



NEWSLETTER

22 Mar 2023

ISSUE 62

SPOTLIGHT

1 澳大高級管理人員工商管理碩士(EMBA)學生新加坡考察收穫豐富

EMBA PROGRAMME STUDENTS VISITED SINGAPOREAN UNIVERSITIES AND ENTERPRISES

Teaching and Learning

Business Engagement

澳門大學工商管理學院於3月9至12日，於新加坡為近30名高級管理人員工商管理碩士(EMBA)課程學生順利組織課程考察，考察行程屬於「考察訪問小組報告」課程的一部分，目的在於通過移動課堂，瞭解新加坡的國家產業發展與城市建設，以及知名大學和新加坡知名企業的成功經營模式，並從中學習關鍵成功發展因素，將所學的企業管理知識運用在商業實踐領域中。

為期四天的課程內容豐富，其中安排了學生到訪新加坡南洋理工大學、新加坡新躍社科大學、新加坡國營水公司「新生水」、新加坡知名國產品牌「虎牌啤酒」工廠；同時還考察了新加坡多處城市建設，了解歷史城區保育和城市綠化的成果，學員們對於新加坡的發展與進步感到印象深刻。

在大學移動課堂中，拜訪了新加坡南洋理工大學，考察了該校知名地標「學習中心」(Learning Hub)及商學院、華裔館、雲南園等多個知名地點。另外也拜訪了新躍社科大學，該校商學院副院長Marcus Lee以及副院長丁叮親自接待，對澳大EMBA師生的來訪表示熱烈歡迎，除了分享該校的辦學現況外，也期待兩校之間有更多合作。該院的王珮博士和Norman Boey也講解了新加坡的教育現況、法律制度與社會現況，現場問答與互動氣氛熱烈，並在茶歇時充分交流。



Visit at Nanyang Technological University



Visit at Singapore University of Social Sciences

企業參訪部份，新加坡國營水公司「新生水」有專人解說新加坡的水資源歷史和現況，分享新加坡1956年立國之後，如何克服水資源和土地資源稀缺的限制，並詳細說明如何將使用過的水通過高科技手段回收淨化變成為超純淨飲用水的技術步驟。「虎牌啤酒」工廠則有專人導覽介紹釀造生產車間，解說人員分享虎牌的歷史、生產製造的流程與自動化設備，並針對市場營銷與企業運營戰略進行交流。



Visit at NEWater



Visit at Tiger Brewery

許多學員表示此次參訪行程內容豐富，從中獲益良多。而安排參訪的企業與機構也表示希望將來能繼續與澳門大學的相關課程合作和交流，以推動雙方產學研的溝通和聯繫。

是次課程由持續進修中心主任與工商管理學院高管教育統籌人劉丁己教授講授，並與高管教育行政同事梁泳欣與呂幸美全程共同帶隊海外參訪。

The University of Macau (UM) Faculty of Business Administration (FBA) recently arranged for nearly 30 students in the Executive Master of Business Administration (EMBA) Programme to visit Singapore. During the four-day trip, which was part of the compulsory course 'Study Trip Group Report I' in the programme, students learned about Singapore's national industrial development and urban construction through mobile classrooms, as well as the successful business models of well-known universities and Singaporean companies.

They visited Nanyang Technological University, Singapore University of Social Sciences, Singapore's state-owned water company "NEWater", and Singapore's well-known domestic brand "Tiger Beer" brewery. In addition, there are many urban constructions in Singapore, and they learned about the achievements of historical urban conservation and urban greening. The students were deeply impressed by the development and progress of Singapore. The enterprises and organizations in Singapore expressed hope to continue their collaborations with relevant programmes of UM to promote industry-academia collaboration.

For more details, please visit: <https://fba.um.edu.mo/zh-hant/emba-programme-students-visited-singaporean-universities-and-enterprises/>

MEET OUR ALUMNI

Since the establishment of the Faculty of Business Administration (FBA) in 1989, FBA has successfully nurtured more than 10,000 graduates who are shining locally, nationally and internationally at different sectors. This section is dedicated to showcase the stories of our alumni who have made tremendous success in their career and who have created significant contributions and impacts to the society. Our alumni are now serving important roles and positions in the society, including but not limited to legislative assembly members and senior government officials, business leaders, successful entrepreneurs and top executives at major corporations.

