



NEWSLETTER

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INDUSTRY FOCUS

NEWS

1 DELEGATION OF SACRED HEART CANOSSIAN COLLEGE ENGLISH SECTION VISITED FBA

Business Engagement

Service

Coordinated through Registry, around 35 students from Sacred Heart Canossian College English Section visited FBA accompanied by their teachers on 5 July 2023. They were warmly received by **Prof. Lawrence FONG (馮學能教授)**. Prof. FONG introduced the faculty background and programme information of FBA to the delegation, followed by a tour to the Gaming Laboratory and the Currency Museum accordingly.



The delegation of the Sacred Heart Canossian College English Section visited FBA



Prof. Lawrence FONG welcomed the delegation and introduced the faculty background to the delegation



Delegation of the Griffith University visited FBA

2 DELEGATION OF THE GRIFFITH UNIVERSITY VISITED FBA

Business Engagement

Service

A delegation led by **Dr. Anna KWEK**, Director (International) of the Griffith Business School, visited FBA on 30 June 2023. They were warmly received by **Prof. Li MIAO (苗莉教授)** and **Prof. Amy SO (蘇小恩教授)**. Prof. MIAO and Prof. SO introduced the latest developments of FBA and also exchanged ideas for future collaboration with the delegation.

3 DELEGATION OF THE TSINGHUA UNIVERSITY ALUMNI ASSOCIATION IN SHENZHEN VISITED FBA

Business Engagement

Service

Coordinated through UM Global Affairs Office, A delegation led by **Mr. Song GAO (高松先生)**, Vice president of the Tsinghua University Alumni Association in Shenzhen, and **Mr. Danny CHAU (周可祺先生)**, Vice President of the University of Macau Alumni Association, visited FBA on 23 June 2023. They were warmly received by **Prof. Siew Huat KONG (江紹發教授)** and have paid a visit to the Gaming Laboratory and the Currency Museum accordingly.



Delegation of the Tsinghua University Alumni Association in Shenzhen visited FBA



Delegation of the Sichuan University visited FBA

4 DELEGATION OF THE SICHUAN UNIVERSITY VISITED FBA

Business Engagement

Service

A delegation led by **Prof. Liming ZHANG (張黎明教授)**, Associate Dean of the Business School of the Sichuan University, visited FBA on 14 June 2023. They were warmly received by **Prof. Wei GE (葛偉教授)**, **Prof. Maggie FU (傅曉青教授)** and **Prof. Steven ZHANG (張旭教授)**. Prof. FU introduced the latest developments of FBA and DBA programme, and Prof. ZHANG also shared the current development of EMBA programme with the delegation.

5 DELEGATION OF THE ZHEJIANG UNIVERSITY VISITED FBA

Business Engagement

Service

Coordinated through UM Global Affairs Office, a delegation led by **Mr. Wei HU (胡煒先生)**, Secretary of the CPC of the Zhejiang University School of Continuing Education, visited FBA on 14 June 2023. They were warmly received by **Prof. Maggie FU (傅曉青教授)** and **Prof. Steven ZHANG (張旭教授)**. Prof. FU introduced the latest developments of FBA and Prof. ZHANG exchanged ideas for future collaboration with the delegation.



Delegation of the Zhejiang University visited FBA

6 MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Service

Research



Prof. Yingpeng ZHU

We are very glad to introduce our new faculty member - **Prof. Yingpeng ZHU (朱英朋教授)**, Assistant Professor in Business Intelligence and Analytics, who recently joined the Department of Accounting and Information Management of the Faculty of Business Administration in July 2023.

Prof. ZHU received his PhD degree in Information Systems from The Hong Kong University of Science and Technology (HKUST). His research focuses on User Generated Content, Digital Platform, Digital Marketing, Artificial Intelligence (AI) and Human Interaction, and Financial Technology (Fintech). He was awarded the Dean's PhD Fellowship for Research Excellence in HKUST in 2019 and 2022 respectively.

Let's welcome Prof. Yingpeng ZHU and we highly appreciate your support to Prof. ZHU.

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

7 "CIDADE DE LUXO COMPROMETE MERCADOS (澳門：奢華城市對旅遊住宿市場的妥協)" BY PROF. GLENN MCCARTNEY, PLATAFORMA MEDIA

Business Engagement

Service

Prof. Glenn MCCARTNEY, Associate Dean (Curriculum and Teaching) and Associate Professor in Integrated Resort and Tourism Management, was invited to share his opinion in the article entitled "Cidade de luxo compromete mercados" at Plataforma Media on 30 June 2023.

Article sharing:

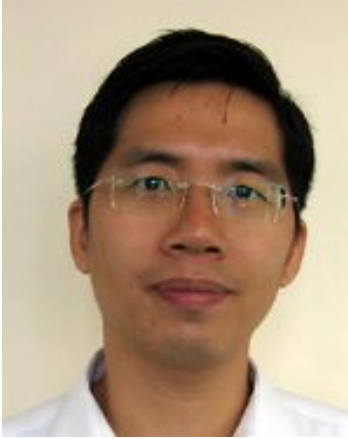
"I've been repeating the same for several years", begins by saying the associate professor of the Faculty of Integrated Resorts Management, Glenn McCartney. "People say we need more luxury hotels and I say no. What we really need is cheaper accommodation (3 star hotels). Across Europe, these hotels are often the most affordable option, even for the MICE sector."

