



NEWSLETTER

24 May 2023

ISSUE 71

SPOTLIGHT

1 UM STRENGTHENS COOPERATION WITH HIGHER EDUCATION INSTITUTIONS IN UK

Business Engagement

Research

Service

The Faculty of Business Administration (FBA) and Honours College (HC) recently embarked on a trip to the United Kingdom with a mission to strengthen existing partnerships and seek out new collaborations. The trip, which took place from April 22 to May 3 2023, involved visits to six prestigious UK universities.

FBA explored collaboration opportunities in research, study trips, and other areas of interest with several universities, including the University of Cambridge, Imperial College London, University of Bristol, University of Bath, University of Surrey, and the Queen Mary University of London. The discussion includes research/study trips for the executive education programmes, as well as research opportunities in financial technology and also explored potential collaborations with the Department of Tourism and Resort Management at University of Surrey.

During the trip, the UM delegation had fruitful discussions and interactions with the UK universities' representatives, which exceeded their initial expectations. The universities' representatives, who met the delegation during the trip, were impressed with the UM delegation's proposals and expressed their interest in following up on potential collaborations.



Meeting representatives of University of Cambridge



Meeting representatives of Imperial College London



Meeting representatives of University of Surrey

The FBA delegation consisted of **Prof. Raymond LOI** (雷智豪教授), Associate Dean (Research and Development), **Prof. Rose LAI** (黎寧教授), Dean of HC & Director of MBA programme and **Prof. Li MIAO** (苗莉教授), Head of Department of Integrated Resort and Tourism Management. They consider the UK Collaboration trip a great achievement and a significant step towards strengthening their academic collaborations with universities worldwide.



Meeting Representatives of University of Bristol



Meeting Representatives of University of Bath



Meeting Students and Representatives of Queen Mary University of London

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

關光耀，澳門大學首屆博彩管理畢業生，於2006年畢業後投身博彩業至今已有17年的經驗。他的工作主要涉及博彩管理相關事務，包括博彩事務的發展規劃和優化等分析工作。他曾擔任澳門大學的兼職教授，目前擔任銀河娛樂博彩發展及優化事務部的副總裁。他熱衷於回饋澳門和母校，對於未知事物始終保持著好奇心，勇於嘗試，並且無懼失敗。

抓住機遇，感恩相遇

關光耀生於斯長於斯，是土生土長的澳門人。對於澳門這座城市，他懷有深厚的感情並懷抱著回饋澳門的理念。因此，他選擇進入澳門大學工商管理學院資訊科技專業就讀。然而，由於大一的課程主要以商科為主，當他有機會轉入工商管理學院的博彩管理專業時，他發現博彩業對他而言充滿神秘感，同時也相信博彩管理將來會有蓬勃發展的機會，因此他毅然決定轉換專業，開啟了涉足博彩行業的道路。

他在大學期間有幸接觸到來自不同崗位的博彩從業員，並且受到教授和導師們的大力支持。透過與從事博彩管理的人士交流，他對未來的職業有了更清晰的認識，並制定出更完善的計劃。他深深感激教授馮家超，馮教授對他既是兄長又像是父親，樂於與同學們分享經驗和對行業的看法，對他的學術和未來規劃提供了巨大的支持。即使畢業後，他仍與馮教授保持著緊密的聯繫，並從馮教授那裡得到了許多寶貴的機遇。他還提到在碩士課程中，時間不像本科時那樣充裕，但他感激遇到的教授們對他的幫助，使他順利完成了碩士課程。無論是在學術還是個人成長上，他都深深體會到這段求學之旅帶給他的寶貴經驗和成果。



Mr. Matthew KUAN, an alumnus of FBA, graduated in 2006



Mr. KUAN received great support from Prof. Davis FONG (middle) during his study in UM

