



FBA

NEWSLETTER

01 Feb 2023

ISSUE 55

NEWS

1 FBA STUDENTS' RESEARCH PROJECTS PUBLISHED IN LOCAL MEDIA

Teaching and Learning

Business Engagement

Research

Service

With the success of "the 4th Mastering Cotai" event held in November 2022, which provided a valuable opportunity for UM FBA students at postgraduate level to present their final research projects with local industry executives from Macao's tourism, hospitality and gaming industry to exchange ideas of related and current topics in the industry. Seven student presentations from the event (6 from the MSc in International Integrated Resort Management, and 1 from MBA) will be published in the local media, Plataforma, each Friday over the next seven weeks. The first was published on 27 January 2023. The research project titles are listed below:

- "An analysis of importance of and satisfaction with back-of-house environment: The case of Macao integrated resorts" written by MSc in IIRM student Kitty CHONG and supervised by **Prof. Lawrence FONG (馮學能教授)**
- "An analysis of the attractiveness of showroom entertainment within Macao's IRs for mainland Chinese tourists" written by MSc in IIRM student Cherry HONG and supervised by **Prof. Glenn MCCARTNEY**
- "Analysing the consumer adoption of mobile payment system in Macao" written by MBA student Tay HUANG and supervised by **Prof. Javier CUERVO**
- "Analysis of hotel reviews on TripAdvisor: The case of Macao during COVID-19 pandemic" written by MSc in IIRM student Jenny IEONG and supervised by **Prof. Lawrence FONG (馮學能教授)**
- "Exploring the drivers of turnover intention of generation Z during the probationary period: The case of hospitality employees in Macao" written by MSc in IIRM student Winnie SIN and supervised by **Prof. Lawrence FONG (馮學能教授)**
- "Social Media Communication Strategies: What Types of Integrated Resort Facebook Messages Receive Greatest Attention?" written by MSc in IIRM student Emily YAU and supervised by **Prof. Glenn MCCARTNEY**
- "The analysis of training expectations' similarities and differences between managers and sales professionals in luxury retail" written by MSc in IIRM student Anastasiya BEREJNAYA and supervised by **Prof. Richard QIU (邱天然教授)**



Seven postgraduate students from FBA were chosen to present their final research projects to executives from Macao's tourism, hospitality and gaming industry in the 4th Mastering Cotai and their presentations will be published every Friday over the next 7 weeks in Plataforma media



MSc in IIRM student Kitty CHONG's final research project was published on 27 January 2023

For more details, please visit: <https://www.plataformamedia.com/2023/01/27/operadoras-de-jogo-devem-melhorar-o-seu-ambiente-back-of-house/>

2 MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Research

Service

We are very glad to introduce our new faculty member - **Prof. Jing XIE (謝靜教授)**, Associate Professor in Finance, who recently joined the Department of Finance and Business Economics of the Faculty of Business Administration in February 2023.

Prof. XIE received his Ph.D. degree in Finance from the National University of Singapore. Prior to joining UM, he had worked as an Assistant Professor of Finance at the School of Accounting and Finance of the Hong Kong Polytechnic University from July 2015 to December 2022. Prof. XIE's research focuses on Corporate Finance and Governance, Behaviour Finance, Institutional Investors and ESG Investing.

Prof. XIE was the semifinalist for Best Paper Award at the Financial Management Association (FMA) Annual Conference in USA in October 2022 and was awarded Best Paper Award at the Asian Finance Association Annual Conference in Hong Kong in June 2022. Prof. XIE received research grants as Principal Investigator (PI) for the research project "Repairing reputation via stock repurchase – Evidence around the world" funded by General Research Fund (GRF) of Hong Kong Research Grants Council (2022–2024). Prof. XIE has published papers in top-tier academic journals, such as the Journal of Corporate Finance, Journal of Financial Intermediation, Journal of Financial Economics, and Journal of Banking & Finance.

Let's welcome Prof. Jing XIE and we highly appreciate your support to Prof. XIE.

For more information of Prof. XIE, please visit:

<https://fba.um.edu.mo/faculty/jingxie/>



Prof. Jing XIE



Prof. Glenn MCCARTNEY

3 PROF. GLENN MCCARTNEY WAS INVITED TO SHARE HIS INSIGHTS ON MACAO'S TOURISM OVER THE CHINESE NEW YEAR AT RTHK RADIO

Business Engagement

Service

Prof. Glenn MCCARTNEY, Associate Dean (Curriculum and Teaching) and Associate Professor in Integrated Resort and Tourism Management was invited to discuss Macao's Tourism over the Chinese New Year at Backchat programme at RTHK Radio 3 with Prof. Haiyan SONG (宋海岩教授), Associate Dean, School of Hotel and Tourism Management, Hong Kong Polytechnic University on 30 January 2023.

