



FBA

# NEWSLETTER

11 Jan 2023

ISSUE 52

INDUSTRY FOCUS

## NEWS

### 1 UM OPEN DAY 2023 WILL BE HELD ONLINE ON 15 JAN 2023

Business Engagement

Service

The University of Macau (UM) Open Day has been a popular annual activity among Macao residents and has drawn many visitors over the years. The Open day 2023 will be held online on 15 January 2023 and the Faculty of Business Administration (FBA) prepared various activities online including but not limited to programme introductions, faculty inquiry, FBA facility virtual tour, and student sharing. Welcome to participate open day via the FBA Open Day website to experience the campus life and learn more about FBA online between 11:00 and 17:00 on 15 January 2023.

- Date: 15 January 2023 (Sunday)
- Time: 11:00 - 17:00
- Admission: Free participation and no registration is needed
- Highlighted activities
  - Online Introduction to FBA Programmes
    - Time: 14:30 / 16:00 (online via Zoom)
    - Zoom link: <https://umac.zoom.us/j/99745414476>
    - Language: Cantonese/Mandarin/English
  - FBA Information live chat room
    - Time: 11:00 - 17:00 (online via Zoom)
    - Zoom link: <https://umac.zoom.us/j/91537036913?pwd=S01KRzJudy9YbUt4RUUpSQWVmbXh1UT09>
    - Language: Cantonese/Mandarin/English

**FBA OPEN DAY 1.15 SUN ONLINE**  
澳門大學工商管理學院開放日2023

**時間 Time**  
14:30 / 16:00

**活動 Activities**  
工商管理學院課程線上講解會  
Online Introduction to FBA Programme

**時間 Time**  
11:00 - 17:00

**活動 Activities**  
工商管理學院學生生活圖片分享  
Photo sharing of FBA student university life

**時間 Time**  
11:00 - 17:00

**活動 Activities**  
工商管理學院資訊線上諮詢  
FBA Information live chat room

**時間 Time**  
11:00 - 17:00

**活動 Activities**  
優秀工商管理學院學生分享  
Sharing of outstanding FBA students

**活動詳情 請掃描二維碼**  
Please scan QR code for more detail  
<https://fba.um.edu.mo/ib-hom/openday2023/>

澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

工商管理學院  
FACULDADE DE GESTÃO DE EMPRESAS  
FACULTY OF BUSINESS ADMINISTRATION

AACSB ACCREDITED

AMBA ACCREDITED

EQUIS ACCREDITED

For more details, please visit: <https://fba.um.edu.mo/openday2023>

## 2 THE 2023 6TH INTERNATIONAL CONFERENCE ON COMPUTERS IN MANAGEMENT AND BUSINESS (2023年第六屆電腦管理與商務國際會議) WILL BE HELD ON 13 – 15 JANUARY 2023

### Research

We are pleased to inform that the 2023 6th International Conference on Computers in Management and Business (2023年第六屆電腦管理與商務國際會議, ICCMB2023) is going to be held by the Department of Accounting and Information Management of FBA on 13 to 15 January 2023 (Saturday).

The main purpose of ICCMB2023 is to provide an international platform for presenting and publishing the latest scientific research outcomes related to the topics of Computers in Business and Management. This conference offers good opportunities for the delegates to exchange new ideas, and to establish research and/or business links, as well as to build global partnership for potential collaboration. We sincerely hope that the conference will help advance knowledge in relevant scientific and academic fields.

ICCMB 2023 is co-sponsored by The South Asia Institute of Science and Engineering (SAISE), University of Macau; assisted by National University of Singapore, HOSEI University and University of Applied Sciences and Arts Northwestern Switzerland.

For more details, please visit: <http://www.iccmb.org/index.html>



## 3 UNIVERSITY OF MACAU ADMISSION EXAMINATION (JOINT ADMISSION EXAMINATION) 2023/2024 IS NOW OPEN (APPLICATION PERIOD: 04 –18/01/2023)

### Teaching and Learning

The University of Macau (UM) Admission Examination (Joint Admission Examination) 2023/2024 is now open for application from 4 January to 18 January 2023. The Faculty of Business Administration (FBA) programmes are designated to provide students with a broad business education by incorporating general learning experiences and cultivating technical knowledge and skills, ultimately enabling graduates to develop professionally and intellectually. We welcome interested students who are eligible to apply.