好學不倦，勇於嘗試

關光耀指出，他在工作了四年多之後，遇到了許多困難和特殊議題，這些問題不能僅僅依靠他現有的能力找到答案。因此，他希望通過報讀澳門大學工商管理碩士學位課程來獲得解答，並滿足他在學術上的追求。他表示自己是一個開放的人，願意接受不同的觀點。在日常生活中，他勇於嘗試新的事物，並積極尋求擴展自己知識領域的課程。他認為未來的社會需要跨領域的人才，並強調擁有開放的心態和跨領域的知識至關重要。

在2007年轉職的空閒期間，他曾嘗試修讀澳門大學的體育運動及教育碩士學位課程。作為本科時的龍舟隊成員，他從未接觸過體育領域的學術知識。然而，他抱持著一種"試試看"的心態，勇於接受這個挑戰。他發現很多事情其實可以從零開始學習，而最重要的是願意嘗試。憑藉著在本科時培養的自學能力，他成功克服了這個陌生領域的挑戰。這種經歷為他帶來了莫大的信心，讓他在未來更加勇於嘗試新事物。

不斷探索，勇於試錯

關光耀秉持著「不斷探索、勇於試錯」的人生理念。他認為「錯誤」也是一種答案，能幫助他確定自己是否適合某件事。他鼓勵年輕人大膽嘗試，因為試錯的代價並不高。他主張享受過程，從中學習獲得寶貴經驗，而不是急於求成。面對突如其來的機遇，他曾感到害怕和自我質疑，但通過嘗試，他發現自己能勝任其中，逐漸拓展了自己的工作領域。他認為不斷嘗試、不斷試錯就是為突如其來的機遇做好準備。在社團分享會上磨練了他在公眾場合演講的能力，為後來受邀成為澳門大學兼職教授做好準備。他堅信只要不怕試錯，保持探索精神，無論未來的機會如何到來，無論遭遇多大困難，他都會勇於嘗試並踏出第一步。

多元化生活，社會的縮影

關光耀熱情洋溢地表示大學生活精彩非凡，他渴望回到那段時光。大學不僅提供專業知識，更讓學生多元化發展。參與社團、體育活動和書院生活讓學生與不同領域的人交流和同住。大學生活是社會的縮影，未來進入社會後將面對各行各業的人。除了專業知識，大學生還需要具備良好的溝通、交流和協調能力。澳門大學是試錯的實驗場，助學生快速適應未來。他鼓勵學生不僅專注學術，還要投入其他活動，豐富大學生活，提升競爭力。

Mr. Matthew KUAN is the first batch gaming management graduate of the Faculty of Business Administration at the University of Macau. He has been engaging in the gaming industry for 17 years. His work involves analyzing the development planning and optimization of gaming affairs. He was a part-time lecturer at the University of Macau. He is the Assistant Vice President of the Electronic Games Analysis, Gaming Development & Optimization Services Department of Galaxy Entertainment Group.

Matthew mentioned that during his university study, he got in touch with many gaming practitioners in different positions. The professors also provided excellent support in helping students communicate with people in the gaming management field. He is also very grateful to have received support from Prof. Davis Ka Chio FONG to share his experience and views on the industry with the students and greatly help their academic and future planning.

Matthew is a person with an open mind. He has been trying to master his skills in multiple directions. When he switched his career in 2007, he attempted to study a master's degree program in the sports and education area at the University of Macau. His self-learning ability cultivated in the undergraduate course has completed the challenge of studying in this unfamiliar field, which also gave him great confidence to explore more in the future.

Matthew stated that "continuous exploration and the courage to trial and error" is his philosophy of life. He also believes that university life is the epitome of society. Students will meet people from different backgrounds and fields when working in the community. Students are advised to cultivate the ability to communicate and coordinate with others. He is also thankful to the University of Macau for providing unwavering support and a study environment for students to adapt to the future working environment efficiently.



