



NEWSLETTER

26 Jul 2023

ISSUE 76

RESEARCH FOCUS

PUBLICATION

1 RESEARCH PAPERS THAT RANKED ABS3 OR ABOVE

- **Hongchuan Shen**, Chu (Ivy) Dang, Xiaoquan (Michael) Zhang, "Mr. Right or Mr. Best: The Role of Information under Preference Mismatch in Online Dating", Information Systems Research, Accept. (ABS4*, UTD, FT50)
- **Wang, Q.**, Ngai, W.T. Eric, Pienta, D., and Thatcher, J.B., "IT Innovativeness and Data Breach Risk: The Moderating Role of Managerial Ability and Environmental Uncertainty," Journal of Management Information Systems, forthcoming. (ABS4, FT50)
- Kuok, R. U. K., Koo, T. T. R., & **Lim, C.** (2023). Interaction effects of air services on tourism demand. Annals of Tourism Research, 101, Article 103582. <https://doi.org/10.1016/j.annals.2023.103582> (ABS4)
- **Lei, S. S. I.**, Wang, D., **Fong, L. H. N.**, & Ye, S. (2024). Recipe for perceived personalization in hotels. Tourism Management, 100, 104818. <https://doi.org/https://doi.org/10.1016/j.tourman.2023.104818> (ABS4)
- Leung, X. Y., **Fong, L. H. N.**, Xue, X., & Mattila, A. S. (2023). What makes experimental research publishable in leading hospitality and tourism journals? Perspectives of editorial board members. International Journal of Contemporary Hospitality Management. <https://doi.org/10.1108/IJCHM-12-2022-1514> (ABS3)



- **Zhuo Qiao, Zhaohua Li, Yanzhi Wang (2023), Air pollution and innovation - Evidence from quasi-natural experiment of China's Huai River Policy, Review of Quantitative Finance and Accounting, Vol. 60, 425-443. <https://doi.org/10.1007/s11156-022-01097-1> (ABS3)**

Source: According to indexed dates, records are generated from Web of Science (WoS), Scopus, and the FBA full-time academic staff webpage as of 26 July 2023 and are listed in no particular order.

2 OTHER PUBLICATION

- **Glenn James MCCARTNEY, "Tourism expert calls for business-friendly labour policies" [The Macao News] 2023-06-28**

Glenn McCartney, associate dean of the FBA, says that Macao needs to attract more talent to the city in order to promote tourism diversification.

For details: <https://macaonews.org/business/macau-macao-tourism-working-visa-talent/>

- **Glenn James MCCARTNEY, "City needs to work on its night-time economy – Glenn McCartney" [Macao Business] 2023-06-29**

Glenn McCartney, associate dean of the FBA, attended a talk as a speaker to discuss Macao's night-time economy.

For details: <https://www.macaubusiness-com.webpkgcache.com/doc/-/s/www.macaubusiness.com/city-needs-to-work-on-its-night-time-economy-glenn-mccartney/>

- **Matthew Ting Chi LIU, "學者：保持差異化 精準推廣" [澳門日報] 2023-07-03 A10 經濟 學者分析**

Matthew Liu Ting Chi, professor in the FBA, discusses business strategies for an education centre in Macao.

For details: http://www.macaodaily.com/html/2023-07/03/content_1685290.htm

- **Matthew Ting Chi LIU, "品牌善用店中店模式經營" [澳門日報] 2023-07-09 A11 經濟 多元面面觀**

This article written by Matthew Liu Ting Chi, professor in the FBA, discusses the shop-in-shop business model.

For details: http://www.macaodaily.com/html/2023-07/09/content_1686675.htm

- **Matthew Ting Chi LIU, "學者：推獨家產品 加強網路宣傳" [澳門日報] 2023-07-10 A10 經濟 學者分析**

Matthew Liu Ting Chi, professor in the FBA, discusses business strategies for a beverage shop in Macao.

For details: http://www.macaodaily.com/html/2023-07/10/content_1687026.htm

- **Lawrence Hoc Nang FONG, "學者：大客轉玩高端中場 帶動收益" [香港經濟日報] 2023-07-12 A08 金融要聞**

Lawrence Hoc Nang FONG, associate professor in the Department of Integrated Resort and Tourism Management, shares his views on Macao's gaming revenue and future development.

For details: <https://invest.hket.com/article/3567728/%E5%AD%B8%E8%80%85%E5%BC%9A%E5%A4%A7%E5%AE%A2%E8%BD%89%E7%8E%A9%E9%AB%98%E7%AB%AF%E4%B8%AD%E5%A0%B4%20%E5%B8%B6%E5%8B%95%E6%94%B6%E7%9B%8A>

- **Davis Ka Chio FONG, “學者：明年中場收入勝疫前 承载力關鍵” [澳門日報] 2023-07-13 A14 經濟**

ISCG Director Davis Fong says that with the full resumption of normal travel between Macao and neighbouring countries, Macao’s gaming industry has recovered by 60 to 70 per cent, and the current gaming revenue is in line with the normal speed of recovery.

For details: http://www.macaodaily.com/html/2023-07/13/content_1687662.htm

- **Matthew Ting Chi LIU, “學者：擴大社群經營增加收入” [澳門日報] 2023-07-17 A10 經濟**

Matthew Liu Ting Chi, professor in the FBA, discusses business strategies for a stationery store in Macao.

