, E. W. T. (2022). Firm diversity and data breach risk: A longitudinal study [Article]. *Journal of Strategic Information Systems*, 31(4), Article 101743. <https://doi.org/10.1016/j.jsis.2022.101743> (ABS4)

**Chark, R.**, & Ip, M. M. H. (2023). Is menu design effective? A p-curving analysis [Article]. *International Journal of Hospitality Management*, 108, Article 103378. <https://doi.org/10.1016/j.ijhm.2022.103378> (ABS3)

Ip, M. M. H., & **Chark, R.** (2023). The effect of menu design on consumer behavior: A meta-analysis [Article]. *International Journal of Hospitality Management*, 108, Article 103353. <https://doi.org/10.1016/j.ijhm.2022.103353> (ABS3)

**Hong, J.** & Snell, R. (2022). Locally initiated and designed innovation and potential reverse transfer through selective bricolage at three MNC subsidiaries in China, *R&D Management*, <http://doi.org/10.1111/radm.12568>. (ABS3)

Dong, L., Dai, Y., Haque, T., **Kot, H. W.**, & Yamada, T. (2022). Coskewness and reversal of momentum returns: The US and international evidence [Article]. *Journal of Empirical Finance*, 69, 241-264.  
<https://doi.org/10.1016/j.jempfin.2022.10.004> (ABS3)

Liu, X., Nicolau, J. L., **Law, R.**, & Li, C. (2022). Applying image recognition techniques to visual information mining in hospitality and tourism [Article]. *International Journal of Contemporary Hospitality Management*.  
<https://doi.org/10.1108/IJCHM-03-2022-0362> (ABS3)

Ding, W., **Shu, L.**, and Gu, X. (2022), A robust Glasso Approach to Portfolio Selection in High Dimensions, *Journal of Empirical Finance*, accepted (ABS3)

**Su, Z. W.**, & Xue, Y. (2023). Takeover deterrence with state ownership: Evidence from China. *Journal of Banking & Finance*, 146, Article 106689.  
<https://doi.org/10.1016/j.jbankfin.2022.106689> (ABS3)





Sun, F., Yin, C., **Zhou, S.**, & Zhu, Z. (2022). IPO underpricing and mutual fund allocation: New evidence from registration system. International Review of Financial Analysis, 84, 102405.

<https://doi.org/https://doi.org/10.1016/j.irfa.2022.102405> (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 25 November 2022 and are listed in no particular order.

## 2 OTHER PUBLICATION

### Book

- Jiang, J.Y. & **Choe, J. Y. J.** (2022). Destination Marketing Using Festivals in Macau: Relationships Between Festival Performance Quality, Experiential Quality, Visitor Satisfaction, Corporate Image and Behavioural Intention. In D. Styliadis, S.S. Kim, & J. Kim. (Eds.), Tourism Marketing In Southeast And East Asia (pp. 151-174). CABI.



Prof. Jacey CHOE (崔慈瑛教授)



Tourism Marketing In Southeast And East Asia

### News sharing

- Henry Chun Kwok LEI**, “學者指境外金融機構 或以澳為跳板進深合區” [濠江日報] 2022-10-26 A08 會展經濟
- Glenn James MCCARTNEY**, “MICE Um Sector Resiliente que Aguarda Mudanças das Políticas Covid-19” [Hoje Macau] 2022-10-27 p2-3
- Jean Jinghan CHEN**, “公司治理回復投資者信心” [澳門日報] 2022-10-30 A11 經濟
- Davis Ka Chio FONG**, “學者倡增推廣 延客留促消費” [澳門日報] 2022-11-01 A10 經濟
- Jean Jinghan CHEN** and **Henry Chun Kwok LEI**, “學者促融合琴澳法制金融政策落地” [市民日報] 2022-11-07 P01 要聞
- Matthew Ting Chi LIU**, “她經濟”市場營銷發展實例” [澳門日報] 2022-11-06 A11 經濟
- Matthew Ting Chi LIU**, “學者：加強體驗教學與推廣” [澳門日報] 2022-11-07 A10 經濟
- Davis Ka Chio FONG**, “學者：明年賭收基本盤七八百億眾多因素疊加 或可達千三億” [澳門日報] 2022-11-06 A11 經濟
- Davis Ka Chio FONG**, “群力論壇多角度探討明年施政” [澳門日報] 2022-11-11 A06 澳門
- Matthew Ting Chi LIU**, “學者：加強批發 精準零售” [澳門日報] 2022-11-14 A14 經濟
- Jean Jinghan CHEN**, “Corporate governance is the top priority for restoring investor confidence” [Macau Business Magazine] 2022-11-16 P. 75
- Davis Ka Chio FONG**, “加速綜合旅遊轉型 突破中小企業困境” [澳門日報] 2022-11-21 A09 澳門
- Matthew Ting Chi LIU**, “打造有效的短視頻營銷” [澳門日報] 2022-11-20 A15 經濟
- Matthew Ting Chi LIU**, “學者：主打專業鑑定真品銷售” [澳門日報] 2022-11-21 A14 經濟
- Rose Neng LAI**, “階梯房策保障居有所” [澳門日報] 2022-11-23 A09 澳門
- Rose Neng LAI**, “Habitação Defendida Política do Governo” [Hoje Macau] 2022-11-24 P05

