



NEWSLETTER

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INDUSTRY FOCUS

NEWS

1 CCE AND EXECUTIVE EDUCATION OFFICE OF FBA JOINTLY ORGANIZED THE "GUANGDONG-MACAO IN-DEPTH COOPERATION ZONE IN HENGQIN 2022 DESIGNATED TRAINING COURSE FOR EDUCATION MANAGERS" (橫琴粵澳深度合作區 2022年度教育管理人員培訓班)

Teaching and Learning

Business Engagement

In order to implement the "new space" and "new home" in "General plan for building a Guangdong-Macao in-depth cooperation zone in Hengqin", and to deepen teachers' understanding of Macao's culture and education in the cooperation zone, CCE and Executive Education office of FBA jointly organized the "Guangdong-Macao In-Depth Cooperation Zone in Hengqin 2022 Designated Training Course for Education Managers" (橫琴粵澳深度合作區 2022年度教育管理人員培訓班) for a total of 40 teachers from Hengqin from 2 December to 4 December 2022 that is hosted by the Livelihood Affairs Bureau of Guangdong-Macao In-Depth Cooperation Zone in Hengqin, organized by Zhu Kuan (Macao) Human Resource Operation Co., Ltd.

為貫徹落實《橫琴粵澳深度合作區建設總體方案》中提出建設“新空間”“新家園”的要求，充分加深合作區內教師對澳門文化、教育等情況的瞭解，由橫琴粵澳深度合作區民生事務局主辦，珠光集團下屬珠光人力資源運營（澳門）有限公司承辦，澳門大學持續進修中心與工商管理學院高級管理人員教育協辦，為來自橫琴粵澳深度合作區公辦學校教育教學管理人員、骨幹教師、民生事務局教育發展處相關工作人員約40人舉辦於12月2至4日為期三天的「橫琴粵澳深度合作區 2022年度教育管理人員培訓班」。

For more details, please visit: <https://fba.um.edu.mo/cce-and-executive-education-of-fba-jointly-organized-the-guangdong-macao-in-depth-cooperation-zone-in-hengqin-2022-designated-training-course-for-education-managers/>



CCE and Executive Education of FBA jointly organized the "Guangdong-Macao In-Depth Cooperation Zone in Hengqin 2022 Designated Training Course for Education Managers"

2 THE 2023/2024 UNIVERSITY OF MACAU DOCTOR OF BUSINESS ADMINISTRATION (DBA) PROGRAMME IS NOW OPEN FOR APPLICATION

Teaching and Learning

The University of Macau **Doctor of Business Administration (DBA) programme** is designed for candidates from senior leadership positions who are looking to further develop and refine their practical and theoretical skill set of business principles. We welcome candidates from all business fields to apply.

- Commencement Date: September, 2023
- Duration: 3 Years (6 Semesters)
- Teaching Arrangement: One intensive learning session per month (Half day on Friday, Full day on Saturday and Sunday)
- Language: Chinese / English
- Location: University of Macau Campus
- Application Period: Dec 12, 2022 to May 31, 2023

The UM DBA degree has been authenticated by the Chinese Service Center for Scholarly Exchange (CSCSE) of the Ministry of Education in China

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



**The University of Macau Faculty of Business Administration is a leading business school obtained accreditations from AACSB, EQUIS and AMBA - only 116 triple-accredited business schools in the world.*



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3 THE 2023/2024 UNIVERSITY OF MACAU EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA) PROGRAMME IS NOW OPEN FOR APPLICATION

Teaching and Learning

The University of Macau **Executive Master of Business Administration (EMBA) programme** aimed at strengthening entrepreneurial and managerial capabilities among middle to senior business executives. This programme will provide participants with even greater opportunities to enhance their professional expertise, encompassing academic rigor within Macau and the region's unique business and multicultural environment. We welcome candidates from all business fields to apply.

