



FBA

# NEWSLETTER

3 May 2023

ISSUE 68

## NEWS

### 1 THE GEG X UM-FBA EXCLUSIVE CAREER DAY 2023 WAS SUCCESSFULLY HELD

Teaching and Learning

Business Engagement

The University of Macau (UM) Faculty of Business Administration (FBA) and Galaxy Entertainment Group (GEG) jointly held the “GEG x UM-FBA Exclusive Career Day 2023” on the UM campus on 12 April 2023.

The career talk aimed to facilitate student finding employment and placement after graduation. At the beginning of the event, **Mr. Andy LIO**, Assistant Vice President of Hotel Operations, GEG, shared his education and career background, mapping with his extensive working experiences and career advancement in the hospitality industry, including his personal insightful thoughts and wisdom.

After that, managers from hotel operations, concierge, and front services guided students to visit the hotel mock room which they had already set up as how they would serve VIP guests, and F&B mock rooms which they already set up for dining service. During the tour, they introduced the mock rooms' settings, the concept of luxury services, and their working experiences by interacting with students. After the tour, they answered questions from students and provided career advices to them. Lastly, their recruiting team conducted interviews with students who were interested in joining the company.



Over 40 students attended the event to learn about the hotel operations and development of Galaxy Entertainment Group



Managers from GEG guided students to visit the hotel mock room

Attended guests included **Prof. Glenn MCCARTNEY**, Associate Dean (Curriculum & Teaching), **Prof. Li MIAO (苗莉教授)**, Head of the Department of Integrated Resort and Tourism Management, **Prof. Brenda CHAN (陳詠嫻教授)**, Assistant Professor in Business Intelligence and Analytics, and **Prof. Jacey CHOE (崔慈瑛教授)**, Assistant Professor in International Integrated Resort Management.

Over 40 students attended the career talk and said that it was a great opportunity to learn more about the company's background and career development, meet the managers, and gain a greater understanding of hotel operations, as well as receive some career tips from them.



Managers from GEG guided students to visit F&B mock rooms



Interview session



The event was organized by DRTM, Prof. Jacey CHOE and the class of IRTM3005 Festival and Event Management



Event group photo



Alumni sharing

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## THE DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT ALUMNI GATHERING 2023 「SOLAR STELLAR」 WAS SUCCESSFULLY HELD

Teaching and Learning

Business Engagement

The Department of Integrated Resort and Tourism Management Alumni Gathering 2023 with the theme "Solar Stellar" was successfully held on 15 April 2023. "Solar Stellar" was chosen to represent the reunion theme of the gathering, with the goal of uniting alumni and encouraging communication.

**Prof. Li MIAO (苗莉教授)**, Head of the Department of Integrated Resort and Tourism Management, welcomed the alumni on behalf of the Department and briefly introduced the Department's development status. The host then led the professors, alumni, and students to involve through well-planned activities such as ice-breaker games, BINGO, DASH GAME and so on. Alumni also took this rare opportunity to share their precious recollections. Graduates also shared their experiences in the hospitality and tourism industries with current students at the alumni sharing session. The participating professors and students expressed their gratitude for this reunion opportunity, and the gathering further encouraged alumni to excel in their current roles. The successful holding of the Alumni Gathering has received wide praise.

For more details, please visit: <https://fba.um.edu.mo/%e3%80%8csolar-stellar%e3%80%8d2023-alumni-gathering-of-the-department-of-integrated-resort-and-tourism-management-was-successfully-held/>



### 3 DELEGATION OF ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA) VISITED DAIM FOR CONTINUOUS COLLABORATION

Business Engagement

Service

Representatives from the Association of Chartered Certified Accountants (ACCA), including **Ms Christina SO**, Head of ACCA Hong Kong & GBA (Greater Bay Area) Lead, **Ms Helen LIU**, Member Engagement and Education Relationships Lead, and **Ms. Kammi CHOI**, Business Relationships Manager, visited the Department of Accounting and Information Management of FBA recently. They are warmly received by **Prof. Jason XIAO** (蕭澤忠教授) and **Prof. Philip LAW** (羅建勛教授), followed by a meeting to exchange ideas in the field of professional accreditation, programme development and student development for continuous collaboration. After the meeting, a consultation session was hosted by Ms. Kammi CHOI to all accounting students.