1 ALUMNI SHARING

Business Engagement

Service

周可祺是澳門大學工商管理學院的校友，於1996年修讀工商管理學士學位課程，主修市場學專業，是三個英國皇家特許學會的會士。他於2020年獲選為LIBF英國倫敦銀行與金融學院會士，2016年獲選為CIM英國特許財務學會會士，是首位獲得這兩個英國金融及市場學學會授予會士會銜的澳門人，也獲選為CMI英國特許管理學會會士。

他是一位資深企業管理人和企業合夥人，從事金融業和商業逾二十年，曾任職於澳門保險股份有限公司，擔任副總經理、主管零售市場業務及分管銀行保險部等部門，以及法國安盛保險公司澳門營銷管理人及主管澳門區業務。現任國金亞洲顧問有限公司董事及共同創辦人、華創中葡產業發展有限公司執行董事及澳門愛健醫療用品公司執行董事。

他的業務範圍廣泛，同時也積極推動創新創業和人才培育工作。他現任澳門大學校友會副主席、澳門青年創業孵化中心顧問等職務，並擔任澳門大學友生啟導計畫導師逾十五年。近年來，他應邀參與標準化委員會工作，現為中國貿促會商業委員會的標準化技術委員會委員、中國廣東省人力資源標準化技術委員會委員，以及中國廣東省人力資源管理協會專家庫委員。

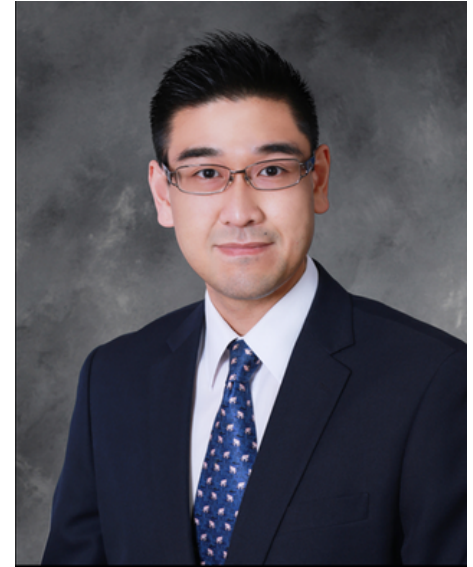
澳大全英教學，挑戰與機遇並存

周可祺表示：“澳門大學的全英教學模式是挑戰，也是優勢。”然而，他在大學前從未嘗試過全英教學，語言環境的改變對他來說既是一個難題，也是一個機會。在學期間他還修讀了葡語和國語，他認為在全英環境中主動學習多種語言，對於他日後從事的領域有很大的幫助，例如金融以及中葡商貿等行業。這也讓他與國外朋友更順暢地溝通，並有更好的接觸國際市場的機會。此外，全英環境對於澳門學生未來的升學有很大的幫助，可以讓他們提前適應環境，同時有助於提高閱讀英文文獻的效率。

感恩教導，回饋母校

多年後，周可祺回首本科求學時光，表示十分感激當年老師們所提供的建議與啟發。當時，周可祺就讀澳門大學市場學專業，經歷了澳門回歸之際，其時澳門經濟結構單一，科技落後，網絡信息匱乏，對未來的職業發展蒙上茫茫一片疑惑。他需要解決選擇升學或工作、從事何種行業等未來規劃等眾多問題，幸得教授們所提供的多重意見和啟發，讓他深受裨益，倍感珍惜。

周可祺亦指出，澳門大學創校四十多年來，校友遍布各行各業，因此他鼓勵不同年代的校友經常回到母校，與學院、書院進行深度交流。如此，他們得以分享寶貴的社會經驗，引領學弟學妹們更好地做好心理與思想上的準備，建立更為完備的未來升學或就業規劃。



