



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

NEWSLETTER



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

Dean's Message



Professor Jean Jinghan Chen
Dean of Faculty of Business Administration
Chair Professor in Accounting and Finance

Dear Colleagues,

We are very proud of our continued development in all aspects of our operation in the last 6 months, which is in line with our 5-year strategic plan. In addition to the healthy income generation in 2020/21, which represented a 31% increase of that in 2019/20, we have made significant advancement in teaching and learning by imbedding many practical elements in our education delivery so that our students can be better equipped with practical skill and essential knowledge for the long-term recovery of economy in post-pandemic era.

It is also encouraging to see our significant improvement in research in the last 6 months. Three subjects of FBA are included in the ShanghaiRanking's Global Ranking of Academic Subjects 2021. In particular, our ranking in the Hospitality & Tourism Management improved from #42 to #25. This ranking represents the 5th in Asia, the 3rd in Greater China area, and Top 1 in Macao. We are also the only university in Macao that entered the ranking of Business Administration and Management.

We have been actively engaged with the business sector and society as a means of nurturing talents and delivering social and economic impact through our EDP, workshop and forums and consultancy to the local government initiatives of diversification of economy.

All these wonderful things cannot happen without the dedication of our staff and our students. This is something in which we should take immense pride. As the summer vacation comes, I wish everyone a well-deserved, peaceful and relaxing holiday break. I look forward to working with you all in the new academic year.

With best wishes,
Jean Jinghan Chen



Hybrid learning combines face-to-face and online teaching into one cohesive experience.

EXCELLENCE IN TEACHING

The outbreak of COVID-19 dramatically poses a lot of challenges in teaching, especially in traditional face-to-face classes. Teachers and lecturers have to be more creative and think out of the box to overcome the difficulties in order to create the most optimal learning experience for students. With the deployment of various technologies and techniques, students and teachers can benefit from hybrid learning and teaching. Prof. Tony Qin and Prof. Anthony Tang, both received wide acclaim from students and peers, and positive feedback in teaching this year. This issue covers some valuable insights from both of them in creating a unique teaching and learning experience.

Prof. Tony Zhenjiang Qin
Assistant Professor in Finance



Prof. Tony Qin stresses that distance education could be challenging for the lack of efficacy of face-to-face communication. It is essential to require all students to always turn on webcams and interact with them at the right moments through observing their facial expressions. Moreover, it is important to make use of technology and explore functions in various teaching software. For example, Prof. Qin enables students to conduct lab experiences by using Virtual Mathematical Laboratory. These methods are effective for students to participate actively. He indicated that some of the students' feedback on online teaching was as positive as the onsite teaching.

Prof. Anthony Tang shares that using different teaching techniques to fit the nature of courses is very important. The MBA courses require extensive in-class discussion and interactions towards the specific topics. "Poll everywhere" is a convenient tool that allows integrating students' answers, feedback, and votes through smart phones into course slides. For undergraduate courses related to technical topics, after-class consultation hours are particularly helpful for students. Screen annotation tools work well with the whiteboard in the classroom, since the latter is difficult for students online to see through on their screens. It is also important to make class recordings for (online) students, which Zoom is the most convenient tool to use.

Prof. Anthony Heng Tang
Assistant Professor in Business Information Systems



2021 Global Ranking of Academic Subjects

Hospitality & Tourism Management

World Rank	Institution	Country/Region	Total Score	Q1
1	The Hong Kong Polytechnic University	China	323.8	100
2	University of Central Florida	USA	228.0	72.1
3	University of Surrey	UK	225.8	66.4
4	Sun Yat-sen University	China	221.7	67.4
5	Griffith University	Australia	212.1	70.2
25	University of Macau	Macau	142.0	37.4
45	Institute for Tourism Studies	Macau	124.7	33.5

UM RANKED #25 IN 2021 SHANGHAIRANKING'S GLOBAL RANKING FOR HOSPITALITY & TOURISM MANAGEMENT

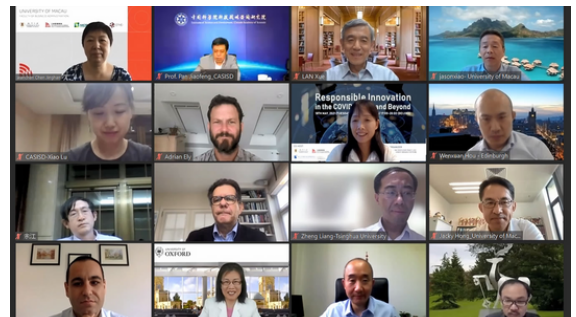
The University of Macau is ranked 25th globally for Hospitality & Tourism Management. This subject ranking represents the 5th in Asia, the 3rd in Greater China area, and Top 1 in Macao. Moreover, this is the highest ranking in UM's subject ranking history and the highest position in ShanghaiRanking that a higher education institution in Macao has ever achieved.