For more details, please visit:

<https://fba.um.edu.mo/representatives-of-association-of-chartered-certified-accountants-acca-visited-daim-for-the-continuous-collaboration/>



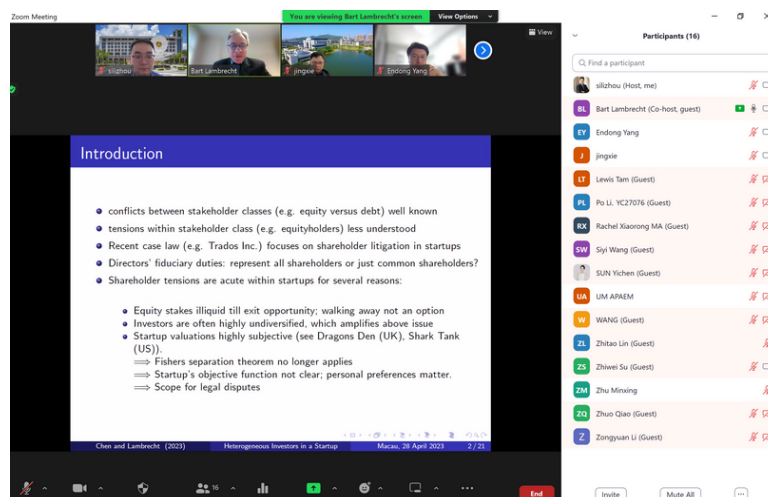
Delegation of Association of Chartered Certified Accountants (ACCA) visited DAIM of FBA

### 4 PROF. SILI ZHOU PARTICIPATED IN THE APAEM SEMINAR SERIES ON ECONOMICS: "OPTIMAL FINANCIAL POLICIES FOR A GROUP"

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 28 April 2023.



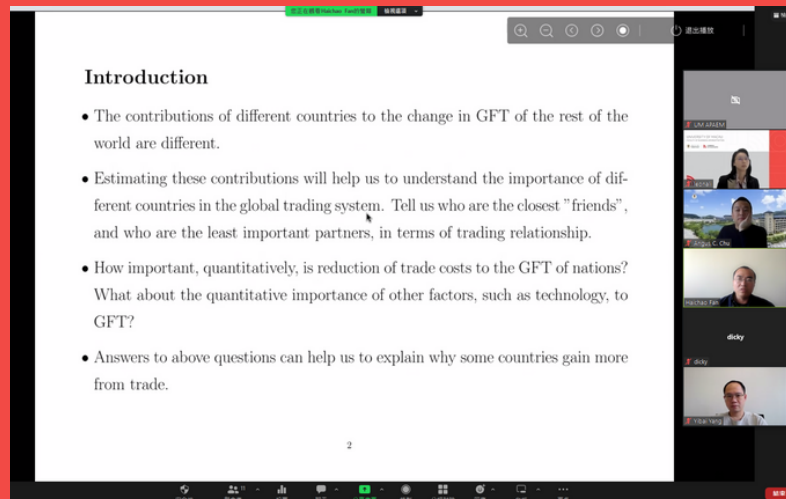
**Prof. Sili ZHOU** (周思力教授) was invited to moderate the seminar entitled "Optimal Financial Policies for a Group" delivered by **Prof. Bart LAMBRECHT**, Professor of Finance, University of Cambridge

## 5 PROF. LEONA LI PARTICIPATED IN THE APAEM SEMINAR SERIES ON ECONOMICS: "DECOMPOSING CHANGE IN GAINS FROM TRADE UNDER FRAGMENTATION"

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 27 April 2023.



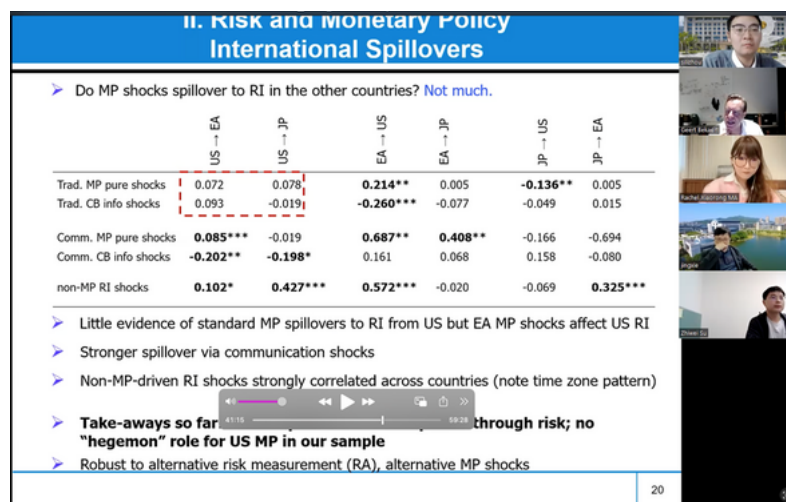
Prof. Leona LI (李少知教授) was invited to moderate the seminar entitled "Decomposing Change in Gains from Trade under Fragmentation" delivered by Dr. Haichao FAN, Professor, Fudan University

## 6 PROF. RACHEL MA PARTICIPATED IN THE APAEM SEMINAR SERIES ON ECONOMICS: "RISK, MONETARY POLICY AND ASSET PRICES IN A GLOBAL WORLD"

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 21 April 2023.



