



FBA

NEWSLETTER

29 Dec 2022

ISSUE 50

RESEARCH FOCUS

PUBLICATION

1 RESEARCH PAPERS THAT RANKED ABS3 OR ABOVE

Ding, Y., Li, Y. Y., & Song, R. Statistical Learning for Individualized Asset Allocation. *Journal of the American Statistical Association*.
<https://doi.org/10.1080/01621459.2022.2139265> (ABS4)

Yang F.X., Li L.S.Z., Yang G., Yuan J. (2022), Political ideological distance and tourism demand: The cultural-political interplay, *Annals of Tourism Research*, Forthcoming (ABS4)

Chan, E. K., Wan, L. C., & **Yi, X. S.** (2022). Smart technology vs. embarrassed human: The inhibiting effect of anticipated technology embarrassment. *Annals of Tourism Research*, 97, Article 103494.
<https://doi.org/10.1016/j.annals.2022.103494> (ABS4)

Luo, X. Y., Hu, J. H., Wan, L. C., & **Yi, X.** (2023). Restriction reduction: The effects of mobility restriction on consumers' preferences for advertisements of tourism products. *Tourism Management*, 94, Article 104638. <https://doi.org/10.1016/j.tourman.2022.104638> (ABS4)

Liu, N., Lam, B. M., Yong, K. O., & **Yuen, D.** (2022). Social capital and management commitment [Article]. *Accounting Forum*.
<https://doi.org/10.1080/01559982.2022.2151074> (AB3)

Source: According to indexed dates, records are generated from Web of Science (WoS), Scopus, and the FBA full-time academic staff webpage as of 27 December 2022 and are listed in no particular order.



2 OTHER PUBLICATION

- **Davis Ka Chio FONG**, “將“點”擴展成“面” 學者：未來以非博彩帶動博彩” [澳門日報] 2022-11-25 A15 經濟
- **Matthew Ting Chi LIU**, “企業了解鱷魚法則 助損害管理” [澳門日報] 2022-11-27 A11 經濟
- **Jia YUAN**, “數字化轉型與澳門社會經濟發展” [澳門日報] 2022-11-27 A11 經濟
- **Matthew Ting Chi LIU**, “學者：強調澳門特色 爭取認同” [澳門日報] 2022-11-28 A10 經濟
- **Davis Ka Chio FONG**, “學者：澳“一國兩制”起示範作用” [澳門日報] 2022-12-03 A03 澳聞
- **Matthew Ting Chi LIU**, “不同品牌合作營銷 創雙贏促銷售” [澳門日報] 2022-12-04 A11 經濟
- **Matthew Ting Chi LIU**, “學者：豐富產品 拓商業市場” [澳門日報] 2022-12-05 A10 經濟
- **Henry Chun Kwok LEI**, “學者：琴澳聯合招商 助力四大產業 學者：琴澳聯合招商 助力四大產業” [澳門日報] 2022-12-11 A10 經濟
- **Matthew Ting Chi LIU**, “學者：強化自身品牌專業價值” [澳門日報] 2022-12-12 A14 經濟
- **Davis Ka Chio FONG**, “學者：博企落重本助澳華麗轉身” [澳門日報] 2022-12-17 A12 澳聞
- **Jean Jinghan CHEN**, “ESG與可持續性治理” [澳門日報] 2022-12-18 A11 經濟
- **Matthew Ting Chi LIU**, “學者：持續商業合作與品牌推廣” [澳門日報] 2022-12-19 A10 經濟

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. Lawrence FONG (馮學能教授), Associate Professor in the Department of Integrated Resort and Tourism Management, published an article entitled “Tourist-Host Identity Risk: Scale Development and Consequences” in collaboration with **Prof. Carol Xiaoyue ZHANG** and **Prof. Ziyu WANG**, in Journal of Travel Research (ABS4).

Paper Abstract:

Risk perception has been an important construct in understanding tourists' trip planning. Surprisingly, while tourists' perceived tourist-host identity risk (THIR) plays an essential role in this process, its effects have been overlooked. Against this backdrop, this study develops a THIR scale and investigates how it shapes the intention of mainland Chinese tourists to revisit Hong Kong, and also investigates the spread of positive word-of-mouth (WoM) by conducting multiple online surveys with mainlanders. The results show that THIR is a uni-dimensional construct which is robustly measured by 12 items. It undermines revisit intention and the spread of positive WoM because of lower emotional solidarity followed by anticipation of unpleasant experience. This negative serial mediation is weaker for people who have a strong Chinese identity and perceive high THIR of an alternative destination (Macao). Meaningful implications are provided for destination marketers.



