



# NEWSLETTER

14 Jun 2023

ISSUE 73

INDUSTRY FOCUS

## SPOTLIGHT

### 1 UM PRESENTS TEACHING EXCELLENCE AWARD TO PROF. FIONA YANG OF FBA

Teaching and Learning

Service

At the Congregation 2023 held on 10 June, the University of Macau (UM) presented the Teaching Excellence Award, which recognises one faculty member with outstanding performance in teaching. The recipient in the 2022/2023 academic year is **Prof. Fiona Xi YANG (楊曦教授)**, Assistant Professor in the Department of Integrated Resort and Tourism Management of the Faculty of Business Administration (FBA).

According to UM, the recipient of the Teaching Excellence Award is selected by a selection committee from nominees, who are faculty-level teaching award recipients, through a rigorous process. Selection criteria include the following: teaching philosophy, depth of knowledge in the subject area, outstanding communication skills and teaching effectiveness, outstanding contributions to the quality of curriculum development, the ability to promote student learning by stimulating and sustaining the intellectual development of students, innovative approach to teaching and learning, and leadership in promoting teaching excellence within and outside the university.

Prof. Yang is truly grateful to receive this distinguished award, which is an enormous honour to her. She also thanks the university for acknowledging her teaching efforts. Her teaching philosophy and approach boils down to experience management, a key concept originated from the service industry.

For more details, please visit: <https://fba.um.edu.mo/um-presents-teaching-excellence-award-to-prof-fiona-yang-of-fba/>



Prof. Xi YANG received the Teaching Excellence Award of UM



Prof. Xi YANG is the Assistant Professor of the Department of Integrated Resort and Tourism Management

# NEWS

## 1 FBA RECEIVES EQUIS AWARD AT 2023 EFMD ANNUAL CONFERENCE

Teaching and Learning

Business Engagement

Service

Research

On the 12 June 2023, Prof. **Glenn MCCARTNEY** received the EQUIS Award on behalf of FBA during the EFMD Award Ceremony at the 2023 EFMD Annual Conference held in Lyon, France.

The EQUIS Award was presented to FBA following its successful EQUIS accreditation last June.

The European Quality Improvement System (EQUIS) is the leading international system of quality assessment, improvement, and accreditation of higher education institutions in management and business administration. It is acknowledged worldwide by potential students, faculty, employers, corporate clients and the media. The Faculty of Business Administration (FBA) of the University of Macau (UM) has officially received the EFMD Quality Improvement System (EQUIS) accreditation from the European Foundation for Management Development (EFMD) in June 2022. FBA is the first and the only business school in Macao to have received the EQUIS accreditation.

For more details, please visit: <https://fba.um.edu.mo/about-fba/international-accreditation/>



Prof. Glenn MCCARTNEY received the EQUIS Award from Mr. Eric CORNUEL, President of EFMD Global



The Congregation 2023



Ms. Victoria LAU, graduate of Financial Controllershhip major of BBA Programme, delivered speech as Representative of the Graduates at the Congregation 2023



Over 473 students from FBA is conferred with bachelor degree

## 2 FBA GRADUATES MORE THAN 473 AMONG 1,700 UNDERGRADUATE STUDENTS AT CONGREGATION 2023

Teaching and Learning

The University of Macau held the **Congregation 2023** on 10 June 2023. In this year, 473 students from the Faculty of Business Administration (FBA), received their graduation certificates. Rector Yonghua SONG and Interim Dean Wei GE officiated the degree conferment to FBA bachelor candidates. Dean GE first asked bachelor candidates to rise and respectfully request Rector to confer the Bachelor's Degree on those now qualified to receive this award. Rector hereafter conferred the Bachelor's Degree of the University of Macau on behalf of University. **Ms. Victoria LAU**, graduate of Financial Controllershhip major of BBA Programme, delivered speech as Representative of the Graduates at the Congregation 2023.