Mr. Danny CHAU, Alumnus of FBA, graduated in 2000



Danny shared his experience with UM students



Danny has been closely working with UM in order to contribute to his alma mater

走上創業之路，兼顧衆多職務

周可祺在從事金融行業期間，憑藉著十五年來累積的豐富企業管理和營運經驗，從金融從業員逐漸晉升至企業管理層。然而，在2015年時，他面臨了前往新加坡發展或是創業的抉擇。基於其嘗試的心態，他毅然成立了企業併購顧問公司，開啟了跨界創業之路。其主要業務集中於中葡商貿產業，並認為澳門與葡語國家的緊密聯係是其作為「中國與葡語國家商貿合作服務平台」的重要優勢。儘管在回歸後博彩業一枝獨秀，導致中葡產業發展較為緩慢，但他發現在疫情下，中葡商貿對廣東省和大灣區的商家來說是一個重要的機遇。他希望通過配合國家「雙循環」政策，吸引更多國內企業家透過澳門與葡語國家進行貿易往來。身兼多職的他深知每個人一天只有24小時，良好的時間管理和高效的工作能力和統合能力是他能同時兼顧事業、社會職務和校友事務的秘訣。

先經歷再創業，成為“七懂”人才

先累積經驗再踏上創業征途，成為擁有“懂自己、懂技術、懂產業、懂市場、懂資本、懂管理、懂商業”七大特質的優秀青年人才。他指出，“懂自己”是成功的基石，只有清楚自己的目標、規劃和執行計劃才能順利實現。透過閱讀和旅行等方式，累積人生經驗後更能深刻了解自己，找到合適的發展道路和發揮“六懂”所需的技能。因此，他建議青年人在決定升學、就業或創業前，先深入了解大灣區、國家以及國內外的發展優勢和計劃，累積經驗，再做出明智的選擇。

Mr. Danny CHAU is an alumnus of the Faculty of Business Administration at the University of Macau. He earned his Bachelor of Business Administration with a major in marketing in 2000. Currently, he is a fellow of three UK royal chartered institutes and was honored as the first Macao citizen to be offered fellowship by both CIM (2016) and LIBF (2020). He is also a fellow of the Chartered Management Institute (CMI).

Danny is an experienced corporate manager and partner with expertise in the financial industry and commerce, spanning 20 years. He served as Deputy General Manager of Macau Insurance Company Ltd, where he supervised the retail business channel, including the bancassurance department, life underwriting department, and re-insurance. He also worked as the Manager of the Agency Management Department at AXA Macau, overseeing sales in the Macao region. Currently, he serves as the Director & Co-Founder of GoldChess Asia Consulting Ltd., Director of Hua Chuang Sino-Luso Industry Development Co. Ltd, and Director of AS king Medical Products Ltd.

Apart from his diverse business portfolio, he is a promoter of innovation, entrepreneurship, and talent cultivation. He is currently the Vice-Chairman of the University of Macau Alumni Association and an advisor of Macao Youth Entrepreneurship Incubation Centre, among others. He has been a mentor in the University of Macau Alumni Mentorship Scheme for over 15 years. In recent years, he has participated in the work of the Standardization Committee and is now a CCPIT Recognized Mediator, member of the CCPIT-CSC Standardization Committee, and member of the China GD HR Standardization Committee.



Mr. Danny CHAU was awarded as the Outstanding Young Entrepreneur

NEWS

1 PROF. DUNCAN LIU, ASSISTANT PROFESSOR IN ACCOUNTING PUBLISHES IN TOP-TIER JOURNAL OF ACCOUNTING RESEARCH (UTD, FT50, ABS4*)

Research

We are delighted to announce that **Prof. Duncan LIU (劉鍵程教授)**, Assistant Professor in Accounting, has his research article accepted by the prestigious Journal of Accounting Research, which is one of the top three accounting journals worldwide. What's more, he is the first scholar from our faculty to have achieved this remarkable feat.

The paper, titled "Does Public Firms' Mandatory IFRS Reporting Crowd Out Private Firms Capital Investment", is coauthored with Wei Shi (Deakin University), Cheng Zeng (Hong Kong Polytechnic University), and Guochang Zhang (University of Hong Kong). The article, forthcoming in the said Journal, investigates how the mandatory adoption of International Financial Reporting Standards (IFRS) by publicly listed firms in the European Union affects peer private firms. It has important implications for accounting regulations and capital investment decisions of private firms.

Journal of Accounting Research is recognized as a top-tier journal in the field of accounting that is in the UTD list and has an ABS4* rating. It is known for publishing high-quality research that advances accounting scholarship and informs accounting practice.

