



NEWSLETTER

15 Mar 2023

ISSUE 61

NEWS

1 SANDS CHINA LTD. x UM-FBA CAREER DAY 2023 WAS SUCCESSFULLY COMPLETED

Teaching and Learning

Business Engagement

The University of Macau (UM) Faculty of Business Administration (FBA) and Sands China Ltd. jointly held the Sands China Ltd. x UM-FBA Career Day 2023 in the UM campus on 22 February 2023. This annual event has attracted over 70 students.

The Career Day, as inheriting the goal from previous years, aimed to introduce career opportunities at Sands China Ltd. to potential graduates of FBA. Latest developments of Sands China Ltd. were also highlighted. **Ms. Mandy LEI**, Assistant Manager of Human Resources of Sands China Ltd. kicked off with the introduction of the company with the career development programs and job opportunities in Sands China Ltd.

Mr. Andrew LAI, Assistant Vice President of Revenue Optimization and Distribution of Sands China Ltd., then introduced operations of Revenue Optimization and Distribution department, with examples illustrating the evaluation of potential high-value customers and strategies for profit maximization. On-site interview sessions were arranged for attending FBA students.



Ms. Mandy LEI, Assistant Manager of Human Resources, introduced Sands China Ltd.'s current development, career development programs and opportunities in Sands China Ltd.



Mr. Andrew LAI, Assistant Vice President of Revenue Optimization and Distribution, shared major tasks and operations of Revenue Optimization and Distribution department to students

Other attending guests included **Mr. Teddy De Sousa**, Director of Human Resources and Ms. Sonia Da Conceicao, Manager of Human Resources of Sands China Ltd. **Prof. Li MIAO (苗莉教授)**, Head of Department of Integrated Resort and Tourism Management, and **Prof. Brenda CHAN (陳詠嫻教授)**, Assistant Professor in Business Intelligence and Analytics of FBA also attended to network with the company representatives and discuss further industry collaboration.

Students were well-prepared for this career day with interesting questions for the guest speakers and their best performance during the interview. Positive feedback from students were received, in particular the onsite interview arrangement and the Q & A.



Photo of Q & A session



Onsite interviews were arranged for students



2

“MACAU’S ECONOMIC RECOVERY BET LIKELY TO PAY OFF” BY PROF. RICARDO SIU, EAST ASIA FORUM

Business Engagement

Service

Prof. Ricardo SIU (蕭志成教授), Associate Professor in Business Economics, shared his opinion entitled “Macau’s economic recovery bet likely to pay off” at East Asia Forum on 9 March 2023.

Article sharing:

On 26 December 2022, the Chinese government officially lowered the severity of its COVID-19 pandemic classification from ‘pneumonia’ to ‘infection’. Shortly afterwards, the country’s zero-COVID policies were withdrawn and strict pandemic-control measures, including travel restrictions, were largely relaxed from 8 January 2023.

Macau then embarked on a tourism recovery journey after a three-year-long meltdown. The initial recovery was largely pushed by the success of proactive policies introduced by the Macau government and pulled by the backlog in demand for tourism from China – especially from the Guangdong–Hong Kong–Macau Greater Bay Area.

For more details, please visit:

<https://www.eastasiaforum.org/2023/03/09/macaus-economic-recovery-bet-likely-to-pay-off/>

3

FBA SUCCESSFULLY HELD THREE FBA SEMINAR SERIES IN INTERNATIONAL INTEGRATED RESORT MANAGEMENT, MARKETING AND BUSINESS INTELLIGENCE AND ANALYTICS RESPECTIVELY

Teaching and Learning

Research

Service

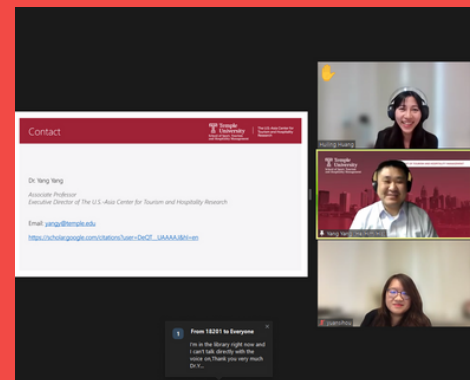
The University of Macau (UM) Faculty of Business Administration (FBA) successfully held three FBA Seminar Series 034, 035 and 036 on 8 March and 9 March 2023 respectively.