Journal of Travel Research

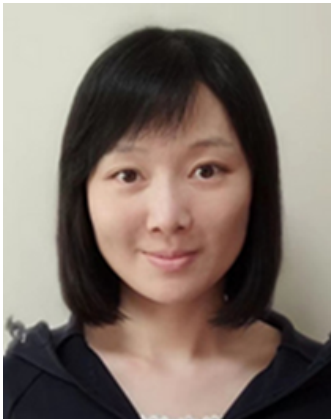


Prof. Lawrence FONG

For details, <https://doi.org/10.1177/00472875221127680>



The Journal of Strategic
Information Systems



Prof. Qian WANG

Prof. Qian WANG (王茜教授), Assistant Professor in the Department of Accounting and Information Management, published an article entitled “Firm diversity and data breach risk: A longitudinal study” in collaboration with **Prof. Eric W.T.Ngai**, in The Journal of Strategic Information Systems (ABS4).

Paper abstract:

Research has extensively investigated the rationale of firm diversity from the economic perspective, but little is known about how such a strategy may affect information security. The present study is the first to examine how firm diversity is relevant to firms’ likelihood to experience data breaches (i.e., data breach risk). Drawing from the strands of literature on information security, diversification, and resource-based view, we propose hypotheses on the relationship between firm diversity and data breach risk, as well as the boundary conditions of this relationship. On the basis of a twelve-year sample of publicly-listed firms, our analysis provides evidence to support the negative association between firm diversity and data breach risk. Our analysis also delineates conditions under which the effects of firm diversity can intervene to reduce the data breach risk invoked, such as under related diversity and when managers are managerially capable. For academics, our research accentuates an intriguing but unexamined benefit of firm diversity because it relates to information security. For practicing professionals, this research highlights the significant impact of firms’ operational structure on information security.

For details: <https://doi.org/10.1016/j.jsis.2022.101743>

NEWS

1

RECRUITMENT OF UM RESEARCH ASSISTANT PROFESSOR/UM POSTDOCTORAL FELLOW

Research

The UM Research Assistant Professor and UM Postdoctoral Fellow schemes under the UM Talent Programme aims to attract high-calibre talents to conduct research activities to strengthen the University's capabilities in academic research and technological innovation. UM now invites applications for the position of UM Research Assistant Professor and UM Postdoctoral Fellow in the following departments under the Faculty of Business Administration:

*Department of Accounting and Information Management (Website:

<https://fba.um.edu.mo/aim/>)

*Department of Finance and Business Economics (Website:

<https://fba.um.edu.mo/fbe/>)

*Department of Management and Marketing (Website: <https://fba.um.edu.mo/mmi/>)

*Department of Integrated Resort and Tourism Management (Website:

<https://fba.um.edu.mo/drtm/>)

• UM Research Assistant Professor

The UM Research Assistant Professor scheme is launched under the UM Talent Programme to attract high-calibre talents to conduct independent research at UM. Through undertaking research projects, it will vigorously promote industry-university-research collaboration and the development of new industries to diversify the economy of Macao. It will also enhance the University's postgraduate education, and facilitate the formation of a talent training hub on the west bank of the Greater Bay Area. These young and knowledgeable professionals will become an important source and talent pool for the faculty team development in UM.

Applications are invited for Research Assistant Professor in the academic units on a 2-year initial contract basis, renewable upon satisfactory performance.

• UM Postdoctoral Fellow

The UM Postdoctoral Fellow scheme is launched under the UM Talent Programme to attract outstanding PhD graduates to conduct research at UM so as to strengthen the research capabilities of the University.

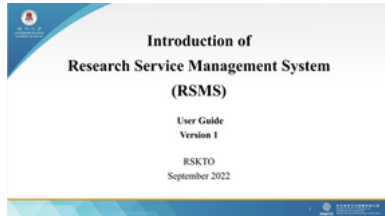
Applications are invited for Postdoctoral Fellow in the academic units on a 2-year contract basis.