Prof. Rachel MA (馬笑蓉教授) was invited to moderate the seminar entitled "Risk, Monetary Policy and Asset Prices in a Global World" delivered by Dr. Geert BEKAERT, Professor of Business, Columbia Business School.



## 7 RECRUITMENT OF UM RESEARCH ASSISTANT PROFESSOR/UM POSTDOCTORAL FELLOW/UM MACAO FELLOW

### Research

The UM Talent Programme aims to attract high-calibre talents to conduct research activities to strengthen the University's capabilities in academic research and technological innovation. UM now invites applications for the position of **UM Research Assistant Professor, UM Postdoctoral Fellow, and UM Macao Fellow** in the following departments under the Faculty of Business Administration:

\*Department of Accounting and Information Management (Website:

<https://fba.um.edu.mo/aim/>)

\*Department of Finance and Business Economics (Website:

<https://fba.um.edu.mo/fbe/>)

\*Department of Management and Marketing (Website: <https://fba.um.edu.mo/mmi/>)

\*Department of Integrated Resort and Tourism Management (Website:

<https://fba.um.edu.mo/drtm/>)

**UM Research Assistant Professor:** Applications are invited for Research Assistant Professor in the academic units on a 2-year initial contract basis, renewable upon satisfactory performance.

**UM Postdoctoral Fellow:** Applications are invited for Postdoctoral Fellow in the academic units on a 2-year contract basis.

For more details, please visit: <https://fba.um.edu.mo/recruitment-of-um-research-assistant-professor-um-postdoctoral-fellow/>

**UM Macao Fellow:** Applications are invited for UM Macao Fellow (with contractual post as either Post-doctoral Fellow or Research Assistant Professor) in the academic units on a 3-year contract basis.

For more details, please visit: <https://fba.um.edu.mo/recruitment-of-um-macao-fellow/>

We are  
**HIRING**

Apply Online  
(before 30 June 2023)



Registration QR Code for  
the UM Research Assistant  
Professor and Postdoctoral  
Fellow



Registration QR Code for  
the UM Macao Fellow

# UPCOMING EVENT

## 1 FBA SEMINAR SERIES 049

- Topic: Emotional complexity and its implications for business
- Speaker: Prof. Zengxiang CHEN, Associate Professor, Sun Yat-sen University
- Date: 4 May 2023 (Thursday)
- Time: 10:00 am – 11:30 am
- Venue: E22-G015
- Host: Prof. Yuansi HOU, Associate Professor in International Integrated Resort Management
- Event zoom link:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_5nXRfVKx1p85kgu](https://umac.au1.qualtrics.com/jfe/form/SV_5nXRfVKx1p85kgu)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-049/>



**FBA SEMINAR SERIES**  
- 049

**FBA SEMINAR SERIES**  
Emotional complexity and its implications for business

**Prof. Zengxiang CHEN**  
Associate Professor  
Sun Yat-sen University  
Date: 04 May 2023 (Thursday)  
Time: 10:00 am – 11:30 am  
Venue: E22-G015  
Host: Prof. Yuansi HOU, Associate Professor in International Integrated Resort Management  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_5nXRfVKx1p85kgu](https://umac.au1.qualtrics.com/jfe/form/SV_5nXRfVKx1p85kgu)

**Abstract**  
Emotions are at the heart of the human experience. People go through a variety of emotional experiences every day. As a complex psychological phenomenon, we investigate emotional complexity from the perspective of emotional diversity and emotional dynamics. Through big data analysis, experiments, and questionnaire surveys, we discuss the influence of emotional complexity on market results, such as the influence on tourists' travel experience, word-of-mouth, and people's helping behavior.

**Register Now!**  
  
**Deadline: 01/05/2023**  
The registered audience will be notified of more detailed information via email.

**Speaker**  
Professor Chen is an associate professor at Sun Yat-sen University, China. Before joining Sun Yat-sen University in 2017, he was an assistant professor at Nankai University. Professor Chen's research and teaching interests focus on branding and consumer behavior. He has published over 30 articles in peer-reviewed journals, including the Journal of Consumer Psychology, International Journal of Research in Marketing, Journal of Travel Research and so on. Professor Chen has also been elected as the deputy director of the Branding Committee of the China Marketing Association of University (CMAU) and the executive member of the Marketing Committee of the Chinese Academy of Management.

**All are welcome!**



**FBA SEMINAR SERIES**  
- 050

**FBA SEMINAR SERIES**  
From CEO humility to women career management: Studying pressing issues for a better society

**Prof. Amy OU**  
Associate Professor  
Hong Kong Polytechnic University  
Date: 05 May 2023 (Friday)  
Time: 10:00 am – 11:30 am  
Venue: E22-G015  
Host: Prof. Kraivin CHINTAKANANDA, Assistant Professor in Management  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_8jhK4BU7cEqpeUC](https://umac.au1.qualtrics.com/jfe/form/SV_8jhK4BU7cEqpeUC)

**Abstract**  
In the presentation, Amy will share about the journey of exploring her two major research programs: CEO humility and women career management. The aims of the presentation are twofold. One is to engage colleagues and students to explore ways to identify research questions that are of personal and societal significance. The other is to share ideas and seek feedback of two working papers.