- Commencement Date: September, 2023
- Duration: 2 Years
- Teaching Arrangement: Once per month (Usually on Friday, Saturday and Sunday)
- Language: Chinese / English
- Location: University of Macau Campus
- Application Period: Dec 12, 2022 to May 31, 2023

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

4 DEPARTMENT OF ACCOUNTING AND INFORMATION MANAGEMENT CO-ORGANIZED "CONFERENCE ON OPPORTUNITIES FOR POST-EPIDEMIC DEVELOPMENT IN MACAU" ("把握機會·疫後高飛"研討會)

Teaching and Learning

Business Engagement

由廣東省粵港澳合作促進會會計專業委員會（澳門區）與澳門會計專業聯會聯合主辦、澳門大學工商管理學院會計及資訊管理學系協辦、澳門基金會贊助的“把握機會·疫後高飛”研討會，於十一月二十九日於澳門大學舉行，與會者包括各大專院校師生及於不同領域發展的青年人。

廣東省粵港澳合作促進會會計專業委員會（澳門區）主任、澳門會計專業聯會理事長張少東致詞提及，疫情已經持續了三年，對澳門及世界經濟有嚴重的衝擊，隨着世界各地疫情減緩，澳門經濟可望回穩。張少東勉勵同學們及青年人好好裝備自己，迎接疫後的機遇。

參加是次研討會的同學表示，講者的介紹令他們對本澳、深合區及大灣區的就業狀況及發展機遇有更好的了解，讓他們更好地把握到行業的狀況，及時為自己的職業生涯作出規劃。

出席研討會嘉賓包括會計師專業委員會代表容志聰、教育及青年發展局學校督導協調員鄧偉強、澳門大學工商管理學院會計及資訊管理學系系主任蕭澤忠、澳門管理學院院長唐繼宗，廣東省粵港澳合作促進會會計專業委員會（澳門區）顧問、澳門會計專業聯會會長容永恩，廣東省粵港澳合作促進會會計專業委員會（澳門區）主任、澳門會計專業聯會理事長張少東，以及廣東省粵港澳合作促進會會計專業委員會（澳門區）委員、澳門會計專業聯會監事長鄭堅立。

The Department of Accounting and Information Management (AIM) successfully co-organized the conference “把握機會·疫後高飛” (Conference on Opportunities for Post-epidemic Development in Macau) with the Accounting Professional Committee (Macao Region) of the Council for the Promotion of Guangdong-Hong Kong – Macao Cooperation and the Union of the Associations of the Professional Accountants of Macau on 29 November 2022.

Prof. Jason Zezhong XIAO (蕭澤忠教授), Head of Department of AIM, **Prof. Philip Kin Fun LAW (羅建勛教授)**, Associate Head of Department of AIM and **Prof. Morris Ming LIU (劉明教授)**, Programme Coordinator of BSc in Accounting participated the conference as invited guests. **Prof. Rubin HAO (郝如賓教授)**, Assistant Professor in Accounting, was invited as one of the speakers and shared his insight regarding the career planning for the students in accounting.

For more details, please visit: http://www.macaodaily.com/html/2022-12/02/content_1638777.htm



Prof. Jason XIAO (The second from right at the front row), Prof. Philip LAW (The sixth from left at the back row), Prof. Morris LIU (The sixth from right at the back row) and Prof. Rubin HAO (the seventh from left at the back row) were invited to the conference



Prof. Rubin HAO shared his insight regarding the career planning for the students in accounting