We extend our congratulations to Prof. LIU on this achievement.



Prof. Duncan LIU



Journal of Accounting Research



Prof. Hung Wan KOT

2 “從金融學理論 深入探究領展供股 (IN-DEPTH EXPLORATION OF LINK'S RIGHTS ISSUE FROM THE PERSPECTIVE OF FINANCIAL THEORY)” BY PROF. HUNG WAN KOT AND PROF. LEWIS TAM, HONG KONG ECONOMIC TIMES

Business Engagement

Service

Prof. Hung Wan KOT (葛鴻雲教授), Assistant Professor in Finance and Programme Coordinator of Finance, and **Prof. Lewis TAM (譚漢強教授)**, Associate Professor of Finance shared their insights entitled “從金融學理論 深入探究領展供股 (In-depth exploration of Link's rights issue from the perspective of financial theory)” at Hong Kong Economic Times on 8 March 2023.

Article sharing:

上市房地產信託基金 (REITs) 領展上月宣布世紀大供股，領展是REITs龍頭，是港人和其他投資者收息乃至養老的愛股，所以領展供股向股東伸手要錢，已不是單純的金融市場新聞，而是香港的社會事件。

房託龍頭 供股成社會事件

筆者想起2020年3月，新冠疫情在美國大爆發，股市震蕩，一月之內經歷了4次熔断，在美股3月9日第一次熔断後，股神巴菲特接受媒體訪問稱，自己活到89歲，也是第一次見如此情形，又稱只要投資者活得足夠長久，就有機會看到金融市場種種稀奇古怪之事；對港股而言，或許領展供股也是其一。

For more details, please visit: <https://paper.hket.com/article/3477144?r=cpsdlc>



Prof. Lewis TAM

3 FBA SUCCESSFULLY HELD TWO FBA SEMINAR SERIES IN MANAGEMENT AND ACCOUNTING

Teaching and Learning

Research

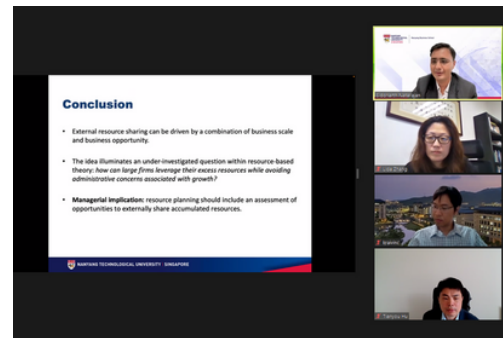
Service

On 15 March 2023, The University of Macau (UM) Faculty of Business Administration (FBA) successfully held FBA Seminar Series 037 and 038 respectively. The FBA Seminar Series 037: “Resource Sharing Beyond Firm Boundaries: An Examination of Mobile Operators’ Decisions to Host Virtual Networks” was hosted by **Prof. Tianyou HU (胡天佑教授)**, Assistant Professor in Management and **Prof. Siddharth NATARAJAN** was invited to deliver the seminar.

Prof. Siddharth NATARAJAN is an Assistant Professor in the Division of Strategy, International Business, and Entrepreneurship at Nanyang Business School (NBS), Nanyang Technological University. In the seminar, he explained why and when firms are more likely to share their resources with others firms. His research found that a firm’s higher scale in a business increases its likelihood of sharing resources with other firms, and that scale has stronger effects on resource sharing when the firm’s scope of business is higher and when it faces an exogenous increase in competitive difficulty in the business.



Prof. NATARAJAN presented his study on Resource Sharing Beyond Firm Boundaries



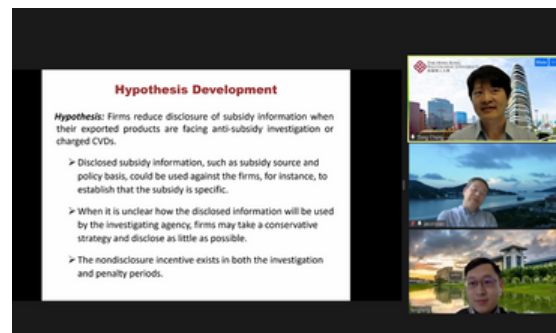
Participants discussed with the speaker actively

The FBA Seminar Series 038: “The Effect of Anti-subsidy Actions on Corporate Disclosure of Subsidy Information” was hosted by **Prof. Duncan LIU (劉鍵程教授)**, Assistant Professor in Accounting and **Prof. Cheng ZENG (曾誠教授)** was invited to deliver the seminar.