In the first paper, we focus on the pressing issue of preventing and correcting detrimental corporate social irresponsible behaviors (CSIR) such as financial misstatement, faulty products, employee discrimination, or environmental pollutions. Specifically, we examine whether and when humble CEOs can reduce the occurrence of CSIR and take corrective actions afterwards. We develop a new unobtrusive measure of CEO humility and test the idea with a sample of fortune 500 companies.

In the second paper, we focus on helping working mothers to regain energy and maintain effectiveness at work and at home. We explore how working mothers can use lunchbreaks for their effectiveness and well-being, and how companies and working mothers can best respond to the changes of work modes (office, home, or hybrid mode) after Covid. We collect experience sampling survey data before and after covid to study lunchbreak profiles and their impacts on working mothers.

**Register Now!**  
  
**Deadline: 03/05/2023**  
The registered audience will be notified of more detailed information via email.

**Speaker**  
Dr. Amy Ou is an associate professor at the department of management and marketing in Hong Kong Polytechnic University. She received a PhD degree in management from W. P. Carey School of Business, Arizona State University. She serves as a senior editor at Management and Organization Review and is an incoming Associate Editor at Journal of Management. Her research area includes strategic leadership (particularly CEO humility), organizational culture, women leadership and career development, and cross-cultural management. Her papers have been published in Administrative Science Quarterly, Academy of Management Journal, Journal of Applied Psychology, and Journal of Management. Her research has won the Alvah H. Chapman Jr. Outstanding Dissertation Award and best paper awards at the Academy of Management conference, the Australia and New Zealand Academy of Management Conference, and Journal of Management. Her research on CEO humility has been featured in Forbes China, USA Today, and The Business Times.

**All are welcome!**

## 2 FBA SEMINAR SERIES 050

- Topic: From CEO humility to women career management: Studying pressing issues for a better society
- Speaker: Prof. Amy OU, Associate Professor, Hong Kong Polytechnic University
- Date: 5 May 2023 (Friday)
- Time: 10:00 am – 11:30 am
- Venue: E22-G015
- Host: Prof. Kraivin CHINTAKANANDA, Assistant Professor in Management
- Registration Link:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_8jhK4BU7cEqpeUC](https://umac.au1.qualtrics.com/jfe/form/SV_8jhK4BU7cEqpeUC)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-050/>

### 3 FBA SEMINAR SERIES 051

- Topic: Global Evolution of ESG Disclosure in Annual Reports
- Speaker: Prof. Rui SHEN, Associate Professor of Accounting, The Chinese University of Hong Kong, Shenzhen
- Date: 5 May 2023 (Friday)
- Time: 1:30 pm – 3:00 pm
- Venue: E22-G015
- Host: Prof. Feng TANG, Assistant Professor in Accounting
- Online registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_6n7JOVPr6c9j13g](https://umac.au1.qualtrics.com/jfe/form/SV_6n7JOVPr6c9j13g)

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

For more details, please visit:  
<https://fba.um.edu.mo/fba-seminar-series-051/>



**FBA SEMINAR SERIES**  
- 051

**FBA SEMINAR SERIES**  
Global Evolution of ESG Disclosure in Annual Reports

**Prof. Rui SHEN**  
Associate Professor of Accounting  
The Chinese University of Hong Kong, Shenzhen

Date: 05 May 2023 (Friday)  
Time: 1:30 pm – 3:00 pm  
Venue: E22-G015  
Host: Prof. Feng TANG, Assistant Professor in Accounting  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_6n7JOVPr6c9j13g](https://umac.au1.qualtrics.com/jfe/form/SV_6n7JOVPr6c9j13g)

**Abstract**  
This paper seeks to provide descriptive evidence pertinent to the changing global landscape of ESG disclosure in annual reports. We aim to better understand how market forces, firm characteristics, voluntary frameworks, and mandatory regulations have jointly shape ESG reporting practices over the past two decades. We apply the word embedding model to annual reports published between 2001 and 2020 for publicly listed firms in 30 international regions and construct a broad set of measures capturing ESG disclosure quantity and quality. We validate our main ESG disclosure measure using human subjects. We provide several main findings. First, we document a significant increase in the amount of ESG disclosure and related infographics over time, although ESG disclosure has also become more generic, less specific, and stickier. Second, we document that many region-level (e.g., pollution) and firm-level factors (e.g., the adoption of voluntary frameworks) have contributed to the cross-sectional and time-series variation of ESG disclosure attributes. Finally, although we do not observe significant changes in ESG disclosure quantity and quality around the adoption of mandatory disclosure regulations, several region-level characteristics appear to explain regulators' decisions to issue these mandates.