5 APAEM AND FBA JOINTLY HELD SYMPOSIUM ON CONTEMPORARY ISSUES IN TOURISM ECONOMICS

Research

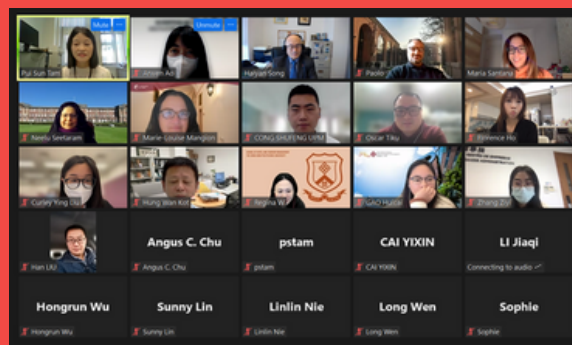
The Asia-Pacific Academy of Economics and Management (APAEM) and the Faculty of Business Administration (FBA) of the University of Macau (UM) jointly held "Symposium on Contemporary Issues in Tourism Economics" online on 6 December 2022. The symposium was devoted to the discussion of contemporary issues in tourism economics that yields methodology and policy insights for tourism reconstruction in the post-pandemic era. It has attracted academics, students, and practitioners from Macao and overseas.

During the symposium, five scholars specializing in tourism economics presented their latest research in turn. They include **Prof. Haiyan SONG (宋海岩教授)**, Associate Dean and Chair Professor, Mr and Mrs Chan Chak Fu Professor in International Tourism, School of Hotel & Tourism Management, The Hong Kong Polytechnic University; **Prof. Maria Santana GALLEGÓ**, Vice Dean and Associate Professor, Faculty of Economics and Business, University of the Balearic Islands; **Prof. Pui Sun TAM (譚珮璇教授)**, Associate Professor in Business Economics, FBA and Research Team Member, Asian Economics Team, APAEM, UM; **Prof. Neelu SEETARAM**, Professor of Tourism Economics, School of Event, Tourism and Hospitality Management, Leeds Beckett University; **Prof. Paolo FIGINI**, Associate Professor of Economic Policy and Director of the Second Cycle Degree in Tourism and Management, Department of Economics, University of Bologna.

For more details, please visit: <https://apaem.um.edu.mo/news/>



Opening session



Speakers and participants



Prof. Henry LEI

6 PROF. HENRY LEI WAS INVITED TO SHARE HIS INSIGHTS IN THE "澳門經濟論壇二〇二二" (MACAO ECONOMY FORUM 2022) HOSTED BY MACAO ECONOMIC ASSOCIATION (澳門經濟學會)

Business Engagement

Service

Prof. Henry LEI (李振國教授), Associate Head of Department of Finance and Business Economics and Assistant Professor in Business Economics, was invited to share his insights at the "澳門經濟論壇二〇二二" hosted by Macau Economic Association (澳門經濟學會) on 10 December 2022.

Article sharing:

澳門大學工商管理學院金融及商業經濟系助理教授李振國在論壇專題一"全球經濟視野下的內地與澳門經濟"議題上指出，疫前澳門外資流量佔本地生產總值百分之二至百分之十二點五，較同為大灣區中心城市的廣州及深圳高，但較香港的百分之四至百分之五十八低。建議需要聯合琴澳兩地，以澳門、深合區，以致大灣區及整個內地市場作為賣點，鼓勵外資投入。

For more details, please visit: http://www.macaodaily.com/html/2022-12/11/content_1640593.htm



Prof. Matthew LIU

7 “ENTERPRISES LEARN ALLIGATOR PRINCIPLE FOR DAMAGE MANAGEMENT (企業了解鱷魚法則 助損害管理)” BY PROF. MATTHEW LIU, MACAO DAILY

Business Engagement

Service

Prof. Matthew LIU (劉丁己教授), Director of Centre for Continuing Education, Director of Business Research Training Center and Professor of Marketing shared his opinion entitled “Enterprises learn alligator principle for damage management” at Macao Daily on 27 November 2022.

