



FBA

NEWSLETTER

8 Feb 2023

ISSUE 56

INDUSTRY FOCUS

NEWS

1 FBA STUDENTS ENTERED THE FINAL ROUND OF CFA INSTITUTE RESEARCH CHALLENGE HONG KONG FINAL 2022-23

Teaching and Learning

Business Engagement

A team of Faculty of Business Administration students entered the final round of the CFA Institute Research Challenge Hong Kong Final 2022-23 to be held on 18 February 2023 and the winner of the Hong Kong final will join the regional competition to be held later in March 2023.

The Research Challenge competition is hosted by CFA Society Hong Kong. The competition is a global competition which is designed to promote best practices in research among the next generation of analysts through hands-on mentoring and intensive training in company analysis. It is intended to complement university curriculum by simulating the real world experience of an equity analyst.

More than thirty teams from universities in Hong Kong and Macau joined the Hong Kong local competition and only six teams were selected to the final round. The FBA team is the only team from Macau entered to the final round for a presentation of 10 minutes in front of a panel of judges in Hong Kong. The following is the team information:

- LI Xinjue (李欣珪), Cheryl (BSc in Finance)
- SUN Jiachen (孫嘉晨), Simon (BSc in Finance)
- TENG Meihe (滕美合), Tina (BSc in Accounting)
- DU Yuanchi (杜原馳), Alisa (BSc in Finance)

Congratulations to the team and we thank **Prof. Lewis TAM (譚漢強教授)** for coaching and guiding the team. Best wishes to the team for final on 18 February 2023.



The opening ceremony of the CFA Institute Research Challenge Hong Kong Final 2022-23



CFA Institute

The Chartered Financial Analyst (CFA) Institute



Delegation of Hong Kong Institute of Bankers visited FBA

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DELEGATION OF HONG KONG INSTITUTE OF BANKERS VISITED FBA

Business Engagement

Service

A delegation led by **Ms. Carrie LEUNG**, Chief Executive Officer, The Hong Kong Institute of Bankers (HKIB) visited FBA on 7 February 2023. They were warmly received by **Prof. Wei GE (葛偉教授)**, **Prof. Henry LEI (李振國教授)** and **Mr. Calvin VONG (黃冠昇先生)**.

Prof. GE shared the latest developments of FBA with the delegation and Prof. LEI reviewed the current status of the on-going project "ECF – Certified Retail Wealth Professional Macao (CRWP Macao)" with HKIB and exchanged ideas for future collaboration with the delegation.

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FBA SUCCESSFULLY HELD TWO FBA SEMINAR SERIES IN MANAGEMENT AND ACCOUNTING AREA RESPECTIVELY

Teaching and Learning

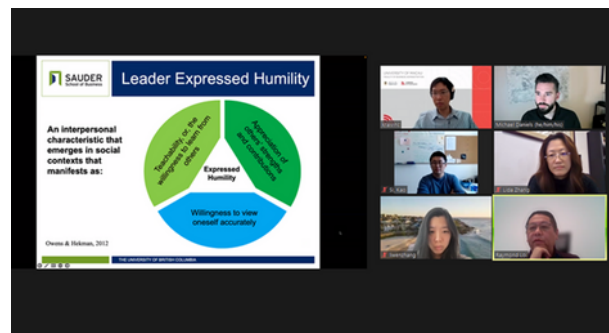
Research

Service

The University of Macau (UM) Faculty of Business Administration (FBA) successfully held two FBA Seminar Series 025 and 026 on 1 February 2023. The FBA Seminar Series 025: "Expressions of Humility in Organizations: New Research Directions" was hosted by **Prof. Kraivin CHINTAKANANDA**, Assistant Professor of Management of FBA and **Prof. Michael DANIELS**, Assistant Professor of Organizational Behaviour & Human Resources from University of British Columbia was invited to deliver the seminar and shared his insight into how organizations can encourage leaders to express humility to others. In his talk, Prof. DANIELS discussed the role of self-compassion in helping leaders cope with status threat and subsequent felt anger and thereby allowing them to express humility.