**Register Now!**  
  
Deadline: 03/05/2023  
The registered audience will be notified of more detailed information via email.

**Speaker**  
Prof. Rui SHEN is the Associate Professor of Accounting in The Chinese University of Hong Kong, Shenzhen. Before joining CUHK-Shenzhen, Prof. Shen worked as an assistant professor at NTU Singapore and Rotterdam School of Management (RSM), Erasmus University. His main research interests are in the area of heterogeneous interpretations of public accounting information, market anomaly and corporate decisions. His research has been published in The Accounting Review, Journal of Financial and Quantitative Analysis and Strategic Management Journal.

All are welcome!

### FBA DISTINGUISHED SCHOLAR SEMINAR SERIES

工商管理學院 傑出學者研討會系列

#### Estimating Capital-Labor Substitution in China: Evidence from Firm-Level Data

**5 May 2023 (Friday)**  
**3:00PM, E22-G004**  
Language: English

Presented by  
**Prof. Yifan ZHANG**



Moderator:  
**Prof. Leona Shao Zhi LI**  
Assistant Professor in Business Economics, FBA, UM

#### Abstract

Using firm-level panel data, this paper examines the micro-level and aggregate elasticity of substitution between capital and labor in China's manufacturing sector. We first investigate the impact of the user cost of capital on a firm's demand for capital and labor by taking advantage of a natural experiment, the 2009 value-added tax reform. We find positive effects on both capital stock and employment, with a larger impact on capital stock. By combining reduced-form estimates and a structural model, we establish a micro elasticity of 3.5, which suggests a high degree of capital and labor substitutability within firms. Furthermore, when accounting for cross-firm factor reallocation, we estimate the economy-wide elasticity at 4.3, indicating high substitutability between the two factors at the aggregate level as well. Our results show a notable contrast with the U.S., where previous studies have estimated a much lower elasticity of substitution.

Prof. Yifan ZHANG is a Professor in the Department of Economics at the Chinese University of Hong Kong. He received B.A. and M.A. from Renmin University of China and Ph.D. from University of Pittsburgh. His research interests include Chinese economy, international trade, and economic development. His papers have appeared in refereed economics journals such as American Economic Review, Journal of International Economics, and Journal of Development Economics. He has been a consultant for the World Bank and the Asian Development Bank. His recent research has investigated the impacts of globalization forces such as trade and FDI on the performance of Chinese firms.

### 4 FBA DISTINGUISHED SCHOLAR SEMINAR

- Topic: Estimating Capital-Labor Substitution in China: Evidence from Firm-Level Data
- Speaker: Prof. Yifan ZHANG, Professor in the Department of Economics, Chinese University of Hong Kong
- Date: 5 May 2023 (Friday)
- Time: 3:00 pm
- Venue: E22-G004 (onsite)
- Language: English
- Registration Link:  
<https://go.um.edu.mo/c6jw46uu>

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

For more details, please visit:  
<https://fba.um.edu.mo/fba-distinguished-scholar-seminar-estimating-capital-labor-substitution-in-china-evidence-from-firm-level-data-by-prof-yifan-zhang/>



## 5 FBA DISTINGUISHED SCHOLAR SEMINAR

- Topic: Serving Customers with Feeling AI
- Speaker: Presented by Professor Ming-Hui HUANG, Editor-in-Chief of Journal of Service Research (JSR)
- Date: 10 May 2023 (Wednesday)
- Time: 2:00 p.m.
- Format: Zoom (online)
- Language: English
- Registration Link: <https://go.um.edu.mo/3vveiu4>

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

For more details, please visit:

<https://fba.um.edu.mo/fba-distinguished-scholar-seminar-serving-customers-with-feeling-ai-by-prof-ming-hui-huang/>

FBA DISTINGUISHED SCHOLAR SEMINAR SERIES  
工商管理學院 傑出學者研討會系列

### Serving Customers with Feeling AI

Presented by  
Prof. Ming-Hui HUANG

10 May 2023 (Wed.)  
2:00PM, Zoom (online)  
Language: English

**REGISTER NOW**  
<https://go.um.edu.mo/3vveiu4>

Moderator: Prof. Cheris Wing Chi CHOW  
Associate Professor in Marketing, FBA, UM

**Abstract**  
Customers have emotional needs that require marketers, whether machines or humans, to be empathetic. This paper explores a technological solution—using feeling AI to serve customers. The existing literature tends to see this as a machine-human collaboration issue, with machines serving the thinking needs and humans serving the feeling needs. However, global AI investment data show that facial recognition and chatbots, the two feeling AI technologies that are used widely for serving customers, are receiving the largest investment. This trend reveals that many marketing questions today need technological solutions. By integrating literatures from computing and marketing, this paper articulates three requirements for serving customers with feeling AI based on a three-component framework: 1) capture customer emotion data in marketing contexts, 2) use marketing emotion theories to represent customer emotions, and 3) incorporate appropriateness into emotional reactions. The three requirements are substantiated by global feeling AI companies that provide marketing service.