Article sharing:

鱷魚法則(Alligator Principle)是由美國知名證券期貨與商品交易員維克托·斯波朗迪(Victor Sperandeo)提出，被廣泛應用在金融投資和企業管理。他根據觀察鱷魚的捕食方式總結此一法則。

蝮蛇螫手壯士解腕

鱷魚獵食一般會先咬住獵物身體某一處，在獵物掙扎過程中，鱷魚不斷擴大吞噬範圍，最終獵物氣力放盡，鱷魚大獲全勝。也就是說，獵物越是試圖掙扎，鱷魚的收穫就越多。所以，一旦鱷魚已緊咬住你的腳，一般情況下最理性且最好的選擇，是犧牲一條腿，換得活命脫逃的機會。在企業經營或金融投資中，也要明白鱷魚法則，當企業或投資陷入危機或虧損時，領導人或操盤手要理性，適當時要做出部份犧牲停損，將整體損害降到最低。

For more details, please visit: http://www.macaodaily.com/html/2022-11/27/content_1637489.htm

8 “數字化轉型與澳門社會經濟發展 (DIGITAL TRANSFORMATION AND MACAO'S ECONOMIC DEVELOPMENT)” BY PROF. JIA YUAN, MACAO DAILY

Business Engagement

Service

Prof. Jia YUAN (袁嘉教授), Associate Professor in Business Economics, shared his opinion entitled “數字化轉型與澳門社會經濟發展” at Macao Daily on 27 November 2022.

Article sharing:

今年夏天做全民核檢時，工作人員需先用電腦核查人們身份作登記，再發一張小紙條，人們需拿着小紙條及身份證明文件去排隊。而後採樣人員需再次確認身份，把小紙條貼在記錄本上才開始採樣。這次流程簡單多了，人們只需做好澳門健康碼，工作人員一掃就可查看核實完畢，然後直接排隊採樣。人還是同樣的人，工作效率卻得到極大提升。究其原因，這主要得益於原來手動工作的數字化轉型。

什麼是數字化轉型？加拿大學者格雷戈里·維亞爾(Gregory Vial)把數字化轉型定義為“通過結合資訊、計算、通信和聯接技術，而引發實體屬性重大變化的過程”。

For more details, please visit: http://www.macaodaily.com/html/2022-11/27/content_1637488.htm



Prof. Jia YUAN



Prof. Rose LAI

9 “階梯房策保障居有所” (POLICIES FOR HOUSING LADDER GUARANTEES A PLACE TO LIVE) ” BY PROF. ROSE LAI, MACAO DAILY

Business Engagement

Service

Prof. Rose LAI (黎寧教授), Dean of Honours College and Professor in Finance, shared her opinion entitled “階梯房策保障居有所” at Macao Daily on 23 November 2022.

Article sharing:

回歸以來，澳門經濟騰飛，隨之樓價持續攀升，解決居民住屋訴求成為歷屆特區政府施政的重中之重。然而，由於過去土地供應短缺，前二十年的公屋規劃難以保證，公屋供應數量遠不足以滿足居民住屋需求。幸而，國家後來批覆澳門可在環澳海域填海，特區政府科學規劃五個新城填海區，其中最引人注目的A區最大可容納約六分之一人口，為解決澳門居住問題創造新空間。

儘管如此，居民還是難以負擔仍然高企的樓價，年輕一代置業更是渺茫。過去十年已有多項關於如何緩解住房問題的研究，社會亦一致認為未來澳門有足夠土地滿足社會房屋及經濟房屋的供應。但社會及經濟發展下所產生的一群具有一定經濟能力和強烈置業需求、但又負擔不起私人樓宇的居民還是置業困難，他們申請經濟房屋時常排在申請隊尾。這批居民正好是現屆政府致力推動夾心房屋的對象。

For more details, please visit: http://www.macaodaily.com/html/2022-11/23/content_1636605.htm

10 CORPORATE GOVERNANCE IS THE TOP PRIORITY FOR RESTORING INVESTOR CONFIDENCE BY PROFESSOR JEAN CHEN, MACAU BUSINESS

Business Engagement

Service

Prof. Jean CHEN (陳靖涵教授), Chair Professor in Accounting and Finance, shared her opinion entitled “Corporate governance is the top priority for restoring investor confidence” at Macau Business magazine (November 2022).