The FBA Seminar Series 034: "Machine Learning and Artificial Intelligence Research in Tourism and Hospitality" was hosted by **Prof. Yuansi HOU** (侯遠思教授), Associate Professor in International Integrated Resort Management and **Prof. Yang YANG** (楊陽教授), was invited to deliver the seminar.

Prof. Yang YANG is a tenured Associate Professor in the Department of Tourism and Hospitality Management at Temple University. He also serves as the executive director of the U.S.-Asia Center for Tourism and Hospitality Research. In the seminar, several key research projects were as discussed to illustrate how ML and AI could be embraced as research methods to answer research questions from unique perspectives.



Prof. Yang YANG shared his research in Machine Learning and Artificial Intelligence in Tourism and Hospitality



Participants actively discuss with the speaker

The FBA Seminar Series 035: "Big Brother and a Green Society: Information Privacy Concerns Promote Green Behavior" was hosted by **Prof. Fangyuan CHEN** (陳方圓教授), Associate Professor in Marketing and Prof. Boyoun (Grace) CHAE, was invited to deliver the seminar.

Prof. Boyoun (Grace) CHAE is the Assistant Professor in Marketing in Hong Kong Polytechnic University. She obtained her PhD in Marketing from Sauder School of Business, University of British Columbia. In the seminar, she shared how digitalization of society influence individuals' sustainable behavior by focusing on prevalent concerns about digital information privacy. She explored its potential implications on people's green consumption and recycling behavior.



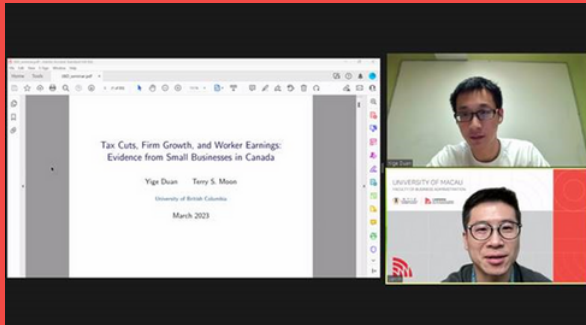
Prof. Grace CHAE shared her findings in prevalent concerns about digital information privacy



Participants actively shared their thoughts with the speaker

The FBA Seminar Series 036: "Tax Cuts, Firm Growth, and Worker Earnings: Evidence from Small Businesses in Canada" was hosted by **Prof. Yan LIN (林龔教授)**, Assistant Professor in Business Intelligence and Analytics and **Mr. Yige DUAN (段伊戈先生)**, was invited to deliver the seminar.

Mr. Yige DUAN is a PhD candidate in Economics at University of British Columbia. He obtained a Master of Science (MSc)'s degree in Economics from National University of Singapore. He then worked as a pre-doc research assistant at the National University of Singapore. In the seminar, he shared his paper that assesses the effects of corporate tax reductions for small businesses on their growth and employee earnings.



Mr. Yige DUAN shared his paper regarding the effects of corporate tax reductions.



Participants raised their questions to the speaker

4 PROF. LEONA LI PARTICIPATED IN THE APAEM SEMINAR SERIES ON ECONOMICS: "STRUCTURAL CHANGE IN EXPORT ACTIVITIES: AN EXPLORATION USING OCCUPATIONS DATA"

Research

Service

The Asia-Pacific Academy of Economics and Management (APAEM) of the University of Macau (UM) recently held the APAEM Seminar Series on Economics on 9 March 2023. **Prof. Leona LI (李少知教授)** was invited to moderate the seminar entitled "Structural Change in Export Activities: An Exploration Using Occupations Data" delivered by **Dr. Gaaitzen DE VRIES**, Associate Professor, University of Groningen.




APAEM Seminar Series:

Structural Change in Export Activities: An Exploration Using Occupations Data

09 Mar 2023 (Thu), 16:00–17:00 Language: English



Dr. Gaaitzen DE VRIES

Associate Professor
University of Groningen



Scan this QR code for Zoom meeting

Abstract

Traditionally, comparative advantage in exporting is measured at the level of products or industries. However, with international production fragmentation, countries specialize in activities along the production chain rather than in particular products. This paper therefore explores changes in the structure of exports at the level of activities for a set of 53 countries. Activities are measured using new internationally harmonized statistics on labour income of 13 detailed occupation classes of workers in 35 industries. Income shares from engineering, management, and support services increase as countries grow richer. New specializations have a strong proximity to the initial export basket, especially for routine manual intensive activities in developing countries. Some countries appear to specialize more in new activities that are relatively unrelated to their initial specializations. This is found to be positively related to income growth.