Mr. KUAN gave lecture to UM students



Mr. KUAN actively engaged in UM alumni sport affairs

NEWS



Research visit from Lingnan University

1 A DELEGATION OF LINGNAN UNIVERSITY VISITED THE DEPARTMENT OF MANAGEMENT AND MARKETING

Teaching and Learning

Research

A delegation of four faculty members and four PhD students from the Department of Management, Lingnan University visited the Department of Management and Marketing (DMM) on 5 May 2023. Faculty members and PhD students of DMM met with the delegation. During the meeting, department head of Department of Management and Marketing, **Prof. Jacky HONG (洪福來教授)**, and the head of the Department of Management, Lingnan University, Prof. Tingting Chen, introduced the two departments. Two PhD students (**Mr. Nic LIN** and **Ms. Connie CHAN**) from our department and two PhD students (**Ms. Sharon KOU** and **Ms. Summer LIN**) from the Lingnan University presented their research. The participants exchanged research ideas and explored potential areas of collaboration.

For more details, please visit: <https://fba.um.edu.mo/research-visit-from-lingnan-university/>

2 MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Service

Research

We are very glad to introduce our new faculty member - **Prof. Anthony Ip Kin WONG (黃業堅教授)**, Professor in Integrated Resort and Tourism Management, who recently joined the Department of Integrated Resort and Tourism Management of the Faculty of Business Administration in May 2023.

Prof. WONG received his PhD degree in Communication and Information Sciences from the University of Hawaii. Prior to joining UM, Prof. WONG was a Professor at the School of Tourism Management in Sun Yat-Sen University from 2018 to 2023. He has a wide range of teaching and research interests, especially in smart tourism, digital service, big data analytics, service marketing, consumer behaviors, and research methods.

Prof. WONG has published more than 70 articles listed in ABS3 and ABS4 journals. He is currently serving on several editorial advisory boards, including International Journal of Hospitality Management, Tourism Management, Journal of Travel Research, Journal of Business Research, International Journal of Contemporary Hospitality Management, Journal of Services Marketing, Journal of Hospitality & Tourism Research, Journal of Travel & Tourism Marketing, Asia Pacific Journal of Tourism Research, Tourism Management Perspective, Cornell Hospitality Quarterly, Journal of Vacation Marketing, and more.

Let's welcome Prof. Anthony WONG and we highly appreciate your support to Prof. WONG.

For more information of Prof. WONG, please visit:
<https://fba.um.edu.mo/faculty/anthonywong/>



Prof. Anthony Ip Kin WONG

3 2023優秀研究生及大學生暑期研習營現在接受報名

FBA 2023 SUMMER CAMP FOR OUTSTANDING MAINLAND UNDERGRADUATE YEAR 3 & 4 STUDENTS AND MASTER STUDENTS NOW OPEN FOR APPLICATION

Teaching and Learning

Business Engagement

Research

為讓內地優秀的本科三、四年級學生，且對工商管理學院的研究生課程有興趣並有意報讀碩士或博士課程之學生，推廣工商管理學院的研究生課程，並為相關學生及教學人員提供機會，以加強聯繫及增強對相關課程及導師的了解，及介紹並推廣澳門的多元文化。本次研習營得到澳門大學工商管理學院支持，活動將由相關領域教授作介紹及帶領，內容包括參觀工商管理學院多元化的科研及教學設施、師生座談、校園導賞等，讓同學們親身感受澳大國際化環境及英語學習文化!

- 研習營日期：2023年7月24日至7月27日
 - 7月24日－到達澳門大學、書院住宿登記
 - 7月25日－歡迎辭、學系簡介、參觀設施、校園導賞
 - 7月26日－導師及學生科研項目討論、畢業生分享會談
 - 7月27日－退房手續 / 離開澳門大學
- 報名條件：現正就讀於本科三年級、四年級或碩士課程，並有意報讀澳門大學工商管理學院碩士或博士課程之學生
- 報名截止：由即日起至2023年6月15日 (獲選學生將在6月26日收到電郵通知)
- 參加費用：夏令營的參加費用全免並包括夏令營期間入住澳門大學宿舍之住宿費、7月25、26日的午餐及7月26日的晚宴，其餘費用由參加者自費
- 活動網站：<https://fba.um.edu.mo/zh-hant/student-summer-camp-2023/>
- 線上報名：https://umac.au1.qualtrics.com/jfe/form/SV_e5kq9dGIWrGYIGa