Unlike other countries or regions, Macao does not allow non-MSAR residents to stay in properties that do not have a hotel license – except for those who have been granted a special stay permit. Even those who are allowed to stay in the Region for 90 days, the rule applies.

For more details, please visit:
<https://www.plataformamedia.com/2023/06/30/cidade-de-luxo-compromete-mercados/>



Prof. Glenn MCCARTNEY



Prof. Henry LEI

8

“SPECIAL REPORT – THE ROAD TO REGIONAL INTEGRATION” BY PROF. HENRY LEI, MACAU BUSINESS

Business Engagement

Service

Prof. Henry LEI (李振國教授), Associate Head of Department of Finance and Business Economics and Assistant Professor in Business Economics, was invited to share his opinion in the article entitled “Special Report – The Road to Regional Integration” at Macau Business (June 2023).

Article sharing:

It is no coincidence that well-seasoned sinologist Jean Berlie wrote, “Already, Hong Kong and Shenzhen have merged into one block virtually separated only by the law until 2047. Similar interconnections link Macau and Zhuhai. The Hong Kong Basic Law does not allow the fusion of the two cities, but now the name GBA links them and has changed something. It shows the beginning of a future fusion out of the legal system.”

Professor Henry Lei from the Faculty of Business Administration at the University of Macau acknowledges, “The three different legal systems could be regarded as one of the main challenges faced by the 9+2 cities in implementing the GBA project. The legal system defines and describes, for example, what can be done and what cannot be done, and the ways of doing things to be followed by all.”

For more details, please visit: <https://www.macaubusiness.com/special-report-the-road-to-regional-integration/>

9

“中東財團偏愛中國造車新勢力，半個月達成近500億合作？專家：轉型所需 (THE MIDDLE EAST CONSORTIUM SHOWED FAVOR TO THE CHINA'S NEW CAR-MAKING TREND, AND REACHED NEARLY 50 BILLION COOPERATION IN HALF A MONTH? EXPERTS: TRANSFORMATION NEEDS)” BY PROF. ALEX ZHOU, TIME FINANCE

Business Engagement

Service

Prof. Alex ZHOU (周思力教授), Associate Professor in Finance, was invited to share his opinion in the article entitled “The Middle East Consortium showed favor to the China's new car-making trend, and reached nearly 50 billion cooperation in half a month? Experts: Transformation Needs” at Time Finance on 21 June 2023.

Article sharing:

中東財團正不斷加碼投資中國新能源汽車品牌。

日前，蔚來創始人、董事長、首席執行官李斌在蔚來App發文稱，已與阿聯酋阿布紮比政府旗下投資機構CYVN Holdings簽訂股份認購協議。該機構將通過定向增發和老股轉讓的方式進行總計約11億美元的戰略投資，並將在蔚來國際業務上進行戰略合作。除了蔚來之外，天際汽車、高合汽車母公司華人運通等企業也被曝拿到了來自中東地區的投資。據不完全統計，近半個月內，中東地區與中國新能源汽車品牌達成的合作項目金額規模近500億元。

澳門大學工商管理學院副教授周思力向時代財經表示，中東地區財團之所以接連投資中國新能源汽車品牌，主要是出於其向新能源轉型的需要，確保自身不會因能源變革而落後於時代，另外，對於當前較為冷清的新能源汽車資本市場而言，中東地區財團的投資有著一定提振效應。

For more details, please visit: <https://www.time-weekly.com/post/303235>



Prof. Alex ZHOU



Prof. Glenn MCCARTNEY

10

“SPECIAL REPORT – DIVERSIFICATION: HOW TO SUCCEED IN THE SHADOW OF HONG KONG?” BY PROF. GLENN MCCARTNEY, PROF. HENRY LEI, MACAU BUSINESS

Business Engagement

Service

Prof. Glenn MCCARTNEY, Associate Dean (Curriculum and Teaching) and Associate Professor in Integrated Resort and Tourism Management and **Prof. Henry LEI (李振國教授)**, Associate Head of Department of Finance and Business Economics and Assistant Professor in Business Economics, were invited to share their opinion in the article entitled “Special Report – Diversification: how to succeed in the shadow of Hong Kong?” at Macau Business (June 2023).

Article sharing:

In any of the four new industries, Hong Kong is already a regional benchmark, primarily because it began developing them much earlier. Can Macau succeed in competing with Hong Kong?

“It is true that Hong Kong started much earlier in developing these ‘new industries,’ with a stronger and more solid foundation than Macau. Nevertheless, given the dynamics of these sectors and the continuously expanding potential market, with customers primarily coming from China, Hong Kong may not be able to capture all the opportunities and possibilities, even though the territory can be a major player in these areas,” answered Professor Henry Lei from the Faculty of Business Administration at the University of Macau (UM).