# STORY OF THE ISSUE

## 1 HIGH QUALITY RESEARCH OUTPUT

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 ABS4\*, 4, FT50, UTD articles.

**Prof. Rico Long Wai LAM (林朗為教授)**, Professor in the Department of Management and Marketing, published an article entitled “Performance Pressure and Employee Expediency: The Role of Moral Decoupling” in collaboration with **Dr. Julie N. Y. ZHU**, **Prof. Yan LIU** and **Prof. Ning JIANG**, in *Journal of Business Ethics* (FT50).

### Paper abstract:

Although performance pressure has desirable consequences, there is evidence that it can produce unintended outcomes as employees tend to engage in dysfunctional and unethical behaviors to meet performance goals. Thus, the process through which employees think and behave unethically under performance pressure deserves more research attention. This study goes beyond the stress-appraisal perspective and investigates whether and when performance pressure influences individual work mindsets and behaviors from a moral reasoning perspective. Specifically, we contend that performance pressure is related to employee expediency through moral decoupling. We further hypothesize dialectical thinking and moral identity to be the boundary conditions of the proposed relationships. Analyses of data from a field study in three waves provide support for most of the hypotheses. In particular, we find that moral decoupling accounts for additional variance after we control for the stress-appraisal effect of performance pressure on employee expediency. The study offers several contributions to the literature on performance pressure and unethical behavior.

For details: <https://doi.org/10.1007/s10551-022-05254-3>



Prof. Rico LAM



Journal of Business Ethics

2

## PROF. LIANJIIE SHU RECEIVED TECHNOLOGICAL INVENTION AWARD AT THE MACAO SCIENCE AND TECHNOLOGY AWARDS 2022

The Macao SAR Government presented the 2022 Macao Science and Technology Awards on 16 November 2022. The University of Macao (UM) has won 14 awards, accounting for over 60 per percent of all the awards presented this year, including winning all awards in the Technological Invention Award category.

**Prof. Lianjie SHU (舒連杰教授)**, Professor of Business Intelligence and Analytics in FBA, was awarded the third prize in Technological Invention Award category in 2022 Macao Science and Technology Awards, due to his outstanding research project “Regularization Techniques for High-dimensional Portfolio Optimization and Index Tracking”. This project develops some novel methods based on regularization techniques for two important research issues in quantitative finance: portfolio selection and index tracking in high dimensions. It has made important contributions to both theory and practice. Part of research outputs have been published on **Journal of Financial and Quantitative Analysis (JFQA)**, Quantitative Finance, and Journal of Financial Econometrics. Especially, JFQA is one of the top four finance journals.

Congratulations to Prof. SHU and best wishes for his future research.