In addition, FBA also celebrated the first cohort of 62 Bachelor of Science in Business Intelligence and Data Analytics (BIDA) graduates, launched in the academic year 2019/2020, the BIDA programme aims at nurturing globally-minded leaders and professionals for taking challenge in the complex business environment with their interdisciplinary and transformative competence. Core courses include Introduction to Business Intelligence, Programming for Business Analytics, Big Data Management, Business Data Mining and Visualization, Cyber Security and Blockchain, Machine Learning for Business Intelligence, etc.

For more details, please visit: <https://www.um.edu.mo/news-and-press-releases/press-release/detail/55827/>



### 3 FBA ACADEMIC AWARDS 2022/2023 & FBA DEAN'S AWARDS 2022/2023

Teaching and Learning

Business Engagement

Service

Research

**The FBA Award and Dean's Award Ceremony 2022/2023** was successfully held at the Staff General Meeting on 5 June 2023. Professors of FBA were awarded for their excellent contributions in the areas of teaching, research, and service, as well as administrative staff for their support. During the ceremony, Prof. Wei GE, Interim Dean of FBA, presented to each awardee a certificate. Please join us in congratulating them on their efforts over the year!

#### FBA Academic Awards 2022/2023



FBA Outstanding Teaching Award  
• Prof. Fiona YANG (DRTM)



FBA Outstanding Research Award  
for research track  
• Prof. Toro CHEN (DFBE)



FBA Outstanding Research Award  
for balanced track  
• Prof. Brenda ZHANG (DFBE)



FBA Outstanding Internal Service Award  
• Prof. Lawrence FONG (DRTM)



FBA Outstanding External Service Award  
• Prof. Henry LEI (DFBE)

#### FBA Dean's Awards 2022/2023



Dean's Award for Teaching Excellence  
• Prof. Feng TANG (DAIM)  
• Prof. Henry LEI (DFBE)



Dean's Award for Research Excellence  
• Prof. Morris LIU (DAIM)



Dean's Award for Service Excellence  
• Prof. Anthony TANG (DAIM)  
• Prof. Tony QIN (DFBE)  
• Prof. Amy SO (DRTM) (Apology)



Dean's Award for Excellent Administrative Staff  
• Ms. Albee CHAN  
• Mr. Joseph CHEANG  
• Ms. Carla LEONG  
• Ms. Sally MUI

## 4 CONGRATULATIONS! THREE ACADEMICS PROMOTED

Congratulations to **Prof. Maggie FU (傅曉青教授)** on her promotion to Professor, and to **Prof. Tony QIN (秦振江教授)** and **Prof. Henry LEI (李振國教授)** for being promoted to Associate Professor! Their outstanding achievements in research and teaching, as well as their valuable contributions in service, are highly recognized and deeply appreciated. Please join us in congratulating them on their efforts over the year!



Prof. Maggie FU



Prof. Tony QIN



Prof. Henry LEI

## 5 MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Service

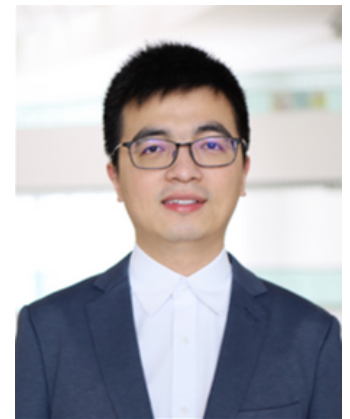
Research

We are very glad to introduce our new faculty member - **Prof. Hongchuan SHEN (沈鴻川教授)**, Assistant Professor in Business Intelligence and Analytics, who recently joined the Department of Accounting and Information Management of the Faculty of Business Administration in June 2023.