Prof. Huang is Distinguished Professor in the Department of Information Management at National Taiwan University. She is also Editor-in-Chief of Journal of Service Research (JSR), Distinguished Research Fellow at the Center for Excellence in Research at the University of Maryland, and International Research Fellow at the University of Oxford's Centre for Corporate Reputation. Prof. Huang is also Fellow of Association for Information Systems (AIS) and Fellow of European Marketing Academy (EMAC). Prof. Huang has an extensive publication record, in academic journals such as Journal of Service Research, Journal of Marketing, Marketing Science, IJRM, JAMS, JMS, and the Journal of Consumer Psychology; and managerial publications such as the California Management Review, Harvard Business Review, and MIT Sloan Management Review. Her work on artificial intelligence (AI) in service won the 2019 JSR Best Article Award, as well as the Best Service Article Award from AMA SERVISG, and her recent work on AI in strategic marketing won the 2021 JAMS Best Article Award. Her 2021 book, The Feeling Economy: How Artificial Intelligence Is Creating the Era of Empathy, is published at Palgrave Macmillan in multiple languages.

FBA SEMINAR SERIES  
- 052

FBA SEMINAR SERIES  
From the Stars to the Stock Market: Calendar Superstition and IPO Returns

**Prof. Jing ZHAO**  
Assistant Professor  
The Hong Kong Polytechnic University

Date: 12 May 2023 (Friday)  
Time: 10:30 am – 12:00 pm  
Venue: E22-G015  
Host: Prof. Wenjin KANG, Professor in Finance  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_eASQW5cmvuAyM5w](https://umac.au1.qualtrics.com/jfe/form/SV_eASQW5cmvuAyM5w)

**Abstract**  
The ancient Chinese Almanac lists days that are (in)auspicious for certain actions or events. We find that the initial returns for Initial Public Offerings (IPO), an essential corporate event, are significantly lower on days listed by the Almanac as unlucky. The effect of calendar superstition is robust after controlling for a preference for lucky numbers (such as lucky listing codes and prices) and is more pronounced among firms with high investment risks and firms located in places where superstition culture is more prominent. Our results suggest that investor risk perception, but not manager superstition, plays a vital role in determining the calendar superstition effect.

**Register Now!**

**Deadline: 09/05/2023**  
The registered audience will be notified of more detailed information via email.

**Speaker**  
Prof. Jing Zhao is an Assistant Professor of Finance at Hong Kong Polytechnic University. She joined the School of Accounting and Finance in 2015 upon the completion of her PhD at University of Hong Kong. Her research focuses on how investors behave in the financial market, and how such behaviors are associated with investment performance. Another line of her research examines the behaviors of corporate managers and financial analysts. Her research has been published in top journals like the Review of Financial Studies, Management Science, and Journal of Corporate Finance.

All are welcome!

## 6 FBA SEMINAR SERIES 052

- Topic: From the Stars to the Stock Market: Calendar Superstition and IPO Returns
- Speaker: Prof. Jing ZHAO, Assistant Professor, The Hong Kong Polytechnic University
- Date: 12 May 2023 (Friday)
- Time: 10:30 am – 12:00 pm
- Venue: E22-G015
- Host: Prof. Wenjin KANG, Professor in Finance
- Registration Link: [https://umac.au1.qualtrics.com/jfe/form/SV\\_eASQW5cmvuAyM5w](https://umac.au1.qualtrics.com/jfe/form/SV_eASQW5cmvuAyM5w)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-052/>

## 7 FBA SEMINAR SERIES 053

- Topic: Boosting Strengths or Fixing Weaknesses? A Preference Mismatch between Product Providers and Choosers in Product Improvement Decisions
- Speaker: Prof. Yanping TU, Associate Professor of Marketing, Peking University
- Date: 12 May 2023 (Friday)
- Time: 3:00 pm – 4:30 pm
- Venue: E22-G015
- Host: Prof. Kao SI, Assistant Professor in Marketing
- Registration Link:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_e3TyizuHGj3XcFM](https://umac.au1.qualtrics.com/jfe/form/SV_e3TyizuHGj3XcFM)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-053/>



### FBA SEMINAR SERIES

#### Boosting Strengths or Fixing Weaknesses? A Preference Mismatch between Product Providers and Choosers in Product Improvement Decisions