For more details, please visit: <https://fba.um.edu.mo/zh-hant/um-wins-14-macao-science-and-technology-awards/>



Prof. Lianjie SHU was awarded a third prize in Technological Invention Award category with his research project entitled “Regularisation Techniques for High-dimensional Portfolio Optimisation and Index Tracking”



A group photo of UM Awardees

### 3 PROF. ROB LAW AND PROF. LI MIAO WERE INVITED TO SHARE THEIR INSIGHTS ENTITLED: "SMART TOURISM: AN INTERDISCIPLINARY EXPLORATION" (跨學科研究智慧旅遊) AT THE UMAGAZINE

**Prof. Rob LAW** (羅振雄教授), UMDf Chair Professor of Smart Tourism, and **Prof. Li MIAO** (苗莉教授), Professor in Integrated Resort and Tourism Management, were invited to share their insights in the article entitled 'Smart Tourism: An Interdisciplinary Exploration' (跨學科研究智慧旅遊) at the UMagazine (澳大新語) November issue.

#### Smart Tourism: An Interdisciplinary Exploration

The University of Macau's (UM) Smart Tourism Research Team is leveraging the smart city technologies developed at UM and the university's strengths in humanities, history, integrated tourism, marketing, and other areas to carry out innovative interdisciplinary research, in order to help build Macao into a world centre of tourism and leisure.

#### Making the Industry More Competitive

Smart tourism is an important driving force that propels the transformation of Macao into a smart city. In this regard, UM's State Key Laboratory of Internet of Things for Smart City can provide technical support for smart tourism research. According to Prof Law, technologies that can enhance visitors' experiences before, during, and after their trips, such as cloud computing, the Internet of Things, and 5G, can all be considered as smart tourism technologies. 'However, no matter how much our technologies have evolved, the core value of tourism remains the same, says Prof Law. 'It is always about creating a wonderful and unforgettable travelling experience for visitors. Among all elements, shopping, food, accommodation, and transport are linked together as a whole, a visitor's experience will be affected if any of these elements falls below expectation.'

#### Training Professionals for Tourism Transformation

The head of DRTM is Miao Li, University of Macau Development Foundation Professional Fellow, who taught at Purdue University and Oklahoma State University for over a decade before joining UM. She has extensive research experience in the field of dynamic interpersonal relationships and human-technology interaction in hospitality and travel experience. According to Prof Miao, to usher in the era of smart tourism, the department will draw on the strengths of academic disciplines at UM such as computer science and big data analytics for curriculum enhancement. For example, new topics such as the metaverse and 'Tourism+' will be added to existing programmes to enhance students' interdisciplinary knowledge and skills.

Source: UMagazine

For more details, please visit: [https://umagazine.co.um.edu.mo/2022b\\_8/?lang=en](https://umagazine.co.um.edu.mo/2022b_8/?lang=en)



Prof. Rob LAW



Prof. Li MIAO



## MEET OUR DBA/EMBA STUDENTS

The Doctor of Business Administration (DBA) programme and the Executive Master of Business Administration (EMBA) programme are executive degree programmes that aim to assist middle to senior business executives to strengthen their entrepreneurial and managerial capabilities. This section is dedicated to introduce outstanding students from these two programmes and share their stories with you.

### 1 STUDENT SHARING

#### Teaching and Learning

**陳捷博士**，首屆DBA博士畢業生，於2019年入學並在2022年獲得澳門大學工商管理學院的工商管理博士學位（DBA）。他是滙彩控股主席兼董事總經理，在管理及投資方面擁有31年經驗，為澳門休閒科技廠商建設了兩大技術交流平臺，至今仍在不斷學習。另外，為表彰他對澳門大學DBA課程的卓越貢獻，宋永華校長為其頒發了首個“澳門大學DBA課程優秀班長獎”！

#### 為澳門出一份力

陳捷博士擔任了多份社會公職，如澳門政府經濟發展委員會成員，致力為社會大眾服務，提升澳門人的生活質素。他對科技保持積極正面態度：「我堅信科技發展一日千里，澳門必是粵港澳戰略發展的重要樞紐，如能夠為從事澳門休閒科技廠商提供技術交流平臺，必定有利於澳門長遠及持續的經濟及產業多元化發展。」

因此，他分別在2012年和2013年創立了澳門娛樂設備廠商會「The Macau Gaming Equipment Manufacturers Association (MGEMA)」和澳門休閒科技展「MGS，原澳門娛樂展」，致力於推動澳門成為世界級娛樂及休閒中心。MGS在2017年更獲得了國際展覽業協會UFI認證，已躋身國際高品質展會行列。