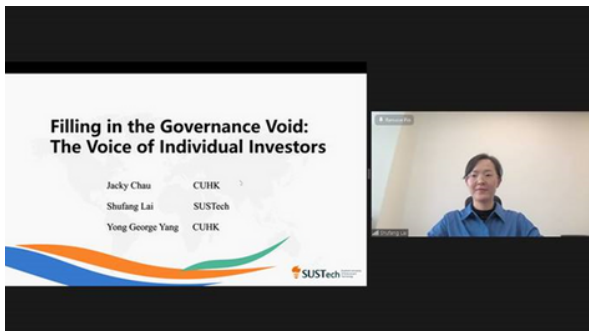
Prof. DANIELS from University of British Columbia and shared his insights and research findings



Prof. Kraivin CHINTAKANANDA hosted the seminar and Q & A session

The FBA Seminar Series 026: "Filling in the Governance Void: The Voice of Individual Investors" was hosted by **Prof. Rubin HAO (郝如賓教授)**, Assistant Professor of Accounting of FBA and **Prof. Shufang LAI (賴舒芳教授)**, Assistant Professor from Southern University of Science and Technology was invited to deliver the seminar. She shared that investors' corporate engagements on an online interactive platform, curated by regulators to facilitate the communication between small investors and publicly listed firms in China, plays a role in corporate governance. Investors can query for information and voice their criticisms and suggestions in these online engagements.

Their engagements on the platform increase when the firm shows signs of underperformance, weaker external monitoring from institutional investors, or weaker managerial incentive alignment with shareholders. More active engagements on the platform are associated with more timely enforcement actions against securities law violations. Overall, they find evidence that individual investors in aggregate manifest incentives to fill in the void in corporate governance when empowered by a conducive regulatory environment.



Prof. LAI from Zhejiang University shared her insights and research findings



Prof. Rubin HAO hosted the seminar and Q & A session



Prof. Glenn MCCARTNEY

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PROF. GLENN MCCARTNEY WAS INVITED TO SHARE HIS OPINION ON "MACAO'S TOURISM DEVELOPMENT - CHALLENGES AND PROSPECTS FOR THE SECTOR AFTER THE PANDEMIC CRISIS" BY HOJE MACAU

Business Engagement

Service

Prof. Glenn MCCARTNEY, Associate Dean (Curriculum and Teaching) and Associate Professor in Integrated Resort and Tourism Management, was invited to share his opinion on "Macao's tourism development - Challenges and prospects for the sector after the pandemic crisis" by Macao Daily on 5 February 2023.

Article sharing:

Glenn McCartney, a specialist in Tourism and professor at the University of Macau (UM), says that it is time to put into practice some of the issues that have been demanded in recent years, when the territory was experiencing mass tourism with possible negative consequences for heritage, environment and social well-being.

"The three years of the pandemic gave us an opportunity to think about what we would do when reopening, how we could offer better tourism, with more sustainable policies. We have to be attentive to the coming times, as COVID has not disappeared, and the tourism and hospitality sectors must remain resilient."

"In the past, we had mass tourism, with a lot of people visiting the destination creating capacity limits. It is part of the corporate responsibility of companies to look out for the protection of the environment."

For more details, please visit:

<https://hojemacau.com.mo/2023/02/05/turismo-desafios-e-perspectivas-do-sector-depois-da-crise-pandemica/>

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PROF. JEAN CHEN WAS INVITED TO SHARE HER OPINION ENTITLED “澳門拓寬理財路徑的思考 (THOUGHTS ON BROADENING FINANCIAL MANAGEMENT PATHS IN MACAU)” BY MACAU BUSINESS

Business Engagement

Service

Prof. Jean CHEN (陳靖涵教授), Chair Professor in Accounting and Finance, was invited to share her opinion entitled “澳門拓寬理財路徑的思考” by Macau Business on 1 February 2023.