Moderator:

Dr. Leona LI

Assistant Professor in Business Economics
Faculty of Business Administration

5 PROF. ALEX ZHOU PARTICIPATED IN THE APAEM SEMINAR SERIES ON INTERNATIONAL FINANCE: "FERRETING OUT GROWTH THROUGH CROSS-BORDER MERGERS AND ACQUISITIONS"

Research

Service

The Asia-Pacific Academy of Economics and Management (APAEM) of the University of Macau (UM) recently held the APAEM Seminar Series on Economics on 10 March 2023. **Prof. Alex ZHOU (周思力教授)** was invited to moderate the seminar entitled "Ferretting Out Growth Through Cross-border Mergers and Acquisitions" delivered by **Dr. Kee-Hong BAE**, Professor of Finance, York University.



APAEM Seminar Series: International Finance
Ferretting Out Growth Through Cross-Border Mergers and Acquisitions
Dr. Kee-Hong BAE
 Professor of Finance
 York University
 Date: March 10 2023 (Friday)
 Time: 9:30-10:30 a.m.
 Venue: Zoom Meeting
 Moderator: Prof. Sili ZHOU, Associate Professor of Finance
 Abstract
 We examine a firm's motivation to engage in cross-border mergers and acquisitions (CBMAs) and the source of value gains in CBMAs. We find that the difference in industry growth opportunities between the target and acquirer countries, or relative industry growth (RIG), is an important factor driving CBMAs and positively affects CBMA announcement returns for acquirers and combined firms. Moreover, merged firms in high RIG CBMAs experience better operating performance, invest more, and engage in fewer divestitures after the CBMAs. A zero-cost portfolio buying acquirers in CBMAs with high RIG and selling those in CBMAs with low RIG also generates positive excess returns.
 Speaker
 Professor Kee-Hong Bae is a professor of finance and Bob Finlayson Chair in International Finance at the Schulich School of Business at York University. He received his B.A. and M.A. from Korea University and Ph.D. degree from the Ohio State University. Before joining York University, he has taught at the City University of Hong Kong, Hong Kong University of Science and Technology, Korea University, and Queen's University. His research focuses on international finance. Research topics include financial globalization, home bias, and international corporate finance and corporate governance. He has published numerous research articles in top finance/accounting/management journals including *Journal of Finance*, *Journal of Financial Economics*, *Review of Financial Studies*, *Journal of Financial and Quantitative Analysis*, *Journal of Business*, *Accounting Review*, and *Journal of International Business Studies*. Professor Bae serves in the editorial board of several journals including *Pacific Basin Finance Journal*, and *International Review of Finance*.



6 IAM AND UM-FBA IS CO-ORGANIZING COMPETITION FOR MACAO TERTIARY INSTITUTIONS ON INNOVATIVE BUSINESS PLANS FOR MARKETS 2023

Teaching and Learning

Business Engagement

Service

Organized by IAM and co-organized by UM-FBA, **"2023全澳大專院校街市營商創新方案競賽現正接受報名 (Competition for Macao tertiary institutions on innovative business plans for markets 2023)"** is open for application to all university bachelor students in Macao from 10 to 17 March 2023.

The competition aims to allow the younger generation to better understand and participate in the development of local markets, with the theme of "Cohesive Communities, Revitalization and Innovation". It also stimulates students to reach out from campus to community by designing a marketing plan in compliance with the relevant laws and regulations of the public market for Taipa Market, which is currently under renovation.

FBA has been engaging with government and local communities to create meaningful impact to young generation. FBA is co-organizing this event with IAM by providing support in terms of design of competition regulation and rules, evaluations from academic point of view, etc. It is hoped that students of local higher education institutions will have a better understanding of the market environment, services and vendors, so as to attract young people's creativity and explore different possibilities for the future development of markets through this event.

For more details, please visit:

<https://www.iam.gov.mo/c/news/detail/00d9aa86-935f-48c5-872e-a59bf37c2e62>

7 CLASS FOOD AND BEVERAGE MANAGEMENT VISITED WYNN PALACE

Teaching and Learning

Business Engagement

On 1 March 2023, undergraduate students of the course "Food and Beverage Management" visited Wynn Palace, led by **Prof. Jacey Choe (崔慈瑛教授)**, Assistant Professor of the Department of Integrated Resort and Tourism Management. The visit was specially designed to raise students' awareness of food sustainability issues in the tourism industry and how to integrate safety, quality and sustainability elements into luxury guest experiences.