Prof. SHEN received his PhD degree in Physics from the Chinese University of Hong Kong. Prior to joining UM, Prof. SHEN served at the Department of Decision Sciences and Managerial Economics of the Chinese University of Hong Kong as Postdoctoral Fellow from 2019 to 2023. His research focuses on Economics of IS, Digital Economy, AI and Algorithmic Bias, Fintech and Block-chain and Institutional Economics. He was awarded the Best Paper Award in CSWIM 2022 and was one of the awardees of the Hong Kong RGC Postdoctoral Fellowship Scheme from 2020 to 2023.

Let's welcome Prof. Hongchuan SHEN and we highly appreciate your support to Prof. SHEN.

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



Prof. Hongchuan SHEN



Prof. Soey LEI

We are very glad to introduce our new faculty member - Prof. Soey Sut Ieng LEI (李雪瑩教授), Assistant 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 June 2023.

Prof. LEI received her PhD degree in Hotel and Tourism Management from The Hong Kong Polytechnic University. Prior to joining UM, Prof. LEI served at the Macao Institute for Tourism Studies as Lecturer from 2020 to 2023. Her research focuses on Human-Technology Collaboration, Service Innovation, Personalized Experience, and Tourist Psychology and Behavior. She has published papers in top-tier academic journals such as Tourism Management, International Journal of Hospitality Management, and International Journal of Contemporary Hospitality Management. She is currently serving on several editorial advisory boards including Annals of Tourism Research, Journal of Vacation Marketing, and International Journal of Tourism Cities.

Let's welcome Prof. Soey LEI and we highly appreciate your support to Prof. LEI.

For more information of Prof. LEI, please visit:

<https://fba.um.edu.mo/faculty/soeylei/>

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## 澳大高級管理人員工商管理碩士(EMBA)學生香港考察收穫豐富 EMBA PROGRAMME STUDENTS VISITED HONG KONG ENTERPRISES AND UNIVERSITY

Teaching and Learning

Business Engagement

澳大高級管理人員工商管理碩士(EMBA)課程2021級學生於5月28至30日到香港順利組織課程考察，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，瞭解香港的產業發展與城市建設，以及知名大學和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。

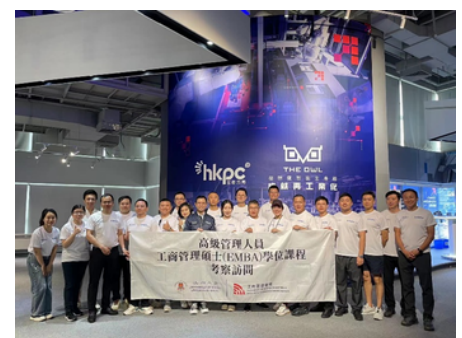
考察團分別訪問了香港中文大學，該校的會計學院吳東輝教授親自接待，對澳大EMBA師生的來訪表示熱烈歡迎，為同學們分享該校的辦學現況，同時亦考察了該校知名地標「天人合一」。另外也訪問了香港大學，考察了該校的本部大樓、邵逸夫樓以及圖書館等多個知名地點。企業參訪部份，訪問了香港交易所，由助理副總裁Raymond Yang解說香港交易所的歷史和現況，以及講解內地企業在香港上市的概況及要求。生產力促進局則由該局之生產力學院首席顧問周世灝先生為澳大師生詳細介紹了生產力學院的專案計畫和支援服務。

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。該考察由EMBA課程主任張旭教授，與高管教育行政同事呂幸美帶隊校外參訪。

The 2021 intake students of the Executive Master of Business Administration (EMBA) Programme at University of Macau (UM) successfully held a study trip in the Hong Kong. During the three-day trip, which was part of the compulsory course 'Study Trip Group Report II' in the programme, students are given the chance to gain in-depth insights of latest technological trends and meet with executives and scholars through mobile classrooms, as well as the successful business models of well-known universities and companies.