Article sharing:

Affected by the geopolitical and global public health crisis, foreign direct investment by multinational corporations is facing many challenges. With the worldwide spread of COVID-19, populism and deglobalization are on the rise again, while protectionism and unilateralism have had negative impacts on the global economy. The China-United States trade war and the recent Russian-Ukrainian war have further exacerbated the hardships that foreign direct investment is facing, bringing the operations of multinational corporations to a standstill in some regions.

For more details, please visit:

<https://www.macaubusiness.com/magazine/macau-business-magazine-november-2022/> (Page. 75)



Prof. Jean CHEN



Prof. Jacky HONG

11

PROF. JACKY HONG WAS INVITED TO SHARE HIS INSIGHT ON "HOW ENTERPRISES CAN PROMOTE INNOVATION THROUGH KNOWLEDGE MANAGEMENT" AT THE NINTH TALK OF THE UM SCHOLAR RESEARCH FORUM (澳大學人研究講壇) HELD BY RSKTO

Research

Service

Prof. Jacky HONG (洪福來教授), Head of the Department of Management and Marketing and Professor in Management, was invited to share his insights titled 'How Can Enterprises Promote Innovation through Knowledge Management?' at the ninth talk of the UM Scholar Research Forum held by Research Services and Knowledge Transfer Office (RSKTO).

Innovation has become essential for modern businesses to remain competitive in the marketplace, but there is a limited understanding of how to drive innovation within a business. During the talk, drawing on contemporary theories of innovation, Prof. Hong discussed the various types and characteristics of innovation and how knowledge management can have an impact on the implementation of innovation in businesses.

For more details, please visit: <https://www.um.edu.mo/news-and-press-releases/press-release/detail/54762/>

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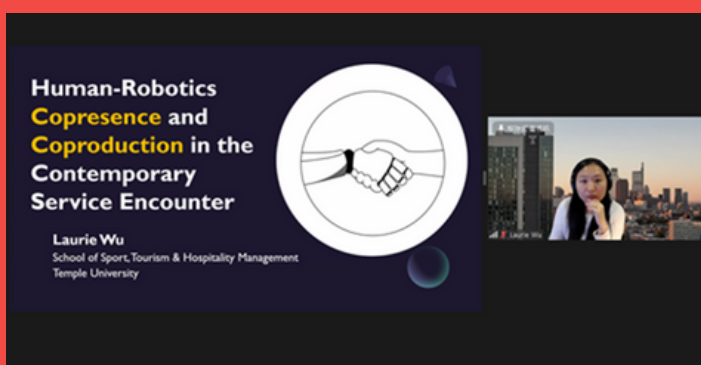
FBA SUCCESSFULLY HELD TWO FBA SEMINAR SERIES IN INTEGRATED RESORT AND TOURISM MANAGEMENT AND FINANCE AREA RESPECTIVELY

Teaching and Learning

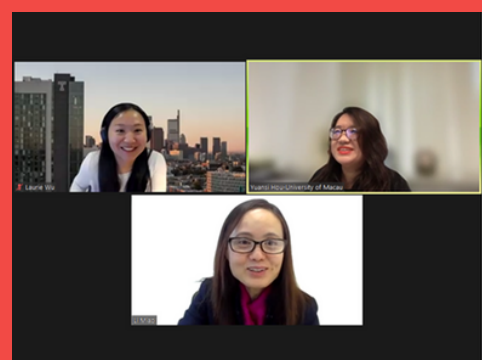
Research

Service

The University of Macau (UM) Faculty of Business Administration (FBA) successfully held two FBA Seminar Series 023 and 024 on 7 December 2022. The FBA Seminar Series 023: "Human and Robotics Copresence and Coproduction in The Contemporary Service Encounter" was hosted by **Prof. Yuansi HOU (侯遠思教授)**, Associate Professor of Integrated Resort and Tourism Management of FBA and by **Prof. Laurie WU (吳洛容教授)**, Associate Professor from Temple University was invited to deliver the seminar and shared 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.