In order to fit the theme of the visit, Ruby O, Executive Director of Sustainability and ESG at Wynn Palace, meticulously planned the entire experience using the food life cycle approach. Around 60 students and the professor visited Vertical Garden with aquaponic system, SW Steakhouse, Nordaq 2000 automatic water bottling plant, food laboratory, and the Winnow food waste management system.

For more details, please visit: <https://fba.um.edu.mo/class-food-and-beverage-management-visited-wynn-palace/>



Students are visiting Vertical Garden at Wynn Palace



Students are learning about sustainability elements of the fine dining restaurant, SW Steakhouse

UPCOMING EVENT

1 FBA SEMINAR SERIES 039

- Topic: New Entrants and Redaction
- Speaker: Prof. Miaomiao YU, Assistant Professor, Louisiana State University
- Date: 22 March 2023 (Wednesday)
- Time: 9:30am – 10:30am
- Venue: Online via Zoom
- Host: Prof. Tingting QUE, Associate Professor in Finance
- Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_bjya_h6TqyJaJqE6

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

For more details, please visit: <https://fba.um.edu.mo/fba-seminar-series-039/>

FBA SEMINAR SERIES - 039

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

FBA SEMINAR SERIES

New Entrants and Redaction

Prof. Miaomiao YU
Assistant Professor
Louisiana State University

Date: 22 March 2023 (Wednesday)
Time: 9:30am – 10:30am
Venue: Online via Zoom
Host: Prof. Tingting QUE, Associate Professor in Finance
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_bjya_h6TqyJaJqE6

Abstract

Theory predicts that firms will either disclose proprietary information to demonstrate their willingness to defend aggressively or withhold information to protect themselves against new competitors. Using the U.S. Census data to capture new entrants, we find that incumbents are more likely to redact proprietary information embedded in new material contracts when a greater number of new firms establish their businesses in the focal firm's industry. This effect is stronger when the focal firm believes there is a high increase in competition, the number of foreign subsidiaries is lower, and the external financing dependence is lower. The effects of new entrants on contract redactions are also robust to the entry of a new product of a public firm and robust to using tariff cuts to capture product entry from foreign countries. Collectively, these findings suggest that threats from new entrants increase incumbents' incentives to protect proprietary information rather than disclosing the information to signal willingness to engage in aggressive competition.

Register Now!

Deadline: 20/03/2023

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

Speaker

Prof. Miaomiao YU is an Assistant Professor of Department of Finance in Louisiana State University and received her PhD in Business Administration (Finance) from the University of Iowa. She has published a series of papers in top finance and accounting journals including the *Journal of Financial Economics*, *Journal of Accounting and Economics*, *Journal of Financial and Quantitative Analysis*. She also obtained the Dean's Award for Outstanding Research Achievement in 2016.

All are welcome!



FBA SEMINAR SERIES
- 040

Hooked: Consumer addiction and digital product design

Prof. Xing ZHANG
Assistant Professor in Marketing
Sungkyunkwan University (SKKU)

Date: 22 March 2023 (Wednesday)
Time: 3:00pm - 4:00pm
Venue: Online via Zoom
Host: Prof. Kao SI, Assistant Professor in Marketing
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_blz27IzQZrAtW0m

Abstract

Many digital products, e.g., video games, exhibit a feature of "addictiveness": the more consumers have consumed the product in the past, the harder for them to refrain from consuming now. The firm has incentives to increase addictiveness to increase the consumption of the products, and meanwhile, it has to address consumers' concerns about over-consumption due to self-control problems and addiction. Using a game-theoretic approach, we model a firm's product design decision involving the product's addictiveness, defined as a dis-utility experienced by consumers if they refrain from consuming. We find the optimal price and profits first increase and then decrease with the addictiveness. The optimal addictiveness decreases with the severity of the self-control problems and increases with the harmfulness due to over-consumption. Interestingly, consumer and social welfare can increase with addictiveness. The extended analysis provides three additional insights: first, when the harmfulness from over-consumption is large, a lengthier product (vs. a shorter product) that potentially gives rise to over-consumption problems can actually improve consumer welfare. Second, comparing three commonly observed contracts, namely, pay-per-use, fixed-fee, and freemium contract, we find that when the harmfulness is small, the freemium contract yields the highest profits. Last, in the presence of competition, the increase in one firm's addictiveness can increase the competitor's profits, and competition does not mitigate the addictiveness.