For more details, please visit: <https://fba.um.edu.mo/recruitment-of-um-research-assistant-professor-um-postdoctoral-fellow/>

We are
HIRING

Apply Online
(before 31 Jan 2023)





Introduction of RSMS

2 RESEARCH SERVICES AND KNOWLEDGE TRANSFER OFFICE (RSKTO) HELD AN BRIEFING ON NEW RESEARCH SERVICE MANAGEMENT SYSTEM (RSMS) FOR FBA STAFF

Research

Service

Along with the rapid development in the research aspect of the University, Research Services and Knowledge Transfer Office (RSKTO) has lately built a new Research Service Management System (RSMS) aiming at improving the delivery of the services to researchers.

Considering the RSMS will be officially launched from 1 Jan 2023, RSKTO held the briefing after the FBA Academic Council Meeting and Staff General Meeting on 15 Dec 2022. Colleagues from RSKTO introduced the functions of the modules with demonstration of key features of RSMS, which covers 5 areas namely research project management, research talent management, research agreement management, patent management and academic equipment management, to our faculty members.

3 PHD ORAL DEFENSE

Teaching and Learning

Research

Ms. Li HUANG has presented her PhD thesis on 30 November 2022 and, shortly, she will be conferred the Doctor of Philosophy degree. Ms. Huang, supervised by **Prof. Matthew LIU (劉丁己教授)** completed her oral defense with the title "How does the heuristic anxiety caused marketing placebo effect influence purchase intention in food industry? An empirical study". Here is the brief background of her thesis and her experience in Faculty of Business Administration.

Her research goal is to validate the perceptual underpinnings (perceived healthiness and perceived tastiness) of the marketing placebo effect of reduced-sugar labeled products. It is fortune to have two supervisors who help to keep an open mind and provide academic guidance. Her peers in the research team are very active and supportive of one another. After graduation, she will go to Southern Medical University for postdoctoral work, and her primary research interests will be to combine medical (major in master's degree) and marketing experiences to study interventions for women suffering from perinatal depression.



Ms. Li HUANG (the third from right) has completed her PhD oral defense



Mr. Rockie U Kei KUOK (middle) has completed his PhD oral defense

Mr. Rockie U Kei KUOK has presented his PhD thesis on 1 December 2022 and he would soon be conferred the Doctor of Philosophy degree. Supervised by **Prof. Christine LIM**, the title of his thesis is: "Analysis of Economic Policy Uncertainty and Air Transport on Tourism Demand". Here is the brief background of his thesis and his experience at the Faculty of Business Administration.

The PhD thesis contains three independent studies which examine how economic policy uncertainty or air transport can affect the international tourism demand of a destination. Panel data econometric approaches are used in these studies. The research findings can provide insights for air transport and tourism management. Mr. KUOK is also an A320 airline pilot. His PhD study, along with his pilot career, have enabled him to have a better understanding of the aviation and tourism industries' latest challenges during COVID-19. In the future, he will continue to contribute to the regional and global aviation industries as a pilot, as well as a researcher.

During the past years at the Faculty of Business Administration, he has developed strong research abilities, which are completely attributed to the very attentive supervision from his supervisor, as well as opportunities to learn from other professors and peers.

Mr. Jose Soares De Albergaria Ferreira PINTO has presented his PhD thesis on 1 December 2022 and, shortly, he will be conferred the Doctor of Philosophy degree. Mr. PINTO, supervised by **Prof. Glenn MCCARTNEY (默希濂教授)** completed his oral defense with the title "A Resilience Framework during the COVID-19 Pandemic for Small and Med-Sized Tourism Business". Here is the brief background of his thesis and his experience in Faculty of Business Administration. His study draws upon previous work and explores resilience as the confluence of absorption, adaptation and transformation. Combining the concepts from the theory of practice (Bourdieu, 1990) and resource-based view theory (Barney, 1991), SMEs resilience is presented as the habitus or the acquired collection of dispositions that help navigate uncertain, disruptive, and adverse environments. This study adds to the literature by identifying that these three abilities interact and co-exist. While recognizing the environmental influence over absorption and adaptation, it seems external factors do not directly influence transformational abilities.

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



Mr. Jose Soares De Albergaria Ferreira PINTO (the third from left) has completed his PhD oral defense