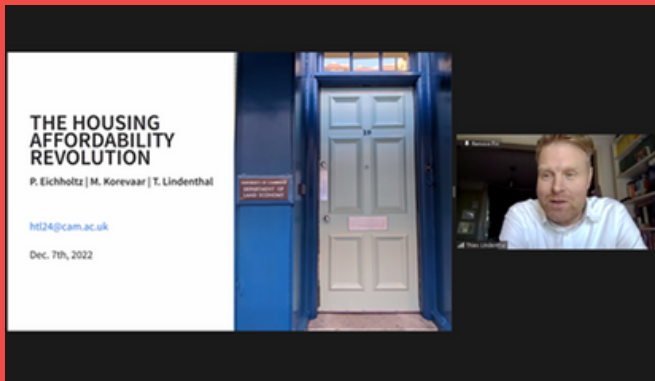


Prof. Laurie WU from Temple University shared her insights and research findings

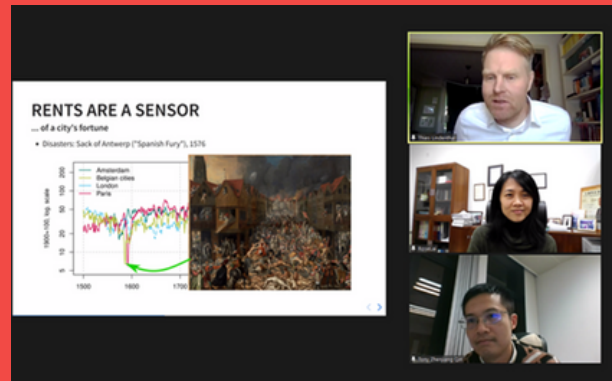


Prof. Yuansi HOU hosted the seminar and Q & A session

The FBA Seminar Series 024: “The Housing Affordability Revolution” was hosted by **Prof. Rose LAI (黎寧教授)**, Professor of Finance of FBA and **Prof. Thies LINDENTHAL**, Associate Professor for Real Estate Finance from University of Cambridge was invited to deliver the seminar and shared the long-term overview of developments in urban housing affordability, quality and inequality, focusing on seven European cities from 1500 to the present.



Prof. Thies LINDENTHAL from University of Cambridge shared his insights and research findings



Prof. Rose LAI hosted the seminar and Q & A session

13 UNDERGRADUATE STUDENTS FROM THE DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT VISITED THE PARISIAN

Teaching and Learning

Business Engagement

The third-year students of the BSc in International Integrated Resort Management programme from the Department of Integrated Resort and Tourism Management visited Parisian, Sands China Limited for an academic field trip on 16 November 2022 guided by **Prof. Amy SO (蘇小恩教授)**, Assistant Dean (International and External Relations) and Associate Professor in Integrated Resort and Tourism Management. Students obtained a thorough understanding of hotel culture during their visit. They also built the groundwork for future internships while enhancing their professional competence.

At the end of the visit, the Human Resource of Sands China Limited also prepared practical workshops for the students on the themes of ‘Resume Writing’ and ‘Job Interview’. The field trip broadened the students’ perspectives and exposed them to a more vivid professional experience than lecture instruction. Furthermore, the staff’s detailed explanations during the visit established a professional example for the students, and the experience and skills they shared can assist students to increase their professional awareness and improve their comprehensive quality in internship applications and practice.

For more details, please visit: <https://fba.um.edu.mo/undergraduate-students-from-the-department-of-integrated-resort-and-tourism-management-visited-the-parisian/>



Students obtained a thorough understanding of hotel culture during their visit



Sands China Limited also prepared practical workshops for the students on the themes of ‘Resume Writing’ and ‘Job Interview’