Register Now!



Deadline: 20/03/2023
The registered audience will be notified of more detailed information via email.

Speaker

Prof. Xing ZHANG is the Assistant Professor in Marketing at the Sungkyunkwan University (SKKU). He received his PhD in Marketing from National University of Singapore. His research considers how firms should incorporate consumer behavioral biases into pricing and choice architecture design. He conducts both empirical research to tackle the descriptive problems of how certain behaviour occurs, and theoretical research to tackle the prescriptive problems of how firms should respond. In his current work, he uses field experiments to develop evidence-based policy and marketing strategy recommendations. His works have appeared in major journals including *Management Science* and *PNAS*.

All are welcome!

2 FBA SEMINAR SERIES 040

- Topic: Hooked: Consumer addiction and digital product design
- Speaker: Prof. Xing ZHANG, Assistant Professor in Marketing, Sungkyunkwan University
- Date: 22 March 2023 (Wednesday)
- Time: 3:00pm – 4:00pm
- Venue: Online via Zoom
- Host: Prof. Kao SI, Assistant Professor in Marketing
- Registration Link:
https://umac.au1.qualtrics.com/jfe/form/SV_blz27IzQZrAtW0m

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-040/>

3 FBA SEMINAR SERIES 041

- Topic: The Fundamental Recruitment Error: Candidate-Recruiter Discrepancy in Their Relative Valuation of Innate Talent versus Hard Work
- Speaker: Prof. Kao SI, Assistant Professor in Marketing, University of Macau
- Date: 23 March 2023 (Thursday)
- Time: 10:30am – 12:00pm
- Venue: E22-G015
- Host: Prof. Fangyuan CHEN, Associate Professor in Marketing
- Online registration:
https://umac.au1.qualtrics.com/jfe/form/SV_0HrQDd2rTDw1WBg

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-041/>



FBA SEMINAR SERIES
- 041

The Fundamental Recruitment Error: Candidate-Recruiter Discrepancy in Their Relative Valuation of Innate Talent versus Hard Work

Prof. Kao SI
Assistant Professor in Marketing
University of Macau

Date: 23 March 2023 (Thursday)
Time: 10:30am – 12:00pm
Venue: E22-G015
Host: Prof. Fangyuan CHEN, Associate Professor in Marketing
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_0HrQDd2rTDw1WBg

Abstract

Innate talent and orientation toward hard work are highly important personal attributes with respect to workers' productive capabilities. In this research, we identify a discrepancy between job candidates and recruiters in their relative valuation of these two attributes. While innate talent is valued relatively more by job candidates than recruiters, the opposite is true for orientation toward hard work. We propose that the discrepancy is rooted in a misalignment of the fundamental motivations of the two parties in the job market. In seven studies (four pre-registered), which include randomized trial experiments and quasi-experiments and use real life recruiters and job seekers (across a total of 112 industries) as participants, we provide evidence of the current effect and its underlying mechanism. Studies 1A–1C demonstrate the negative consequence of the discrepancy on job market efficiency, showing that it can lead candidates to adopt impression management strategies that lower their chance of getting the job. Studies 2A and 2B show that full-time workers consider career potential to be associated with both innate talent and hard work but position performance to be more strongly associated with hard work than innate talent. Finally, Studies 3A and 3B indicate that candidates are relatively more career-focused while recruiters are relatively more position-focused, and that this difference in their relative focus mediates the current discrepancy. Implications of the present research for both job candidates and recruiters are discussed.

Register Now!



Deadline: 20/03/2023
The registered audience will be notified of more detailed information via email.

Speaker

Prof. Kao SI is an Assistant Professor in Marketing in University of Macau and received his PhD in Marketing from the Chinese University of Hong Kong. His research interest in judgment and decision-making, behavioral economics, consumer behavior. His work has been published in *Organization Science*, *Journal of Personality and Social Psychology*, *Journal of Consumer Psychology*, and etc.

All are welcome!