#### 學無止境

陳捷博士持有亞利桑那州立大學凱瑞商學院的工商管理碩士學位和上海科技大學頒授之電腦科學學士學位，擁有近百項的發明專利。他表示澳門大學的DBA課程著重研究分析，對於業務的長期發展以及危機管理尤其重要，對於工作上的業務改革和發展都有著極大的幫助。課程把澳門獨特的多元文化商業環境與澳門大學嚴謹的學術標準相結合，增加應用商業研究能力，深化知識、培養創新卓見，增強領導和管理能力。

#### 澳門大學是一個好平臺

陳捷博士認為「澳門大學提供一個良好的交流平臺，讓本地以及大灣區頂尖企業的商業領袖能相互認識並一起分析企業管理模式在現今社會下各自的優勢和缺點，並從中找出最適切的管理方法。」澳門大學DBA課程通過建構社交網絡平臺、專題考察工作坊等形式，讓來自不同行業的領袖精英互相交流學習，特別是在與粵港澳大灣區密切相關的金融、科技與商業三大範疇，讓他掌握不同行業領域的最新研究趨勢，從而對未來的事業發展有更準確的規劃和部署。



陳捷博士

## 不斷創新，敢為人先

陳捷博士強調「商業企業家和科學家可以和諧合作。」在20多年前，人們對於科技持保守態度的時候，他已經開始以創新概念去探索以類似遠程科技應用於澳門娛樂場運作方面的可行性，可見他對於科技持開明關注的積極態度，並研發出直播混合遊戲機，幫助解決營運上的常見問題，如營運成本上升，經營效率低下等，為公司解決了許多大大小小的不利問題。此產品不僅獲得專利并受到澳門以及海外主要娛樂場營運商的愛戴，在疫情防控期間也大大發揮它的作用，可見創新科技不僅解決了商業的不足之處，還大大促進了商業發展。

**Dr. Jay CHUN**, admitted to the Doctor of Business Administration (DBA) Programme in 2019, and received the DBA degree in 2022 from the Faculty of Business Administration (FBA) of the University of Macau (UM). He is the Chairman and Managing Director of Paradise Entertainment, and has 31 years of experience in management and investment experience. In recognition of his outstanding contribution to the DBA programme, **Rector Yonghua SONG** awarded him the "Excellent Class Leader Award" of the 1st cohort of the DBA Programme of the University of Macau.

## NEWS

### 1 UM CEREMONY FOR CONFERMENT OF HIGHER DEGREES 2022

Teaching and Learning

Business Engagement

The University of Macau (UM) held the Ceremony for the Conferment of Higher Degrees 2022 together with over 1,300 graduates on 26 November. This year, 24 doctoral students and 232 master students from the Faculty of Business Administration successfully completed their studies, including 9 PhD students and the first cohort of 15 DBA and 29 EMBA students.

Congratulations to all the graduates and best wishes on all their future endeavors!

For more information on the ceremony, please visit:  
<https://www.um.edu.mo/news-and-press-releases/press-release/detail/54731/>



UM held the Ceremony for the Conferment of Higher Degrees 2022 together with over 1,300 graduates



## 2 THE FIRST DBA AND EMBA GRADUATION DINNER 首屆工商管理博士 (DBA)及高級管理人員工商管理碩士 (EMBA)課程畢業晚宴

### Teaching and Learning

澳門大學工商管理學院於2022年11月26日晚上舉辦了 "首屆工商管理博士(DBA)及高級管理人員工商管理碩士(EMBA)課程畢業晚宴" 祝賀各畢業生順利畢業。

傅曉青教授及張旭教授在致辭中再次恭賀各位畢業生，並祝願他們有美好前程，讓一眾畢業生與教授同樂，渡過愉快難忘的晚上。

當晚校方領導包括：澳大副校長兼工商管理學院代院長葛偉教授、澳大副校長徐建博士、DBA課程主任傅曉青教授、EMBA課程主任張旭教授及一眾課程講師及導師雷智豪教授、馮家超教授、舒連杰教授、練肇通教授、陳曉雲教授、劉丁己教授、江紹發教授、袁嘉教授、李卓雄教授均出席晚宴與畢業生同慶。

On 26 November 2022, the Faculty of Business Administration (FBA) of the University of Macau (UM) held the "First Doctor of Business Administration (DBA) and Executive Master of Business Administration (EMBA) Programme Graduation Dinner" to congratulate every graduate for their accomplishments.