The FBA 2023 Summer Camp for Outstanding Mainland Undergraduate Year 3 & 4 Students and Master Students offered by the Faculty of Business Administration during 24 to 27 July 2023 aims to recruit potential outstanding Mainland master and doctoral students studying in the University of Macau and to promote the University of Macau in the Mainland. The summer camp could provide a platform for students to learn business related knowledge and to get inspired their interests in business area, ranging from accounting, business intelligence and data analytics, business economics, finance, global business management, human resource management, marketing, and international integrated resort management. The summer camp also includes faculty tour, lectures, student and alumni sharing.

For more details, please visit: <https://fba.um.edu.mo/zh-hant/student-summer-camp-2023/>

COME JOIN US

2023 優秀研究生及 大學生暑期 研習營



學系簡介

演講、學系簡介

校園導賞

參觀E22及N21-IC1
科研設施等
校園導賞
座談會及分享會
科研項目討論
畢業生分享會談

活動安排

日期	上午	下午
7月24日 (星期日)	抵達澳門大學 / 書院住宿登記/自由活動	校園導賞
7月25日 (星期一)	歡迎辭、學系簡介 / 校園導賞	校園導賞
7月26日 (星期二)	導師及學生科研項目討論 / 畢業生分享會談	校園導賞
7月27日 (星期三)	退房手續 / 離開澳門大學	

免費項目

澳門大學提供住宿、
7月25及26日中午、及7月26日晚餐

自費項目

旅遊證件、簽證費用、交通安排及相關費用、自由活動時的費用、外遊保險費用等

緊急應變計劃

★ 如澳門地區出現嚴重天氣或預測未來數天將受熱帶氣旋影響，有關活動將會取消
★ 如7月25日下午遇上學校大型活動、體育賽、校園賽等，活動將會取消，改為其他在澳門進行的活動

截止日期：
2023年6月15日

COME JOIN US! 馬上報名!




報名方法

請逕至海環二樓填寫報名表

詳情：<https://shorturl.at/ahr16>



4

FBA SUCCESSFULLY HELD TWO FBA SEMINAR SERIES IN BUSINESS INTELLIGENCE AND ANALYTICS AND INTERNATIONAL INTEGRATED RESORT MANAGEMENT

Teaching and Learning

Research

Service

The Faculty of Business Administration (FBA) of the University of Macau (UM) successfully held the FBA Seminar 054 - 055 on 15 and 19 May respectively.



The FBA Seminar Series 054: **Prof. Grace FU (付琦教授)** hosted the seminar delivered by **Prof. Rowan Yu WANG (王宇教授)**, Associate Professor, Southern University of Science and Technology.



Prof. Rowan Yu WANG presented his study "Fly with Us When They Cancel Your Flight: An Innovative Model to Utilize Perishable Capacity"



The FBA Seminar Series 055: **Prof. Yuansi HOU (侯遠思教授)** hosted the seminar delivered by **Prof. Lisa Chun Ying WAN (尹振英教授)**, Acting Director for the School of Hotel and Tourism Management, The Chinese University of Hong Kong



Prof. Lisa Chun Ying WAN presented her study "The rise of visible embodied service robots: Some practical insights for the hospitality and tourism industry"

UPCOMING EVENT

1 MANAGEMENT & MARKETING ACADEMIC SALON FORUM

- Topic: Repatriate Knowledge Transfer and Headquarter-Centered Capability Upgrading in Chinese Multinational Enterprises: The Case of Haier
- Speaker: Ms. Yixin (Neve) SUN, PhD Student in Management
- Date: 25 May 2023 (Thursday)
- Time: 12:30 pm -2:00 pm
- Venue: E22 FBA Lobby

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

For more details, please visit:

<https://fba.um.edu.mo/um-fba-management-marketing-academic-salon-forum-seminar-talk-002/>



MANAGEMENT & MARKETING ACADEMIC SALON FORUM

Event Information

Date: 25 May 2023 (Thursday)
Time: 12:30pm -2:00 pm
Venue: E22 FBA Lobby

Speaker
Ms. Yixin (Neve) SUN
PhD Student in Management

Title
Repatriate Knowledge Transfer and Headquarter-Centered Capability Upgrading in Chinese Multinational Enterprises: The Case of Haier

Abstract
It is crucial for multinational enterprises (MNEs) to develop new applications and upgrade their capabilities to collate and transfer globally dispersed knowledge (the knowledge and expertise gained by their expatriates while working internationally) to their headquarters (HQs). Reverse knowledge transfer, a process through which local HQ staff absorb, assimilate, and use inspired by expatriates' experience and knowledge, provides a competitive advantage because expatriates' foreign expertise enables HQs to identify cutting-edge innovations and promising new market opportunities. However, our current understanding of successful repatriate knowledge transfer (RKT) processes is still limited in scope and abundance. To fill this research gap, I integrate the translation and capability upgrading literatures to shed light on the RKT process in Chinese MNEs. To this end, I adopt the knowledge translation perspective originating from the Scandinavian Institutionalism to unlock the "black box" of the RKT process in the home-based context, paying specific attention to the underlying transfer practices and roles played by expatriates and HQ staff.

Short Bio
Neve is a third-year PhD student in strategy, supervised by Prof. Jacky Hong. She received her Master of Science with Distinction from the University of Manchester. Neve's research focuses on how Chinese MNEs orchestrate their headquarter-based capability portfolios via knowledge transfer. Neve takes a qualitative approach to studying phenomenon-driven research questions and the underlying issues. She has published her first case study in *The Learning Organization*.

All are welcome!



FBA SEMINAR SERIES - 057

FBA SEMINAR SERIES
The Effect of Stock Market Indexing on Option Price Efficiency

Prof. Rachel Xiaorong MA
Assistant Professor in Finance
University of Macau

Date: 31 May 2023 (Wednesday)
Time: 3:00 pm – 4:30 pm
Venue: E22-G015
Host: Prof. Duncan LIU, Assistant Professor in Accounting
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_6DQZhlJe1BjAsh8

Abstract
Using local linear regressions based on Russell index reconstitution, we examine how option price efficiency is affected by stock market indexing. We find that put-call parity deviation, a proxy for options price efficiency, is significantly smaller if a stock is at the top of the Russell 2000 index, compared with a similar-sized stock at the bottom of the Russell 1000 index. The stocks at the top of the Russell 2000 index also have higher options trading volume and smaller option bid-ask spreads. Our results collectively suggest that the stock market indexing effect improves the option price efficiency through higher options market liquidity.

Speaker
Dr. Xiaorong Ma is an Assistant Professor of Finance at University of Macau. She received her PhD degree in Finance from The University of Hong Kong. She was an assistant professor at The National Taiwan University for a year before joining University of Macau. Her research interests lie at the intersection of corporate finance, corporate governance, and the financial markets. Dr. Ma has been publishing her research in academic journals including Journal of Accounting and Economics, Management Science, and Journal of Corporate Finance, among others.

All are welcome!

Register Now!

Deadline: 29/05/2023
The registered audience will be notified of more detailed information via email.

2 FBA SEMINAR SERIES 057

- Topic: The Effect of Stock Market Indexing on Option Price Efficiency
- Speaker: Prof. Rachel MA, Assistant Professor in Finance, University of Macau
- Date: 31 May 2023 (Wednesday)
- Time: 3:00 pm – 4:30 pm
- Venue: E22-G015
- Host: Prof. Duncan LIU, Assistant Professor in Accounting
- Registration Link: https://umac.au1.qualtrics.com/jfe/form/SV_6DQZhlJe1BjAsh8

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-057/>