FBA SEMINAR SERIES
- 042

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

FBA SEMINAR SERIES

Mobile Targeting of Product Inventory Searches: A Field Experiment



Prof. Le WANG
Assistant Professor
City University of Hong Kong

Date: 29 March 2023 (Wednesday)
Time: 10:30am - 11:30am
Venue: Online via Zoom
Host: Prof. Yan LIN, Assistant Professor in Business Intelligence and Analytics
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_5hdqxbVal2vWzI

Abstract

The ubiquitous usage of mobile apps facilitates a seamless omnichannel shopping experience, in which customers can use mobile apps to search for timely product inventory information at specific stores before planning a store visit. Despite the prevalent business practice of targeting customers during the product search stage, little empirical evidence exists to validate its effectiveness. In collaboration with a large lifestyle retailer that operates hundreds of offline stores and a mobile shopping app, this study investigates the business impact of mobile targeting of customers searching for in-store product inventory information on customer purchasing intention and store visits. The analysis is based on a randomized field experiment in which 9,838 customers are randomly selected and undergo one of three targeting treatment conditions: no targeting, ad-only targeting (providing popular in-store product information), and incentive targeting (providing popular in-store product information with a financial incentive). We demonstrate that inventory search targeting (IST) is only marginally effective in facilitating customers' store visits and purchases. The underlying reason is that travel distance moderates IST effectiveness. IST is effective for proximal customers, but its effects are attenuated for customers who are far from offline stores. Furthermore, we find that IST is effective for non-premium members but not premium members. We also observe spillover effects of IST on products other than the focal products that customers searched for. Lastly, an IST message that includes a financial incentive is more effective in increasing consumption than an IST message without incentives. Although travel distance still moderates the effectiveness of IST with incentives, the negative effect of increasing distance is attenuated. Our findings have important implications for managers who design mobile promotions targeting customers performing product searches.

Speaker

Prof. Le WANG is an assistant professor in the Department of Information Systems at the City University of Hong Kong. He received his Ph.D. from the Nanyang Business School at Nanyang Technological University. His general areas of research are health informatics, application of AI in business, and user behavior in digital platforms, with a focus on understanding individual behavior in this digital era.

All are welcome!

Register Now!



Deadline: 27/03/2023

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

4 FBA SEMINAR SERIES 042

- Topic: Mobile Targeting of Product Inventory Searches: A Field Experiment
- Speaker: Prof. Le WANG, Assistant Professor, City University of Hong Kong
- Date: 29 March 2023 (Wednesday)
- Time: 10:30am – 11:30am
- Venue: Online via Zoom
- Host: Prof. Yan LIN, Assistant Professor in Business Intelligence and Analytics
- Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_5hdqxbVal2vWzI

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-042/>

5 FBA SEMINAR SERIES 043

- Topic: Leveraging the power of video analytics – the case of pro-environmental tourism videos
- Speaker: Prof. Mingming CHENG, Associate Professor in Digital Marketing, Curtin University
- Date: 29 March 2023 (Wednesday)
- Time: 3:00pm – 4:00pm
- 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_cwNezAXY6nXglfIk

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-043/>



FBA SEMINAR SERIES
- 043

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

FBA SEMINAR SERIES

Leveraging the power of video analytics - the case of pro-environmental tourism videos



Prof. Mingming CHENG
Associate Professor in Digital Marketing
Curtin University

Date: 29 March 2023 (Wednesday)
Time: 3:00pm - 4:00pm
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_cwNezAXY6nXglfIk

Abstract

Recent years have seen the increasing popularity of the use of videos in tourism and hospitality, such as Vlog. However, analysing videos presents significant methodological challenges with multiple types of unstructured data, including visual, audio, and textual information. This research seminar will provide an overview of video analytics by showing how researchers can leverage video analytics to gain insights into human behaviour in a more structured and systematic way. A case study of analysing pro-environmental tourism videos using video analytics will be demonstrated.

Speaker

Prof. Mingming CHENG is an Associate Professor in Digital Marketing and Director of the Social Media Research Lab in the School of Management and Marketing at Curtin University, Australia. Prof. Cheng is an award-winning researcher and educator with an international reputation in social media marketing and tourism. His research examines the digital transformation of the service industry - new experiences (e.g., Airbnb), new marketing channels (e.g., social media), new technology-savvy markets (e.g., Chinese post-80s tourist market) and more recently, environmental impacts of tourism including carbon footprint.

All are welcome!

Register Now!



Deadline: 27/03/2023

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