Prof. Jean CHEN

Article sharing:

金融創新是深合區發展的重要議題，也是澳門經濟多元化的一個重要方向。發展離不開資金，因而融資渠道如何拓寬也被廣為關注。如何利用好澳門現有的資金，即如何聚財，應是金融界所關注的問題。在現階段，如何以拓寬財富管理的途徑來有效的聚集和使用澳門現有的資金是一個亟待發展的問題。其實澳門這邊機會很多，其毗鄰深圳香港，同歐美有著歷史性的淵源，而且集中了一些世界頂級的大型博彩、酒店及款客企業。這些優勢為澳門及深合區拓寬理財渠道打下了良好的基礎，使其有很大的發展空間。

For more details, please visit: <https://www.macaubusiness.com/> 【時事評論】澳門拓寬理財路徑的思考/



Prof. Matthew LIU

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“不同消費者銷不同賣點 (TARGETING DIFFERENT SEGMENTS WITH DIFFERENT SELLING PROPOSITIONS)” 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 “Targeting different segments with different selling propositions” at Macao Daily on 30 January 2023.

Article sharing:

一、針對家庭用戶強調高價新材料優點：針對家庭用戶多推廣抗病毒水漆，強調無毒、無甲醛、抗病毒，對老人小孩特別好的優點，並考慮推出免費甲醛檢測服務、十年免費補強加刷，或其他優惠推廣方案，較有機會說服消費者付出高價購買健康環保產品。

二、針對年輕丁克用戶強調新理念與潮流：強調抗病毒水漆與仿石漆的新潮特色與環保特點，且突出“彰顯自我”及“新潮品味”兩項訴求，搭配現在主流的簡約風和低調奢華風，有機會創造銷售佳績。

For more details, please visit: http://www.macaodaily.com/html/2023-01/30/content_1650808.htm

7 PROF. RICARDO SIU WAS INVITED TO SHARE HIS OPINION ON "LOOKING FOR NEW GAMING REVENUE IN THE MACAO SAR" BY PLATAFORMA MEDIA

Business Engagement

Service

Prof. Ricardo SIU (蕭志成教授), Associate Professor in Business Economics was invited to share his opinion on "Looking for new gaming revenue in the Macao SAR" by Plataforma Media on 13 January 2023.

Article sharing:

Speaking to PLATAFORMA, Ricardo Siu, professor at the UM Business School, predicts that the total gaming volume in 2023 will be between 120 and 150 billion patacas, still far from the 180 billion goal set by the Macau SAR authorities.

At issue are "limits" to the industry, namely the considerable reduction of the VIP sector in the city and the restrictions that Beijing continues to impose on Chinese gamblers with multiple visits to Macau to wager considerable sums. Siu believes that this implies a future where "the traditional VIP segment may not have much room."

For more details, please visit:

<https://plataformamedia.com/en/2023/01/13/looking-for-new-gaming-revenue-in-the-macao-sar/>



UPCOMING EVENT

1 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_88pfZgV0vmWjzHU

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/>



FBA SEMINAR SERIES
- 029

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_88pfZgV0vmWjzHU

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.

All are welcome!



FBA SEMINAR SERIES - 030

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 notified 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 (BGS).

All are welcome!

2 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)
- Time: 3:00pm – 4:00pm
- Host: Prof. Yan LIN, Assistant Professor of Business Intelligence and Analytics
- 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/>

3 FBA SEMINAR SERIES 031

- Topic: Crossing the Domain: Unintended Consequences of Safety and Service Climates
- Speaker: Ruixue ZHANG, Research Assistant Professor, The Hong Kong University of Science and Technology
- Date: 22 February 2023 (Wednesday)
- Time: 10:30am – 11:30am
- Host: Prof. Lida ZHANG, Associate Professor in Management
- Format: Online via Zoom
- Registration: https://umac.au1.qualtrics.com/jfe/form/SV_3gZwaZILdmEIUqQ

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-031/>



FBA SEMINAR SERIES - 031

Crossing the Domain: Unintended Consequences of Safety and Service Climates

Prof. Ruixue ZHANG
Research Assistant Professor
Department of Management
The Hong Kong University of Science and Technology

Date: 22 February 2023 (Wednesday)
Time: 10:30am - 11:30am
Venue: Online via Zoom
Host: Prof. Lida ZHANG, Associate Professor in Management
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_3gZwaZILdmEIUqQ