首屆工商管理博士(DBA)課程畢業生合照



首屆高級工商管理碩士(EMBA)課程畢業生合照



Group photo at opening ceremony

## 3 CCE, BRTC AND DSEDJ JOINTLY ORGANIZED THE "NATIONAL AND REGIONAL TRAINING UNDER MACAO YOUTH PROFESSIONAL DEVELOPMENT PROGRAMME – ENHANCEMENT OF COMPREHENSIVE OF MANAGEMENT OF EXCELLENCE YOUTH IN LOCAL ENTERPRISES" 「澳門青年專業發展計劃」國情區情培訓 – 本地企業優青綜合管理提昇班

### Teaching and Learning

### Business Engagement



Group photo at closing ceremony

In order to unite the strengths of enterprises in Macao and mainland institutions, create an atmosphere to jointly promote the professional development of youth, to provide opportunities for professional growth for youth in Macao, and actively help them integrate into the overall development of the country. 9 enterprises were invited to participate in the programme, and a total of 32 outstanding young employees from Macao were selected and recommended by the enterprises to participate.

For details, please visit our website:

<https://fba.um.edu.mo/cce-brtc-and-dsedj-jointly-organized-the-national-and-regional-training-under-macao-youth-professional-development-programme-enhancement-of-comprehensive-of-management-of-excellenc/>

## 4 THE "PwC MACAU X FBA CAREER TALK" WAS SUCCESSFULLY HELD

Teaching and Learning

Business Engagement

The University of Macau (UM) Faculty of Business Administration (FBA) and the PricewaterhouseCoopers (Macau) Limited jointly held the "PwC Macau x FBA Career Talk" on 16 November 2022.

The talk aimed to facilitate the placement and career development of FBA graduating students. **Mr. Bernard LI**, Assurance Partner of PwC, and his team together with Risk Assurance Cyber team shared their career stories and experience in PwC with students. Job opportunities in the PwC were introduced and students were given online application tips with exclusive privilege. **Prof. Brenda CHAN** (陳詠嫻教授), Assistant Professor in Business Intelligence and Analytics, coordinated and showed great support to the talk.

Over 50 FBA students have attended the talk. They commented that they had had deeper understanding of top business firms and had gained helpful knowledge for career development.



The "PwC Macau x FBA Career Talk" was successfully held and attracted over 50 FBA students to the talk



Mr. Bernard LI, Assurance Partner of PwC, shared their career stories and experience in PwC with students



Ms. Judy ZHAO

## 5 DEPARTMENT OF MANAGEMENT AND MARKETING OUTSTANDING ALUMNUS: NAN (JUDY) ZHAO

Teaching and Learning

Business Engagement

**Ms. Nan ZHAO, Judy** graduated from University of Macau in 2016, with a Bachelor's degree in Business Administration (Financial Controllershship Major). Inspired by the course "**Principles of Marketing**" that she took and with strong support and guidance from the Department of Management and Marketing colleagues, she decided to pursue higher degrees in marketing. Consequently, she went to the USA and obtained a master's degree in Customer Analytics from Washington University in St. Louis, where she also continued to pursue a Doctoral degree in Quantitative Marketing.

Judy's dissertation focuses on how firms can grow revenue and increase customer engagement through customer relationship management. Specifically, she uses econometric and statistical models to measure consumer response to marketing initiatives such as co-branded credit cards, online subscriptions, and e-mail communications, both short-term and long-term. Her work has been published in **Management Science**, one of the top journals in business.

Expecting to graduate in the spring 2023, Judy will be joining Scheller College of Business, Georgia Institute of Technology, as an Assistant Professor of Marketing starting the summer 2023. Congratulations!

## 6 DEPARTMENT OF FINANCE AND BUSINESS ECONOMICS HELD THE BRIEFING FOR THE "2.5 + 2.5" DUAL-DEGREE PROGRAMME WITH FUDAN UNIVERSITY

### Teaching and Learning

The Faculty of Business Administration (FBA) has recently launched a BSc in Finance Dual-degree Programme (Programme) with Fudan University, the Programme adopts a "2.5+2.5" mode. BSc in Finance Students (Students) will study in the UM in the first 2.5 years and another 2.5 year in Fudan.