His fellow UM academic, Glenn McCartney, also understands that mainland support is essential, especially within the scope of the Greater Bay Area (GBA) project.

“Of course, we need to acknowledge that there is competition in these areas such as MICE and retail – not just from Hong Kong, but in other regional jurisdictions. In fact, conducting a regional competitive analysis for Macau is a worthwhile task, and it serves as a starting point to determine Macau’s medium to longer-term tourism development approach, and how to best integrate MICE, retail, health, and so on into overall tourism development,” said Professor McCartney, interviewed by Macau Business. “Knowing that there is competition, there are a few approaches.”

For more details, please visit: <https://www.macaubusiness.com/special-report-diversification-how-to-succeed-in-the-shadow-of-hong-kong/>



Prof. Henry LEI

11 “顧客忠誠計劃提高重複購買慾 (CUSTOMER LOYALTY PROGRAMS ENHANCES REPEATED PURCHASES)” BY PROF. MATTHEW LIU, MACAO DAILY

Business Engagement

Service

Prof. Matthew LIU (劉丁己教授), Director of Centre for Continuing Education, Director of Business Research Training Center and Professor of Marketing, shared his opinion entitled “Customer loyalty programs enhances repeated purchases” at Macao Daily on 18 June 2023.

Article sharing:

顧客忠誠計劃提高重複購買慾

客戶忠誠度一般是指顧客對品牌或企業的喜好程度，至少包括態度忠誠（對品牌有記憶、有偏好）及行為忠誠（願意購買、推薦與重複購買）。顧客會因為有好服務、商品或其他造成願意回訪的優質體驗，進而對品牌產生喜好。對品牌有一定忠誠程度的顧客會主動購買、長期消費或是將商品推薦給他人，因此建立良好的顧客忠誠度不只可以穩固原有的顧客，同時也能宣傳品牌吸引新客群。不少企業會通過推出各種各樣實用計劃來增加消費者的黏性，讓他們重複購買。

提供折扣投其所好

1. 積分計劃

積分忠誠計劃是最常見的客戶忠誠度計劃。客戶購買得越多，獲得積分就越多，這些積分可以轉化為不同的獎勵和優惠。

2. 會員制度

企業可邀請顧客提供基本資料，加入登記成為會員，之後便可追蹤瀏覽偏好與購物習慣，相應地推送感興趣產品，以及提供優惠折扣，讓顧客覺得你的店了解購物喜好和習慣，從而習慣並不斷在一家企業重複購買。

For more details, please visit:

http://www.macaodaily.com/html/2023-06/18/content_1682000.htm



Prof. Matthew LIU

UPCOMING EVENT

1 UM DISTINGUISHED VISITING SCHOLAR SERIES

- Topic: Large-scale Detection of Differential Sparsity Structure
- Speaker: Professor Changliang ZOU, Distinguished professor at the School of Statistics and Data Science, Nankai University
- Date: 21 July 2023 (Friday)
- Time: 10:30 am
- Venue: E22-G008
- Language: English

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

For more details, please visit:

<https://fba.um.edu.mo/um-distinguished-visiting-scholar-series-large-scale-detection-of-differential-sparsity-structure-by-prof-changliang-zou/>



UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

UM DISTINGUISHED VISITING SCHOLAR SEMINAR

Large-scale Detection of Differential Sparsity Structure



Changliang ZOU
Distinguished Professor
School of Statistics and Data Science, Nankai University

Date: 21 July 2023, Friday
Time: 10:30 - 11:30
Venue: E22-G008

Register Now!



Abstract

Two-sample multiple testing has a wide range of applications. Most of the literature considers simultaneous tests of equality of parameters. This work takes a different perspective and investigates the null hypotheses that the two support sets are equal. This formulation of the testing problem is motivated by the fact that in many applications where the two parameter vectors being compared are both sparse, we might be more concerned about the detection of differential sparsity structures rather than the difference in parameter magnitudes. A general approach to problems of this type is developed via a novel double thresholding (DT) filter. The DT filter first constructs a sequence of pairs of ranking statistics that fulfill global symmetry properties, and then chooses two data-driven thresholds along the ranking to simultaneously control the false discovery rate (FDR) and maximize the number of rejections. Several applications of the methodology are given, including tests for large-scale correlation matrices, high-dimensional linear models and Gaussian graphical models.

Speaker

Prof. Changliang Zou is distinguished professor at the School of Statistics and Data Science, Nankai University. He obtained his doctoral degree from Nankai University in 2008. His research interests include high-dimensional statistical inference, large-scale data stream analysis, change point and outlier detection. He has published over fifty papers in prominent journals in the field of statistics and industrial engineering, such as *Annals of Statistics*, *Biometrika*, *Journal of the American Statistical Association*, *Mathematical Programming*, *Technometrics*, *Journal of Quality Technology*, *IIE Transactions*. He is the recipient of the National Science Fund for Distinguished Young Scholars.

All are welcome!

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