



# NEWSLETTER

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## NEWS

### 1 DEPARTMENT OF AIM SUCCESSFULLY HELD THE 2022 GHM-UAA ANNUAL CONFERENCE (2022 粵港澳高校會計聯盟年會)

#### Research

The 2022 GHM-UAA Accounting Alliance Annual Conference (2022 粵港澳高校會計聯盟年會) hosted by the Department of Accounting and Information Management of the Faculty of Business Administration of the University of Macau was successfully held on 10 December 2022. The main theme of this year's conference focuses on corporate governance in the era of technology advance (信息時代下的公司治理). There were over 300 academics, students and industry practitioners from the world who attended the Conference.

The four keynote speeches were delivered by highly influential world-class academics in the field of corporate governance, including Chair Professor **Weian LI** (李維安講座教授) from Nankai University (Evaluation and Index of Green Governance), Chair Professor **Jean CHEN** (陳靖涵講座教授) from the University of Macau (ESG and Sustainable Governance), Professor **Fuxiu JIANG** (姜傳秀教授) from Renmin University (Understand Chinese Features of Corporate Governance), Professor **Jianbiao LI** (李建標教授) from Shangdong University (Debiasing the Disposition Effect with Noninvasive Brain Stimulation). These speeches revealed the latest development of corporate governance nowadays and were well-received by the audiences.

The panel session was chaired by Professor **Morris LIU** (劉明教授) from the University of Macau. Four high quality papers were selected from a competitive pool, presented and discussed during the session. The presenters are Professor **Rui LU** from Sun Yet-san University, **Peiyang SONG** from the University of Macau, **Yuqing ZHOU** from Chinese University of Hong Kong, **Mingming JI** from Hong Kong Polytechnic University. The GHM-UAA Alliance (粵港澳高校會計聯盟), Chair by Professor Jean CHEN from the University of Macau, would like to express their gratitude to the Department of AIM at the University of Macau, who organized the conference and formed the Scientific Committee to review the submissions.



Over 300 academics, students and industry practitioners from the world attended the 2022 GHM-UAA Accounting Alliance Annual Conference

## 2 FBA HELD MINI ALUMNI REUNION – COFFEE TASTING GATHERING

Business Engagement

Service

The University of Macau (UM) Faculty of Business Administration (FBA) held the FBA Mini Alumni Reunion - Coffee Tasting Gathering at the Cafe Laboratory in FBA building on 10 and 11 December 2022.

Led by **Prof. Amy So (蘇小恩教授)**, Assistant Dean (International and External Relations), the FBA Mini Alumni Reunion - Coffee Tasting Gathering aimed to facilitate the connection between departments and alumni through casual reunion event in campus. **Prof. Faye CHEN (陳菲兒教授)** of the Department of Integrated Resort and Tourism Management; **Prof. Anna VONG (黃寶儀教授)** and **Prof. Hung Wan KOT (葛鴻雲教授)** of the Department of Finance and Business Economics; **Prof. Morris Liu (劉明教授)**, **Prof. Anthony TANG (唐恒教授)** and **Mr. Derek CHAN (陳永亨先生)** of the Department of Accounting and Information Management; **Prof. Javier CUERVO** and **Prof. Lancy MAC (麥慧妍教授)** of the Department of Management and Marketing hosted the department gathering with alumni respectively.

Around 25 alumni and academics attended the coffee tasting gathering. During the gathering, they were told about the basic knowledge of coffee, tried different types of coffee and learned how to appreciate them. It is very invigorating to have the alumni returning to the University to learn about changes at the school, enjoy a fun-filled weekend at their alma mater and to reunite with old classmates and former teachers at the coffee tasting gathering.



Prof. Faye CHEN (the second from left) and alumni of Department of Integrated Resort and Tourism Management



Prof. Amy SO (the third from right), Prof. Anna VONG (the fourth from right) and Prof. Hung Wan KOT (the first from left) and alumni from Department of Finance and Business Economics



Prof. Amy SO (the third from right), Prof. Morris LIU (the first from left), Prof. Anthony TANG (the second from left) and Mr. Derek CHAN (the fourth from right) and alumni from Department of Accounting and Information Management



Prof. Javier CUERVO (the second from left) and Prof. Lancy MAC (the first from left) and alumni from Department of Management and Marketing





Prof. Fangyuan CHEN

### 3 MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Research

Service

We are very glad to introduce our new faculty member - **Prof. Fangyuan CHEN (陳方圓教授)**, Associate Professor in Marketing, who recently joined the Department of Management and Marketing of the Faculty of Business Administration in January 2023.

Prof. CHEN received her Ph.D. degree in Marketing from The Hong Kong University of Science and Technology. Prior to joining UM, she had worked as an Assistant Professor of Marketing at the Guanghua School of Management, Peking University, and the Hong Kong Polytechnic University. Prof. CHEN's research focuses on understanding non-human marketing entities using human-based theories, and investigating ways to improve consumer psychological well-being. She has published papers in top-tier academic journals such as the Journal of Consumer Psychology, Journal of Consumer Research, and Journal of the Association for Consumer Research. Her work has been featured in popular press such as NBC News, Science Daily, Forbes, and The Guardian. Prof. CHEN also writes opinion articles for the South China Morning Post.

Let's welcome Prof. Fangyuan CHEN and we highly appreciate your support to Prof. CHEN.

For more information of Prof. CHEN, please visit:  
<https://fba.um.edu.mo/faculty/fangyuanchen/>

We are very glad to introduce our new faculty member - **Prof. Shuaishuai GONG (宮帥帥教授)**, Assistant Professor in Finance, who recently joined the Department of Finance and Business Economics of the Faculty of Business Administration in December 2022.

Prof. GONG received his PhD degree in Finance from The University of Hong Kong. Prior to joining UM, he served at the Hong Kong Polytechnic University as Research Assistant Professor in 2022. Prof. GONG was an experienced industry practitioner, he served as FinTech Product Manager in Tencent from 2014 to 2017 and Wireless Network Engineer in Huawei from 2011 to 2013 respectively. His areas of research interest include Digital Finance, Family Economics and Finance and Social Finance. He has published paper in Management Science.



Prof. Shuaishuai GONG

Let's welcome Prof. Shuaishuai GONG and we highly appreciate your support to Prof. GONG

For more information of Prof. GONG, please visit:  
<https://fba.um.edu.mo/faculty/shuaishuaigong/>