The Department of Finance and Business Economics held a briefing for the 2.5+2.5 dual-degree programme with Fudan University on 23 November 2022. **Prof. Hung Wan KOT (葛鴻雲教授)**, Programme Coordinator of Finance, introduced the dual-degree programme to the year-1 and year-2 BSc in Finance students, and answered the questions from the audience. 19 students attended the briefing and showed strong interest in the dual-degree programme.

For more details, please visit: <https://fba.um.edu.mo/fba-launch-bsc-in-finance-dual-degree-programme-with-fudan-university/>



Prof. Hung Wan KOT introduced the dual-degree programme to the year-1 and year-2 BSc in Finance students



Attending students showed strong interest in the dual-degree programme

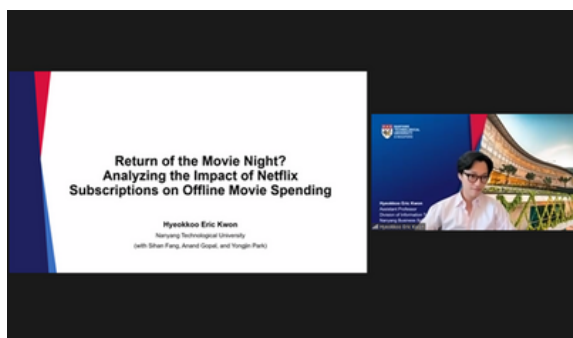
## 7 FBA SUCCESSFULLY HELD FBA SEMINAR SERIES IN BUSINESS INTELLIGENCE AND ANALYTICS AREA

### Teaching and Learning

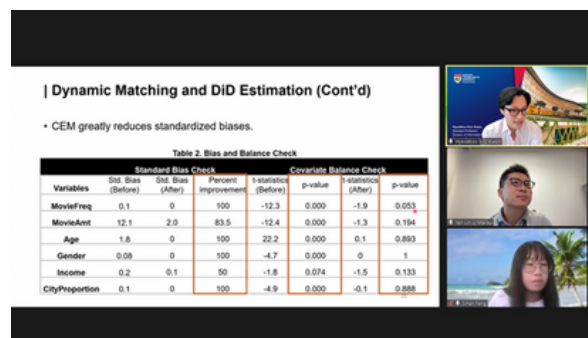
### Research

### Service

The University of Macau (UM) Faculty of Business Administration (FBA) successfully held FBA Seminar Series 019 on 23 November 2022. The FBA Seminar Series 019: "Return of the Movie Night? Analyzing the Impact of Netflix Subscriptions on Offline Movie" was hosted by **Prof. Yan LIN (林龔教授)**, Assistant Professor of Business Intelligence and Analytics of FBA and **Prof. Hyeokkoo Eric KWON**, Assistant Professor of Information Technology and Operations Management from Nanyang Technological University (NTU) was invited to deliver the seminar and shared the impact of the subscription-based business model on offline activity consumption in the motion picture industry.



Prof. KWON from University of Hong Kong and shared his insights and research findings