For more details, please visit:

<https://www.rthk.hk/radio/radio3/programme/backchat>

UPCOMING EVENT



澳門大學發展基金會
傑出學人講座
UMDF Professorial Fellowship Lecture



澳門大學發展基金會
UNIVERSITY OF MACAU
DEVELOPMENT FOUNDATION

後疫情、元宇宙及旅遊業

Post-Pandemic, Metaverse and Tourism

本講座旨在探討後疫情時期出行及旅遊的意涵及其體現形式，並嘗試在元宇宙情境之中預視未來的旅遊體驗，尤其是就澳門的情況而言。本講座會就以上各點提出新見解、引發深入討論，誠邀大家參與。

This lecture explores the meaning and manifestation of travel and tourism in the post-pandemic context. It also attempts to envision tourism experience in a metaverse future, particularly in the context of Macao. The lecture intends to spark an engaging conversation and original thinking on these topics.



苗莉教授
Prof. Li MIAO

澳門大學發展基金會綜合度假村及旅遊管理傑出學人教授
澳門大學工商管理學院綜合度假村及旅遊管理學系系主任、教授

University of Macau Development Foundation
Professorial Fellow of Integrated Resort and Tourism Management
Professor and Head of Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau

日期及時間 Date & Time
15/2/2023
星期三 Wed. 3:30 pm

語言 Language 英語 English

地點 Venue
澳門大學聚賢樓多功能廳 (N1-G014)
Multi-function Hall, UM Guest House (N1-G014), University of Macau

實體講座報名
Registration for on-site lecture
https://isw.um.edu.mo/evm/register/pfl_0215

Zoom線上直播登記
Zoom registration




合辦單位 / Organisers:
澳門大學 / University of Macau
澳門大學發展基金會 / University of Macau Development Foundation

查詢 Enquiry: 電話 / Tel: 8822 4504 電郵 / Email: uls@um.edu.mo

1 UNIVERSITY OF MACAU DEVELOPMENT FOUNDATION PROFESSORIAL FELLOWSHIP LECTURE

- Topic: Post-Pandemic, Metaverse and Tourism
- Speaker: Prof. Li MIAO, UMDF Professorial Fellow of Integrated Resort and Tourism Management, Head of Department of Integrated Resort and Tourism Management
- Date: 15 February 2023 (Wednesday)
- Time: 3:30pm
- Venue: N1-G014 Multi-function Hall, UM Guest House
- Format: Hybrid format
- Language: English
- Registration for on-site lecture:
https://isw.um.edu.mo/evm/register/pfl_0215
- Registration for zoom registration:
<https://umac.zoom.us/j/98832518662?pwd=VIJPDnYyeG0zVk5GemEwYWZlT1pjZz09>

All academic staff, student and interested parties are welcome to join!

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-029/>

2 FBA SEMINAR SERIES 029

- Topic: The evolving landscape of the sharing economy: Looking back and moving forward
- Speaker: Prof. Kevin Kam Fung SO, Associate Professor, The Spears School of Business, Oklahoma State University
- Date: 15 February 2023 (Wednesday)
- Time: 10:30am – 11:30am
- Host: Prof. Yuansi HOU, Associate Professor in International Integrated Resort Management
- Format: Online via Zoom
- Language: English
- Online registration:
https://umac.au1.qualtrics.com/jfe/form/SV_88pfZgV0vWjzHU

All academic staff, student and interested parties are welcome to join!

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-029/>




UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

SEMINAR SERIES - 029

FBA SEMINAR SERIES

The evolving landscape of the sharing economy: Looking back and moving forward



Prof. Kevin Kam Fung SO
Associate Professor
The Spears School of Business
Oklahoma State University

Date: 15 February 2023 (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_88pfZgV0vWjzHU

Register Now!



Abstract

The fast-evolving landscape of the sharing economy has led to a spate of recent studies disentangling this new form of consumption model, which began as a digital socio-economic system that enables people to create, consume, and share products and services to an unparalleled degree globally. This seminar presents the findings from a program of interconnected studies conducted in the past six years with an emphasis on the evolutionary perspective of the sharing economy. Future research directions are critically identified based on a robust analysis of future industry trends and recent cutting-edge research from both the mainstream marketing domain and tourism and hospitality literature.