Many colleagues from all departments in the FBA have contributed to this significant achievement by publishing in top tourism and hospitality journals. We have significantly improved our position in the ranking from 42nd last year to 25th this year.

FBA AND SEVERAL RENOWNED UNIVERSITIES JOINTLY HOLD FORUM ON RESPONSIBLE INNOVATION DURING COVID-19

FBA of UM, the Technology and Management Centre for Development (TMCD) of the University of Oxford, the China Institute for Science and Technology Policy (CISTP) of Tsinghua University, the Institutes of Science and Development (CASISD) of the Chinese Academy of Sciences (CAS), and the Sino-UK Innovation Policy and Management Research Network recently jointly held an online forum titled 'Responsible Innovation in the Covid-19 Era and Beyond'.

The forum brought together renowned experts from government think tanks and leading universities, including the Development Research Centre (DRC) of the State Council of the People's Republic of China, the CASISD, Tsinghua University, the University of Oxford, the University of Surrey, the University of Sussex, and the University of Macau. The event attracted approximately 300 participants from around the world.



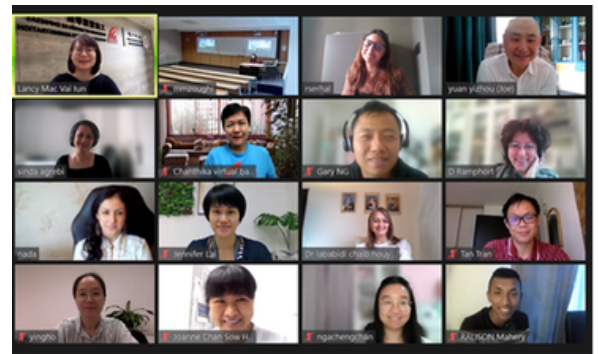
FBA HOLDS ALUMNI SHARING WITH DBA STUDENTS

FBA held the FBA Alumni Event Series: Online Sharing with DBA Students on 16th June. Four outstanding students in FBA's Doctor of Business Administration (DBA) programme, Jay Chun, Chairman and Managing Director of Paradise Entertainment Limited; Xie Shiling, Director and Senior Partner of Jiangsu Yuntong Law Firm; Lin Jianxiong, General Manager of the Division of Direct Banking, Bank of Jiujiang; and Lam Lok Ha, Director of SME Business and General Manager of the Marketing Department of ICBC (Macau) Limited, shared their knowledge in their professional areas, as well as insights on the ever-changing business environment. The topics of the four talks were 'Innovation Drives the Development, Reformation Creates the Future', 'Be a Flag Waver of Traditional Chinese Culture in the New Era', 'Prudent Risk Analysis of Online Credit Business in the Open Banking Scenario', and 'Opportunities and Challenges Faced by SMEs in Macau in 2021'. The DBA programme is one of the flagship programmes at UM and FBA.



FBA CO-HOSTS ONLINE MARKETING RESEARCH FORUM WITH ICD SCHOOL OF BUSINESS AND MARKETING

FBA co-hosted an online marketing research forum with the ICD School of Business and Marketing in France in June. A number of experts and postgraduate students presented their latest research findings in the field of marketing and management. The theme of the forum was 'Luxury Brand Management, Marketing and Services'. Participating scholars shared their insights on how marketing strategies should evolve in response to the rapidly changing market and increasingly demanding customers. More than 100 scholars and postgraduate students participated in the two-day forum. Both organisers look forward to holding the next forum in Paris or Macao in an in-person format.