Prof. Cheng (Colin) ZENG is an Assistant Professor of Accounting at the Hong Kong Polytechnic University. In the seminar, he shared his paper that examined the effect of anti-subsidy investigation and penalty (through countervailing duties) on disclosure of government subsidy information by Chinese listed firms and found that firms reduce disclosure of subsidy information when their exported products are facing anti-subsidy investigation or charged countervailing duties.



Prof. ZENG from Hong Kong Polytechnic University shared his insights and research findings



Participants discussed with the speaker actively

UPCOMING EVENT



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

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.

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!

1 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

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/>

2 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_5hdqxb1Val2vWzI

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

For more details, please visit:

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



FBA SEMINAR SERIES
- 042

Mobile Targeting of Product Inventory Searches: A Field Experiment

Prof. Le WANG
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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_5hdqxb1Val2vWzI

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!

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

Pintech

ACADEMIC SALON FORUM

UMFBA-FTASF
Seminar Talk - 004

澳門大學工商管理學院金融科技學術沙龍論壇
UM FBA Fintech Academic Salon Forum

**UM FBA FinTech Academic Salon Forum
Seminar Talk - 004
FinTech Lending Meets Digital Payment:
Behavioral Screening in Open Banking**

Prof. Shuaishuai GONG
Assistant Professor in Finance

Date: 29 March 2023 (Wednesday)
Time: 1:00-2:00 p.m.
Venue: E22 FBA Lobby
Moderator: Prof. Rachel Xiaorong MA, Assistant Professor in Finance

Abstract

This paper provides micro-level evidence on the importance of digital payment data in credit screening. We exploit a unique and big dataset combining borrowers' credit outcomes and sociodemographic information from a traditional bank with their comprehensive, high-frequency and transaction-level payment flows from a leading Fintech firm in China. We transform the borrower's "soft" payment flows into over 2,000 "hard" and quantitative behavioral features for screening. Leveraging a series of machine learning algorithms with their strengths in expanding information contents, we show that even a small number of behavioral predictors can strongly outperform the sociodemographic information set in default prediction and help reduce the predicted default rate by 30%. In particular, some fundamental payment behaviors such as the patterns of time or method of one's payments can well predict the borrower's creditworthiness. We also find a set of novel behavioral traits with significant predictive power relative to others, such as the consistent behaviors in gambling with lotteries, consuming addictive goods, digital tipping on social media, or donating to others. Our paper has important implications for understanding the impact of technological disruption on consumer credit markets and the corresponding regulatory policies in the era of digital payment and open banking.

Speaker

Dr. Gong received his PhD degree in Finance from The University Hong Kong in 2022. Prior to joining UM, he served at The Hong Kong Polytechnic University as Research Assistant Professor of Finance for five months. Dr. Gong was an experienced industry practitioner, he served as FinTech product manager at Tencent from 2014 to 2017 and wireless network engineer at Huawei from 2011 to 2013 respectively. His areas of research interest include digital finance, family economics, and social finance. He has paper accepted at Management Science.

All are welcome!

3 UM FBA FINTECH ACADEMIC SALON FORUM SEMINAR TALK - 004

- Topic: FinTech Lending Meets Digital Payment: Behavioral Screening in Open Banking
- Speaker: Prof. Shuaishuai GONG, Assistant Professor in Finance
- Date: 29 March 2023 (Wednesday)
- Time: 1:00-2:00 p.m.
- Venue: E22 FBA Lobby
- Moderator: Prof. Rachel Xiaorong MA, Assistant Professor in Finance

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

For more details, please visit:

<https://fba.um.edu.mo/um-fba-fintech-academic-salon-forum-seminar-talk-004/>

4 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_cwNezAXY6nXglfk

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

For more details, please visit:

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SEMINAR SERIES - 043

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_cwNezAXY6nXglfk

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!