**Prof. Yanping TU**  
 Associate Professor of Marketing  
 Peking University

Date: 12 May 2023 (Friday)  
 Time: 3:00 pm – 4:30 pm  
 Venue: E22-G015  
 Host: Prof. Kao SI, Assistant Professor in Marketing  
 Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_e3TyizuHGj3XcFM](https://umac.au1.qualtrics.com/jfe/form/SV_e3TyizuHGj3XcFM)

**Abstract**  
 Every product has its relative strengths and weaknesses, albeit both usually have improvement potential. Product providers often make product improvement decisions yet are bounded by resources to improve only some aspects. Do product providers make optimal decisions about boosting strengths versus fixing weaknesses? Eight experiments (4 pre-registered), using racing cars in a mobile game (Study 1 and Study 1 supplement), Airbnb apartments (Studies 2A and 3), restaurants (Studies 2B and 4), mountain bikes (Study 2C), and cars (Study 5B) as the target products, converge to yield a preference mismatch: Product providers prioritize fixing weaknesses more than choosers would appreciate. This effect is further supported by a secondary dataset spanning 70 months in the car market (Study 5A). To explain this preference mismatch, a novel evaluator-evaluator framework is proposed: Product providers (i.e., evaluators) experience evaluation apprehension, worrying that their decision outcome may be negatively evaluated by choosers (i.e., evaluators), which directs them to fix weaknesses. Consistent with our theorizing, two interventions that relieve providers' evaluation apprehension – (1) boosting providers' task efficacy (Study 3) and (2) alleviating providers' decision consequences (Study 4) – reduce the preference mismatch. Together, this research offers both descriptive and prescriptive insights into product improvement decisions.

**Register Now!**  


**Deadline: 10/05/2023**  
The registered audience will be notified of more detailed information via email.

**Speaker**  
 Prof. Yanping TU is an associate professor of marketing at Guanghua School of Management, Peking University. She obtained her PhD degree in Marketing from the University of Chicago Booth School of Business and her BS in Psychology and BA in Economics from Peking University. She studies consumer behavior and decision making. Her work has been published in leading Marketing, Management, and Psychology journals, such as the Journal of Consumer Research, the Journal of Marketing Research, Production and Operations Management, Journal of Personality and Social Psychology, and so on.

All are welcome!



### FBA SEMINAR SERIES

#### Fly with Us When They Cancel Your Flight: An Innovative Model to Utilize Perishable Capacity



**Prof. Rowan Yu WANG**  
 Associate Professor  
 Southern University of Science and Technology

Date: 15 May 2023 (Monday)  
 Time: 10:30 am – 12:00 pm  
 Venue: E22-G015  
 Host: Prof. Zhaotong LIAN, Professor in Business Intelligence and Analytics  
 Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_42tltSr7zb2mge](https://umac.au1.qualtrics.com/jfe/form/SV_42tltSr7zb2mge)

**Abstract**  
 This field-study paper describes an innovative service product designed by the authors. The product was launched by a Chinese airline and achieved a remarkable success. Airlines, hotels, car rentals, and other service companies can create similar products to better utilize perishable service capacity. The operational model and design principle generate new insights for important management concepts including complementarity, product bundling, asymmetric competition, and Pareto efficiency.

**Register Now!**  


**Deadline: 12/05/2023**  
The registered audience will be notified of more detailed information via email.

**Speaker**  
 Prof. Rowan Wang is an Associate Professor at Southern University of Science and Technology. Rowan's research interests include operational system analysis and control; practice-based operational design and optimization; data-driven research on socially responsible and China-focused operations; and business operations innovation and development. His works have been published in journals such as *Manufacturing & Service Operations Management* and *Production and Operations Management*.

All are welcome!

## 8 FBA SEMINAR SERIES 054

- Topic: Fly with Us When They Cancel Your Flight: An Innovative Model to Utilize Perishable Capacity
- Speaker: Prof. Rowan Yu WANG, Associate Professor, Southern University of Science and Technology
- Date: 15 May 2023 (Monday)
- Time: 10:30 am – 12:00 pm
- Venue: E22-G015
- Host: Prof. Zhaotong LIAN, Professor in Business Intelligence and Analytics
- Registration Link:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_42tltSr7zb2mge](https://umac.au1.qualtrics.com/jfe/form/SV_42tltSr7zb2mge)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-054/>



## 9 FBA SEMINAR SERIES 055

- Topic: The rise of visible embodied service robots: Some practical insights for the hospitality and tourism industry
- Speaker: Prof. Lisa Chun Ying WAN, Acting Director for the School of Hotel and Tourism Management, The Chinese University of Hong Kong
- Date: 19 May 2023 (Friday)
- Time: 10:00 am – 11:30 am
- Venue: E22-G015
- Host: Prof. Yuansi HOU, Associate Professor in International Integrated Resort Management
- Registration Link:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_aeBtxJeakjw6ej4](https://umac.au1.qualtrics.com/jfe/form/SV_aeBtxJeakjw6ej4)