FBA HOLDS FIRST UM INDUSTRY EXCHANGE

The first UM Industry Exchange (UMINEX), co-organised by the Department of Management and Marketing, FBA, and the Macau Greater Bay Area Human Resources Association (Macau GBAHR), was held successfully. The event provided an informal platform for industry practitioners and academics to exchange ideas on contemporary issues, especially those related to human resources (HR) management. With the theme being 'Current Labour Market under the Pandemic', the event brought together a team of experienced HR practitioners, led by Ms. Jacinta Ho and Mr. Clarence Wong, as well as faculty members and master's students of UM's Department of Management and Marketing. Prof. Jacky Hong, Head of the Department, welcomed the delegation from Macau GBAHR on behalf of the FBA. He stressed the importance FBA attaches to establishing a long-term partnership with the local business community.

MGM AND FBA HOLD SEMINAR ON CHINESE CONSUMER BEHAVIOR

MGM Macau held a seminar on Chinese Consumer Behavior: Challenges and Trends together with the University of Macau, with a focus on the recovery of the local tourism market, as Mainland visitors gradually increase. Over 200 people participated. The first session was on the topic "Sharing on Chinese Consumer Behavior – Challenges and Trends" hosted by FBA Associate Professor, Prof. Cheris Chow. FBA's Assistant Dean, Prof. Lawrence Fong, then moderated a panel discussion with Prof. Jean Chen, Dean of FBA; Prof. Cheris Chow; LiuGuanhua, Executive Director of Shenzhen Overseas Chinese Town Tourism Destination Limited Company; and Tian Han, Senior Vice President of Gaming Operations & Strategic Marketing of MGM.



FBA AT A GLANCE



FBA PROFESSOR APPOINTED A JOINT-EDITOR OF BRITISH ACCOUNTING REVIEW

Prof. Jason Xiao, Head of the Department of Accounting and Information Management in FBA and Prof. Wenxuan Hou of the University of Edinburgh, have been appointed joint-editors of British Accounting Review (BAR). BAR is the flagship journal of the British Accounting and Finance Association (BAFA). Prof. Xiao is a well-known scholar in accounting. His main research interests are in accounting and corporate governance, and he has published articles in leading international accounting, finance, and management journals.

GLENN MCCARTNEY TALKS WITH ASIA GAMING BRIEF MANAGING EDITOR SHARON SINGLETON

Prof. Glenn McCartney, Associate Professor of Integrated Resort and Tourism Management at the University of Macau, talked with Asia Gaming Brief Managing Editor Sharon Singleton about why Macao's vaccine rollout has been so slow and how crucial herd immunity is for the opening of borders. Although talk of a potential travel bubble with Hong Kong is positive, he warns not to expect a surge in mass travel to the gaming tables.



FBA OFFERS CROSS-BOUNDARY WEALTH MANAGEMENT TRAINING COURSE

The Macau Institute of Finance and FBA jointly organized the Cross-boundary Wealth Management training course on June 2021. More than 70 people participated in the training, including more than 50 employees from financial institutions and other institutions in Macao, and more than 20 students from universities in Macao.

MACAU-ZHUHAI FINANCIAL TALENTS TRAINING CENTER, TRAINING SESSION KICKS OFF IN MACAO

"Macau-Zhuhai Financial Talents Training Center, Training Session - Advanced Course in Development and Application of FinTech" kicked off under the instructions of the Monetary Authority of Macao (AMCM) and the Zhuhai Financial Work Bureau. This training was hosted by Zhuguang Group and the Macau Institute of Financial Services, co-organised by the Hengqin New Area Financial Service Bureau, FBA and undertaken by Hengqin New Area Hengqin-Macao Financial Service Co., Ltd. and Zhixin Education. The event attracted over 70 middle and senior management personnel from financial institutions and enterprises in Macao.



FBA AT A GLANCE

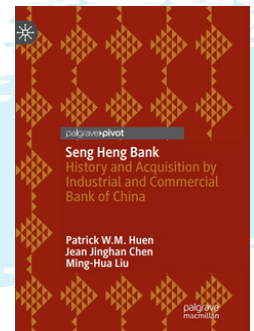


FBA, CCPIT COMMERCIAL SUB-COUNCIL, MMI DISCUSS CERTIFICATION OF MARKETING POSITIONS

Chairman Danny Chau, President Michael Lou Sin Too, and Chief Supervisor Jenny Chung of MMI, as well as President Zeng Yafei and Secretary-general Yao Xin of the CCPIT Commercial Sub-council visited FBA. Danny Chau introduced the mission and purpose of the establishment of the MMI. Zeng Yafei explained that the CCPIT is a foreign trade and investment promotion agency that is led by the State Council and designated to assist in standardizing services. Prof. Jean Chen shared with them about FBA's current development, including FBA's master's and doctoral degree programmes.