- Application period: 4 - 18 January 2023
- Applicable to: Macao and non-Macao students, but not to Mainland China students
- Application Fee (MOP) : 250.00
- Application details: <https://reg.um.edu.mo/admissions/macao-students/admission-examination/>
- Application system: [https://isw.um.edu.mo/naweb\\_application/faces/index.jspx](https://isw.um.edu.mo/naweb_application/faces/index.jspx)

For more details, please visit: <https://reg.um.edu.mo/admissions/macao-students/admission-examination/>

4 "THE TOURISTS WANTED IN MACAU" BY PROF. GLENN MCCARTNEY, PLATAFORMA MEDIA

Business Engagement

Service

**Prof. Glenn MCCARTNEY**, Associate Dean (Curriculum and Teaching) and Associate Professor in Integrated Resort and Tourism Management shared his opinion on Macao's tourism and casino recovery entitled "The tourists wanted in Macau" at Plataforma Media on 6 January 2023.

Article sharing:

"We have witnessed around the world the phenomenon of 'accumulated demand', where airports and other tourism infrastructures are overloaded and have difficulties in dealing with the increase in the number of visitors. What we can see in the Mainland and in Hong Kong is that there is this demand for Macau, but it has not yet materialized because we are dealing with the consequences of the spread of the virus in the community. The travel agencies already indicate a great interest from travelers from Mainland China. So we know it will happen, we just don't know when. We look ahead to the Chinese New Year and we know that we will have to deal with that demand, although right now we are looking into a crystal ball. I believe the promotion roadshows that the local authorities and the dealers have done on the mainland will be important for this new stage," he adds.

For more details, please visit:

<https://www.plataformamedia.com/en/2023/01/06/the-tourists-wanted-in-macau/>



Prof. Glenn MCCARTNEY



Prof. Matthew LIU

5 "APPLYING HIGH TECHNOLOGY TO MAKE MACAU A MARKETING EXPERIENTIAL INTELLIGENT TOURISM ISLAND (善用高新科技，澳打造成為智能旅遊營銷體驗島)" 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 "Applying high technology to make Macau a marketing experiential intelligent tourism island" at Macao Daily on 1 January 2023.

Article sharing:

澳門在高科技行業起步晚，科技研發環境和人才供給亦有不足。如果澳門只把高科技產業發展的目光聚焦在基礎研發，在短時間內出成果的困難不小。據此，除在基礎研發之路繼續深耕，不妨考慮加強推廣高新科技的應用層面。

澳門旅遊業基礎雄厚，歷史悠久，且在下一個十年將大力發展國際遊客市場與非博彩元素，不妨考慮把打造澳門成高新科技應用智能旅遊營銷體驗島。一來符合實際情況，二來也較可發揮澳門優勢，第三還比較快見到成果。

For more details, please visit: [http://www.macaodaily.com/html/2023-01/01/content\\_1645220.htm](http://www.macaodaily.com/html/2023-01/01/content_1645220.htm)



6

## PROF. HENRY LEI WAS INVITED TO SHARE HIS OPINION ON MACAO INFLATION RATE "十一月通脹按年升0.76%" BY MACAO DAILY

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 opinion on Macao inflation rate "十一月通脹按年升0.76%" by Macao Daily on 24 December 2022.



Prof. Henry LEI

Article sharing:

2023年上半年物價仍穩

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表示，觀乎2022年11月通脹數據，升幅較數月前收窄，近期國際油價、航運成本回調，有助減輕物價上升壓力，紓緩居民生活壓力。展望未來通脹走勢，關注兩方面。一、國際油價：由於能源價格在通脹數據中佔比重要，若油價平穩、下跌，均可緩解通脹；二、本地經濟：隨着開放步伐穩步推動，經濟復甦有望加速，假設經濟反彈，旅客增加，企業可提供的折扣優惠減少，或將刺激物價上升。2022年經濟表現處於相對低的水平，基數較低，升幅會較為明顯。

他提到，從經濟學角度，通脹勝於通縮，這反映經濟步入正軌，企業業務在恢復，只要是溫和通脹，並非壞事。預料2023年上半年因復甦需要過程，物價料維持穩定，但2023年通脹升幅則有機會高於2022年。

For more details, please visit: [http://www.macaodaily.com/html/2022-12/24/content\\_1643703.htm](http://www.macaodaily.com/html/2022-12/24/content_1643703.htm)

STAY CONNECTED  
WITH US