Prof. LIN hosted the seminar and Q & A session

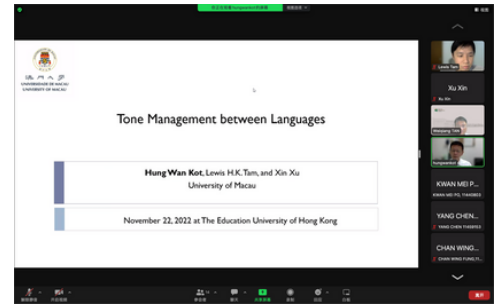


## 8 PROF. HUNG WAN KOT WAS INVITED TO SHARE HIS INSIGHTS AT THE SEMINAR HOSTED BY THE EDUCATION UNIVERSITY OF HONG KONG

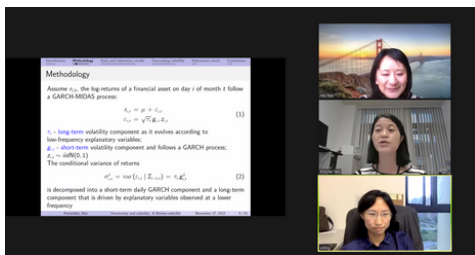
Research

Service

**Prof. Hung Wan KOT** (葛鴻雲教授), Assistant Professor in Finance and Programme Coordinator of Finance, was invited to share his insights entitled "Tone management between languages", which is co-authored with Prof. Lewis TAM (譚漢強教授), Associate Professor of Finance and FBA PhD student Xin XU (徐昕), at an online seminar hosted by the Education University of Hong Kong on 22 November 2022.



Prof. KOT delivered a seminar entitled "Tone management between languages" at an online seminar hosted by the Education University of Hong Kong



Prof. Priscilla TAM was invited to moderate the seminar

## 9 PROF. PRISCILLA TAM PARTICIPATED IN THE APAEM SEMINAR SERIES ON ECONOMICS: "UNCERTAINTY AND VOLATILITY: A MARKOV-SWITCHING GARCH-MIDAS APPROACH"

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 28 November 2022. **Prof. Priscilla TAM** (譚珮璇教授) was invited to moderate the seminar entitled "Uncertainty and Volatility: A Markov-Switching GARCH-MIDAS Approach" delivered by **Dr. Yao RAO** (饒瑤博士), Senior Lecturer, University of Liverpool.

## 10 PROF. LEONA LI PARTICIPATED IN THE APAEM SEMINAR SERIES ON ECONOMICS: "HOW DID CHINA MANAGE THE TRADE WAR?"

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 22 November 2022. **Prof. Leona LI** (李少知教授) was invited to moderate the seminar entitled "How Did China Manage the Trade War?" delivered by **Dr. Liugang SHENG** (盛柳剛博士), Associate Professor, The Chinese University of Hong Kong.



Prof. Leona LI was invited to moderate the seminar

## 11 PHD ORAL DEFENSE

### Teaching and Learning

### Research

**Mr. Ming GAO, Bill (高明)** has presented his PhD thesis on 16 November 2022 and, shortly, he will be conferred the Doctor of Philosophy degree. Mr. GAO, supervised by **Prof. Matthew LIU (劉丁己教授)** completed his oral defense with the title “Exploring Impulse Buying in Live Stream Shopping: A Balanced Framework”. Here is the brief background of his thesis and his experience in Faculty of Business Administration.

His PhD thesis is about the impulse buying in live stream shopping, which investigates the impacts of attraction and emotion factors on consumers' impulse buying in live stream shopping. Knowledge knows no boundaries. Altogether, he has spent years in FBA, for his Master and PhD studies. This period of his life, worthy of cherishing, and it would also lay a solid foundation for his future academic career and he is planning to apply for a full-time academic job in a local university.

During his years at the Faculty of Business Administration, he is very grateful to his supervisors, the professors and the staff members of FBA for their dedicated instructions, lectures and assistance.



Mr. Ming GAO, Bill (the third from right) has completed his PhD oral defense

# UPCOMING EVENT



**FBA SEMINAR SERIES**  
- 023

**Human and Robotics Copresence and Coproduction in The Contemporary Service Encounter**

**Prof. Laurie WU**  
Associate Professor  
School of Sport, Tourism & Hospitality Management  
Temple University

Date: 7 December 2022 (Wednesday)  
Time: 10:30am - 11:30am  
Venue: Online via Zoom  
Host: Prof. Yuansi HOU, Associate Professor in International Integrated Resort Management  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_1zRshjIeIV1AU8m](https://umac.au1.qualtrics.com/jfe/form/SV_1zRshjIeIV1AU8m)

**Abstract**  
Amid the proliferation of service automation, the interactive balance between human and robotics in the contemporary hospitality service encounters has accumulated a plethora of practical and scholarly interest. This presentation shares a series of recent work centered on human and robotics copresence and coproduction in the contemporary service encounter, addressing three specific research questions: How does robotic involvement contribute to valuable customer experiences in the service encounter? When and why does robotic coproduction lead to higher levels of consumers willingness to pay more? Finally, how to leverage human touch to supplement a robotics-driven service experience? Altogether, this presentation aims to explore the future of technology-centered innovations happening at the contemporary service encounter and to discuss how innovation and heritage can be fused in the curation of excellent service experiences.