Abstract

Domain-specific roles of service climate and safety climate are well-established, but little is known about their cross-domain roles. In this study, we examined the cross-domain roles of service climate (on safety performance) and safety climate (on service performance) and their joint roles in predicting service and safety performance. Drawing on the exploration-exploitation framework, we further introduced team exploration and team exploitation as explanatory mechanisms for the cross-domain relationships. We conducted two multi-wave, multisource field studies using nursing teams in hospitals. Results from Study 1 showed that service climate had a positive relationship with service performance but a non-significant relationship with safety performance. Safety climate, though, had a positive relationship with safety performance but a negative relationship with service performance. Study 2 found support for all main relationships and also revealed that safety climate moderated the indirect relationships that service climate had with safety and service performance through team exploration. Moreover, service climate moderated the indirect relationships that safety climate had with service and safety performance through team exploitation. We extend the climate literature by uncovering the missing cross-domain relationships of service and safety climates.

Speaker

Prof. Ruixue ZHANG is a Research Assistant Professor from the Hong Kong University of Science and Technology and received her PhD in Organizational Behavior and Human Resource Management from the Hong Kong University of Science and Technology. Her research areas are proactivity, creativity, psychological ownership, customer service and abusive supervision. Her research works has appeared in major journals including Personnel Psychology and Journal of Service Research.

All are welcome!




UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

FBA SEMINAR SERIES
- 032

FBA SEMINAR SERIES
How does R&D investment drive firm innovations and value creation?



Prof. Kevin Ow Yong
Associate Professor of Accounting
Singapore Institute of Technology

Date: 22 February 2023 (Wednesday)
Time: 3:00pm - 4:00pm
Venue: Online via Zoom
Host: Prof. Desmond YUEN, Associate Professor of Accounting
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_3w1JatNuFQAAEle

Abstract

This paper examines how firm-specific investment in research and development (R&D) affects product innovations and firm valuation in China. Despite the perceived benefits, the inherent high risk of R&D makes it unclear how corporate R&D activities translate into innovative output and affect firm valuation. Using comprehensive panel data of corporate R&D activities in China, we find that the firm's R&D investment has a positive impact on its granted patents. The positive R&D effect on firm innovations is more pronounced for firms with less agency problems, more transparent information environment, or higher growth prospects. With regard to alternative accounting treatments of expensing versus capitalizing R&D expenditure, we find evidence that R&D capitalizing firms in China exhibit higher R&D efficiency than do R&D expensing firms. Further, we document that firms with significant large increases in R&D investments are able to generate higher firm value, indicating economies of scale in R&D investment.

Register Now!



Deadline: 20/02/2023
The registered audience will be notified of more detailed information via email.

Speaker

Prof. Kevin Ow Yong is Associate Professor of Accounting at Singapore Institute of Technology. He received his PhD degree from Duke University. He currently sits on the IS Chartered Accountant Journal Editorial Advisory Panel. He is also a member of the UAFRS Advisory Council with Valens Research. He has previously served on the Candidate Programmes Committee with the CFA Society (Singapore) and was on the advisory board with Brahm Centre, a non-profit charity organization as their Finance Advisor. His work has been published in numerous well known accounting research journals including the Review of Accounting Studies, Contemporary Accounting Research, Journal of Business Finance and Accounting, Journal of Accounting and Public Policy, European Accounting Review, Advances in Accounting and China Journal of Accounting Research. He has also received invitations to speak at several top ranking China's universities and other famous universities in the Asia-Pacific region. In recognition of his research work, he has won the Second Best Paper Award at the Chicago Quantitative Alliance Academic Competition, the Best Paper Award from the Third International Conference of Accounting and Finance (Danzang City, Vietnam), and the Best Paper Award from the China Journal of Accounting Research Symposium (Guangzhou, China).

All are welcome!

4 FBA SEMINAR SERIES 032

- Topic: How Does R&D Investment Drive Firm Innovations and Value Creation?
- Speaker: Kevin OW YONG, Associate Professor of Accounting, Singapore Institute of Technology
- Date: 22 February 2023 (Wednesday)
- Time: 3:00pm – 4:00pm
- Venue: Online via Zoom
- Host: Prof. Desmond YUEN, Associate Professor in Accounting
- Registration:
https://umac.au1.qualtrics.com/jfe/form/SV_3w1JatNuFQAAEle

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-032/>

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