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

For more details, please visit:  
<https://fba.um.edu.mo/fba-seminar-series-055/>

**FBA SEMINAR SERIES**

The rise of visible embodied service robots:  
Some practical insights for the hospitality and tourism industry

**Prof. Lisa Chun Ying WAN**  
Acting Director for the School of Hotel and Tourism Management  
The Chinese University of Hong Kong

Date: 19 May 2023 (Friday)  
Time: 10:00 am – 11:30 am  
Venue: E22-G015  
Host: Prof. Yuansi HOU, Associate Professor in International Integrated Resort Management

Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_aeBtxJeakjw6ej4](https://umac.au1.qualtrics.com/jfe/form/SV_aeBtxJeakjw6ej4)

**Abstract**

Although invisible Artificial Intelligences are ubiquitous, the COVID-19 pandemic has increased the demand for visible embodied robots in high-contact service industries like hospitality and tourism. In the coming years, there is an anticipation of increased popularity for contactless services, including robot receptionists, robot delivery, and other similar services. The market size for hospitality service robots is estimated to reach US\$3,083 million by 2030, registering a CAGR of 25.5% from 2021 to 2030.

Since hospitality and tourism settings are characterized by elaborate interpersonal interactions, previous literature has consistently found that service robots with humanoid (vs. non-humanoid) appearance have more advantages in service interactions. However, I suggest that this is not always the case. In this seminar, I will share some of my research findings about consumer reactions to humanoid robots.

**Speaker**

Prof. Lisa C. Wan is an Associate Professor of School of Hotel and Tourism Management and Department of Marketing at CUHK Business School. She is also a Co-Director of the Centre for Hospitality and Real Estate Research. Professor Wan has received numerous teaching awards, including the prestigious University Education Award in 2021. Her research has appeared in the top-tier marketing, hospitality and tourism journals, including Journal of Consumer Research, Annals of Tourism Research, Tourism Management, International Journal of Hospitality Management, Journal of Hospitality and Tourism Research, and Journal of Business Research, etc.

All are welcome!

**Register Now!**

**Deadline: 17/05/2023**  
The registered audience will be notified of more detailed information via email.

亞洲經濟、金融創新與智慧旅遊的發展與成果轉化：  
**亞太經濟與管理研究所演示日暨金融創新工作坊**  
Contribution and Development in Asian Economics, Financial Innovation and Smart Tourism:  
**APAEM Demonstration Day cum Financial Innovation Symposium**

19/05/2023  
澳門大學暨賓樓多功能廳  
UM, N1 – G Floor Multifunctional Hall, 1004 & 1005  
英文及中文 English and Chinese

時間地點 Time & venue	議程 Agenda
15:00 – 15:30 N1-G014	活動登記 Registration
15:30 – 15:40 N1-G014	開幕致詞 Opening speech
15:40 – 16:00 N1-G014	主題分享 「亞太經濟與管理研究所主要成果及貢獻」——羅振雄教授 Overall sharing "Introduction of APAEM's overall achievements and main impact" By Prof. Rob LAW
16:00 – 16:05	移步至分場分享 Movement to concurrent sessions
16:05 – 16:25	分場分享 Concurrent sessions
	亞洲經濟 Asian Economics
	「中國資本市場開放」——周思力教授 "The Market Liberalization for Chinese Capital Market" By Prof. Siu ZHOU N1-1004
	金融創新 Financial Innovation
	「如何以金融創新帶動澳門經濟適度多元化」——關志遠教授 "Driving Macao's Appropriate Economic Diversification with Financial Innovation" By Prof. Jerome YEN N1-1005
	智慧旅遊 Smart Tourism
	「智慧旅遊交通管理」——蒙志國教授 "Transportation Management in Smart Tourism" By Prof. Zhiguo GONG N1-G014
16:25 – 16:30	移步至海報展示及交流 Movement to poster session
16:30 – 17:15 N1-G008	海報展示、交流、茶歇 Poster session, Networking, Refreshment
17:15 – 17:20	活動完結及歡送 Closing and farewell

## 10 APAEM DEMONSTRATION DAY CUM FINANCIAL INNOVATION SYMPOSIUM

- Theme: Contribution and Development in Asian Economics, Financial Innovation and Smart Tourism: APAEM Demonstration Day cum Financial Innovation Symposium
- Date: 19 May 2023 (Friday)
- Time: 3:30 pm – 5:20 pm
- Venue: UM, N1 – G Floor Multifunctional Hall, 1004 & 1005
- Format: Face-to-face

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

For more details, please visit:  
<https://apaem.um.edu.mo/apaem-demonstration-day-cum-financial-innovation-symposium-will-be-held-on-19-may-at-um/>