**Speaker**  
Prof. Laurie WU is Associate Professor at Temple University. She received her PhD from The Pennsylvania State University. Her works have appeared in major journals including International Journal of Hospitality Management, Journal of Hospitality & Tourism Research, Journal of Business Research. Also, she is the editorial board member of Journal of Travel Research, Journal of Hospitality and Tourism Research, Journal of Hospitality and Tourism Insights and Service Marketing Quarterly.

**Register Now!**  
Deadline: 05/12/2022  
The registered audience will be notified of more detailed information via email.

**All are welcome!**

## 1 FBA SEMINAR SERIES 023

- Topic: Human and Robotics Copresence and Coproduction in The Contemporary Service Encounter
- Speaker: Prof. Laurie WU, Associate Professor, Temple University
- Date: 7 December 2022 (Wednesday)
- Time: 10:30 – 11:30
- Format: Online via Zoom
- Language: English
- Registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_1zRshjIeIV1AU8m](https://umac.au1.qualtrics.com/jfe/form/SV_1zRshjIeIV1AU8m)

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-023/>

## 2 FBA SEMINAR SERIES 024

- Topic: The Housing Affordability Revolution
- Speaker: Prof. Thies LINDENTHAL, Associate Professor for Real Estate Finance, University of Cambridge
- Date: 7 December 2022 (Wednesday)
- Time: 17:00 – 18:00
- Format: Online via Zoom
- Language: English
- Registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_5cJgFwF16ypl46a](https://umac.au1.qualtrics.com/jfe/form/SV_5cJgFwF16ypl46a)

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-024/>



**FBA SEMINAR SERIES**  
- 024

**The Housing Affordability Revolution**

**Prof. Thies LINDENTHAL**  
Associate Professor for Real Estate Finance  
University of Cambridge

Date: 7 December 2022 (Wednesday)  
Time: 5:00pm - 6:00pm  
Venue: Online via Zoom  
Host: Prof. Rose LAI, Professor of Finance  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_5cJgFwF16ypl46a](https://umac.au1.qualtrics.com/jfe/form/SV_5cJgFwF16ypl46a)

**Abstract**  
This paper provides the first long-term overview of developments in urban housing affordability, quality and inequality, focusing on seven European cities from 1500 to the present. Based on the rental indices developed by EKL (2022), we create new indices of housing quality and inequality, and relate these to changes in wages and population. Before 1900, markets were unregulated and rent prices and wages rose in tandem when cities grew while housing quality and inequality increased. We document a housing affordability revolution between the 1910s and the 1970s when housing affordability and quality improved dramatically while housing consumption inequality declined. We show that part of the short-term affordability improvement in this period was attributable to rent controls and housing supply expansions. Most of the surge in housing expenditure that did occur over time is due to increasing housing quality rather than rising rent.

**Register Now!**  
Deadline: 05/12/2022  
The registered audience will be notified of more detailed information via email.

**Speaker**  
Prof. Thies Lindenthal is an Associate Professor for Real Estate Finance at the Department of Land Economy, University of Cambridge. Before that, he obtained his PhD from Maastricht University and did a postdoc at MIT's Center for Real Estate, working on the market for virtual locations such as internet domain names. Prof. Lindenthal's research interests are twofold: First, he analyzes property investments in the very long-term, tracking rents, prices, and returns for up to 500 years. The second research line focuses on applied machine learning techniques to utilize high-dimensional "Bigish" data. Put differently, he uses images and other data that are too complex for spreadsheets to better understand property values, household preferences, and decisions made by very human and not always rational agents. Thies takes pride in teaching. He is the course director for Cambridge's postgraduate MPhil programme in Real Estate Finance. He is also a fellow at Murray Edwards College and at the Cambridge Endowment for Research in Finance. In addition, he received a JM Keynes Fellowship in Financial Economics. Besides, he is also a board member for the American Real Estate and Urban Economics (AREUA) association and has served as an expert witness for internet domain names at US courts.

**All are welcome!**