Speaker

Dr. Kevin Kam Fung So is William S. Spears Chair in Business, Associate Professor, and Graduate Coordinator with the School of Hospitality and Tourism Management at Spears School of Business at Oklahoma State University in the USA. An award-winning scholar in his field, Dr. So's research expertise lies at the intersection of hospitality and tourism marketing and service management. He has published more than 60 peer-reviewed articles in the ABDC A and A* journals. He is one of few researchers in his discipline to have been named on the 2021 and 2022 list of Highly Cited Researchers from Clarivate™. Many of his publications have been ranked among the most highly cited and most frequently downloaded articles in leading hospitality and tourism journals. Dr. So has received many research awards including the Emerald/EFMD Outstanding Doctoral Research Award, JHTR's Best Article of the Year Award, and the William Bradford Wiley Memorial Best Research Paper of the Year Award. In 2019, Dr. So was named a Breakthrough Star of the University of South Carolina. In 2022, his outstanding research performance earned him The Richard W. Poole Research Excellence Award from the Spears School of Business at Oklahoma State University. He has been awarded nearly US\$700,000 in research funding. He has chaired or served on the dissertation committees of 18 Ph.D. students.

Deadline: 13/02/2023

The registered audience will be notified of more detailed information via email.

All are welcome!



FBA SEMINAR SERIES
- 030

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

FBA SEMINAR SERIES

Social Media Moderation and Content Generation: Evidence from User Bans



Prof. Qianzhou DU
Assistant Professor
Nanjing University

Date: 15 February 2023 (Wednesday)
Time: 3:00pm - 4:00pm
Venue: Online via Zoom
Host: Prof. Yan LIN, Assistant Professor of Business Intelligence and Analytics
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_afwPQ4cXTY8f85o

Abstract

Social media platforms have evolved as major outlets for users to distribute and consume information. However, some content on social media sites is considered inaccurate, misleading, or even harmful. To deal with such challenges, platforms often implement various strategies to moderate the content on their sites. This study focuses on user bans, a common but controversial moderation strategy that suspends rule-violating users from further participation on the platform for a predetermined period. Specifically, we investigate the impacts of the moderation strategy on banned users' content generation behavior (both quantity and quality) after the bans are lifted. We leverage the reactance theory to theorize people's responses to user bans. We devise multiple empirical strategies to analyze data from a major social questions & answers (Q&A) platform. Results show that, on average, users generate more content after the bans are lifted. In contrast, there is no evidence of changes in content quality. We further find that a good user-platform relationship can alleviate users' reactance towards user bans. Specifically, users, who received platform recognitions (e.g., badges and recommendations) before, would reduce inappropriate postings and improve the content quality after the bans. Additionally, we explore the heterogeneous effects of user bans for different reasons and repeated bans. Our research is among the first to evaluate the effectiveness of individual-level user bans on social media. The findings have important implications for platform owners to manage the content on their sites.

Register Now!



Deadline: 13/02/2023

The registered audience will be not filed of more detailed information via email.

Speaker

Dr. Qianzhou Du is an Assistant Professor in the Department of Marketing and E-commerce, Nanjing University, China. He obtained his Ph.D. in the Department of Business Information Technology at Pamplin College of Business, Virginia Tech. His research interests include text mining, social media analytics, fintech, crowd wisdom, and open innovation. His research has appeared in Production and Operations Management, Journal of Management Information Systems, Journal of the Association for Information Science and Technology, Information Systems Journal, Tourism Management, International Journal of Hospitality Management, and Journal of Information Technology & Tourism, etc. In addition, he has published papers in the conference proceedings, such as International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), China Summer Workshop on Information Management (CSWIM), and Hawaii International Conference on System Sciences (HICSS). He is also a member of Beta, Gamma, Sigma, and Delta (BGS).

All are welcome!

3 FBA SEMINAR SERIES 030

- Topic: Social Media Moderation and Content Generation: Evidence from User Bans
- Speaker: Prof. Qianzhou DU, Assistant Professor, Nanjing University
- Date: 15 February 2023 (Wednesday)
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- Format: Online via Zoom
- Language: English
- Registration: https://umac.au1.qualtrics.com/jfe/form/SV_afwPQ4cXTY8f85o

All academic staff, student and interested parties are welcome to join!

For more details, please visit: <https://fba.um.edu.mo/fba-seminar-series-030/>

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