Group photo at HKEX



Group photo at HKPC Academy



Group photo at the Chinese University of Hong Kong



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## FBA STUDENTS WON THE 2ND RUNNER-UP AT NORTH ASIA FINAL AND CHAMPION AT MACAU FINAL OF THE CGMA GLOBAL BUSINESS CHALLENGE 2023

### Teaching and Learning

### Business Engagement

The UM FBA team "Legend", formed by **LIU Yuxin (劉瑜欣)** (BSc in International Integrated Resort Management), **CHEN Jianhong (陳劍泓)** (BSc in Accounting), **HUANG Zhengjie (黃政傑)** (BBA - Business Economics major), and **SU Shengying (蘇聖瓊)** (BBA - Marketing major), won the 2nd runner up at the 2023 CGMA Global business Challenge (GBC) North Asia Final held on 10 June 2023 after winning the champion at Macau final on 4 June 2023. The champion team of North Asia Final is from the University of Hong Kong, and the 1st runner-up is from the Chinese University of Hong Kong (Shenzhen).

From 2020 to 2023 CGMA GBC Macau Finals, UM FBA teams won four consecutive championships. Our teams also won the 1st runner-up, the 2nd runner-up, and commendation award in the North Asia finals in the last 3 years. Moreover, Amarantine LIU was awarded the Best Presenter Award in the Macau Final 2023.

Congratulations to the team and we thank everyone who provided support and guidance to the team.



FBA Team Legend won the 2nd runner up at the 2023 CGMA GBC North Asia Final



Group photo with Mr. Paulus CHAU, Director of AICPA & CIMA (Hong Kong and Emerging Markets) (Right), and the judges in the final



FBA Team Legend won the Champion at the 2023 CGMA GBC Macau Final



Amarantine LIU was awarded the Best Presenter Award in the Macau Final 2023



## 8 THANK YOU AND SEE YOU AGAIN

After the FBA Academic Council and Staff General Meeting on 5 June 2023, the Faculty expressed heartfelt thanks to **Prof. Xinhua GU (顧新華教授)**, **Prof. Christine LIM**, **Dr. Philip PUN (潘守德博士)**, and **Dr. Steve YANG (楊福博士)** for their dedication and contribution to FBA. Wishing them good luck for all future endeavors.

## 9 DELEGATION OF SOUTHERN UNIVERSITY OF SCIENCE AND TECHNOLOGY VISITED FBA

Business Engagement

Service

A delegation led by **Prof. Li JIN (金李教授)**, Vice President of the Southern University of Science and Technology (南方科技大學), visited FBA on 29 May 2023. They were warmly received by **Prof. Raymond LOI (雷智豪教授)**, and **Prof. Guoqiang LI (李國強教授)**. Prof. LOI introduced the latest developments of FBA and Prof. LI exchanged ideas for future collaboration with the delegation.



Delegation of Southern University of Science and Technology visited FBA

## 10 DELEGATION FROM HKWMA CHU SHEK LUN SECONDARY SCHOOL VISITED THE DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT

Business Engagement

Service



Prof. Lawrence FONG welcomed the delegation and introduced the Bachelor Programme of International Integrated Resort Management



Connected through Macau Government Tourism Office, around 30 students from HKWMA Chu Shek Lun Secondary School visited the University of Macau accompanied by their teachers, and experienced the Café Lab, the Gaming Laboratory and the Mock Hotel Rooms and other teaching facilities of the Department of Integrated Resort and Tourism Management on May 23, 2023. The students encountered the specific course of this major, and they extended their awareness and knowledge of the hospitality and tourism industry.

## 11 FBA SUCCESSFULLY HELD A FBA SEMINAR SERIES IN FINANCE

Teaching and Learning

Research

Service

The Faculty of Business Administration (FBA) of the University of Macau (UM) successfully held the FBA Seminar 057 on 31 May 2023.



The FBA Seminar Series 056: **Prof. Duncan LIU**, (劉鍵程教授) hosted the seminar delivered by **Prof. Rachel MA** (馬笑蓉教授), Assistant Professor, University of Macau



**Prof. Rachel MA** presented her study "The Effect of Stock Market Indexing on Option Price Efficiency"

STAY CONNECTED  
WITH US