UM SCHOLAR AND VETERAN BANKER CO-AUTHOR BOOK ON BANK MANAGEMENT

A book entitled 'Seng Heng Bank: History and Acquisition by Industrial and Commercial Bank of China', co-authored by Patrick Huen Wing Ming, Vice-Chairman and Executive Director of the Industrial and Commercial Bank of China (Macau); Prof. Jean Chen, Dean of FBA and Prof. Liu Minghua, Associate Professor in FBA, has been published. The book contains an account of the success story of Seng Heng Bank, the reasons for the Industrial and Commercial Bank of China's (ICBC) successful acquisition of Seng Heng Bank, and management insights and performance analysis of the bank after its renaming into ICBC (Macau).



FBA AND NANKAI UNIVERSITY JOINTLY PUBLISH AUTHORITATIVE BOOK

Prof. Jean Chen, Dean of FBA and Chair Professor of Accounting and Finance, has published an authoritative book jointly with Prof. Runhui Lin from Nankai University and Dr. Li Xie, on "Corporate Governance of Chinese Multinational Corporations" by world authoritative academic publisher Palgrave Macmillan. Based on in-depth analysis of cases of Chinese MNEs, this book is the first empirical study of Chinese MNEs supported by primary real-life cases. It has provided valuable empirical evidence to support the arguments surrounding theoretical research of multinational corporation governance as well as valuable managerial and policy insights and implications for business executives, as well as policy-makers.

UM holds accounting career simulation fair to help high school students plan their careers



The Business Research and Training Center (BRTC) under FBA, held an accounting career simulation fair as part of the celebratory events for the university's 40th anniversary. The event aimed to help high school students in Macao learn more about professional accounting qualifications they can pursue in college, so that they can plan their career paths in advance.

Students from three well-known local high schools, as well as undergraduate students and PhD students in FBA, participated in the simulation fair. During the event, Prof. Jean Chen, Dean of FBA, and Prof. Jason Xiao, Head of the Department of Accounting and Information Management (DAIM), delivered an opening speech and a welcoming speech respectively. Afterwards, professors from the department provided information on the Bachelor of Sciences (BSc) in Accounting programme, requirements for professional certifications, and career opportunities in this field. Many students expressed their interest in this programme. In addition, Mr. Bernard Li, a partner of PricewaterhouseCoopers, one of the Big Four accounting firms, gave a guest lecture on professional accounting qualifications and accounting careers. Students agreed they had benefited greatly from the talk.

UM organises Integrated Resort Career Simulation Programme with elements of Greater Bay Area



The Integrated Resort Career Simulation Programme (IRCSP), organised by the Centre for Tourism and Integrated Resort Studies under FBA, has been well received since its launch in 2020. This year, the centre arranged a number of experiential activities in collaboration with the Guangdong-Hong Kong-Macao Greater Bay Area, so that more students could receive useful information to aid their career planning and enhance their chances of finding a job in related industries or pursuing related courses. The first four sessions of the experiential activities were very well received, attracting more than 100 students from different schools, including Yuet Wah College Macau, Santa Rosa de Lima English Secondary School, Colégio Diocesano de São José (5^a), and Pui Ching Middle School Macau. Students experienced what it was like to work in the integrated resort industry in the simulated departments set up by UM and interacted with senior executives from major resorts in the Greater Bay Area and Macao. Many students were satisfied with the experience, found it very rewarding, and expressed interest in pursuing a career in the integrated resort industry upon graduation.

This year, the centre invited Tang Wai Leung, Vice President of Zhuhai Long Zhu Da Group; Mr. Aaron Glade, Director of Attractions and Entertainment Operations at Melco Resorts & Entertainment Limited; and Xino Wu, Manager of Food and Beverage Operations at The Londoner Macao, to share their knowledge and experience of the industry in the Greater Bay Area and Macao.

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