For details: http://www.macaodaily.com/html/2023-02/20/content_1655315.htm

STORY OF THE ISSUE

1 HIGH QUALITY RESEARCH OUTPUT

FBA encourages and supports high quality research. Our colleagues continue to publish their research in leading journals. We would like to share with you the following works of our researchers who recently published ABS4*, ABS4, FT50, UTD articles.

Prof. Robin Chi Hang CHARK (翟志恆教授), Associate Professor in the Department of Integrated Resort and Tourism Management, published an article entitled “Relationship Norm Moderates Observers’ Reaction to Unearned Preferential Treatment” in collaboration with **Ms. Jessica Qian QANG**, in Journal of Travel Research (ABS4).

Paper abstract:

Unearned preferential treatment has been shown to negatively affect bystander customers who observe the treatment but do not receive the benefit. In two studies we examine the watchers’ unfairness perception under different relationship norms. Study 1 compares unearned preferential treatment granted by a hotel versus a host of peer-to-peer accommodation. The unfairness perception is higher in the latter case. The sense of community in the peer-to-peer platform imbues consumers’ evaluation of their interactions with their peer-to-peer hosts with a different perspective based on communal norms. To directly test its moderating role, relationship norm is manipulated in Study 2, which shows that a communal relationship sensitizes the bystander to the unfair treatment that is considered a violation of the communal norms. This unfairness perception is found to have implications for satisfaction and repurchase intention.

For details: <https://doi.org/10.1177/00472875231175076>



Journal of Travel Research



Prof. Robin Chi Hang CHARK

MEET OUR DBA/EMBA STUDENTS

The Doctor of Business Administration (DBA) programme and the Executive Master of Business Administration (EMBA) programme are executive degree programmes that aim to assist middle to senior business executives to strengthen their entrepreneurial and managerial capabilities. This section is dedicated to introduce outstanding students from these two programmes and share their stories with you.

1 STUDENT SHARING

Teaching and Learning

【澳大DBA傑出學員】黃春華：以柔性力量抒寫建築史書

黃春華，於2022年入讀澳門大學工商管理博士（DBA）學位課程，現任上海磐石智通投資中心的董事長，上海市政協委員、新聯會副會長、東海慈善基金會理事。她於2005年、2010年、2015年先後獲得上海十大優秀創業女性、中國傑出創業女性以及中國商界傑出女性等榮譽。她辦公室裡由溫家寶手書的“春華秋實”提醒著人們，這是一個有著奮鬥歷程、成長能量的女性。她從外企CEO到自己獨立創辦企業，再與美國納斯達克上市公司實現並購，更承接完成了三百多個標誌性高端建築石材項目。黃春華以自己的柔性力量抒寫了一卷厚實的建築史書、創業傳奇。

不甘平凡與安逸，百戰歸來再讀書

黃春華本科為建築材料專業，畢業後便被分配到市建設局，但在她不滿足於坐在辦公桌前的“安逸”生活，她主動提出調入上海建材設備廠從基層做起。八年後她深感自己知識的不足，便放棄“鐵飯碗”出國到加拿大喬治布朗學院攻讀經濟學位，後學成回國發現了建築行業蓄勢待發的商機，在2000年帶領6人團隊成立了上海華墨石材有限公司。然而到2018年因應產業結構調整的“市長令”頒佈，與美國納斯達克上市公司實現並購，她帶著對於轉型之路深深的思考和疑惑邁入了澳門大學DBA的課堂。她表示“百戰歸來再讀書”，中國的創一代都是摸著石頭過河，除了已經獲得的創業經驗外還應探索可持續發展和高品質發展的未來之路，澳門大學的潛心研讀或許可為當下中國的有效市場和政府提供美美與共之良策。

熱愛探索，慧眼識石

石頭是大自然的產物，濃縮著大自然的精華。世上的每一塊石頭都是不一樣的，有其靈魂，有其故事。黃春華指出“我的工作就是大自然的搬運工，去深山探索未知的美麗，經過搬運、雕琢，將自然之美呈現給大家”。她很早就意識到，好的石材不可能只在一處，而是遍佈全球各地的，她通過把技術輸出去，又把石材引進來，讓一塊塊石頭成為了經貿文化合作的最佳載體。認識黃春華的人都說，她觀察細膩、專業知識淵博，能夠“慧眼識石”。憑藉這份優勢，黃春華總能為擁有各式各樣氣格靈魂的國內外重量級標誌性建築匹配到最適合設計理念的石材，當中有國家會展中心、環球金融中心、浙江美術博物館、鹽城博物館、迪拜大法官府邸、世博中心等。其中她最自豪的是由她旗下“華墨石材”參與的半島酒店終於成為外灘萬國石建築中的“中國建造”。

危中尋機，隨市改型

石材業是個歷史悠久的行業，黃春華對自己的創新之路卻很自信。於2008年金融風暴，她將公司本不富裕的資金分出一部分專門做研發、攻克最新科技，讓國內外專家都對這家中國企業的高精技術讚歎不已。她同時帶領華墨石材參編了3個行業及國家標準，致力於讓我國石材行業水準趕超國際，獲得過幾十項國內外行業大獎，2017年成為上海市專精特新企業，不斷磨礪自身、對標國際高水準，華墨石材經過“鳳凰涅槃”終成石材行業的佼佼者。她緊隨市場變化，在傳統的粗放式、批量式生產不合時宜的情況下，她進行了轉型的諮詢，引進柔性製造系統。“大到企業的管理、工廠的運營，細到每一塊石材的加工狀態，物流的運輸、我都能在這個系統中輕鬆掌握和規劃。”黃春華透露此系統能夠為建築的售後、新技術的研發等方面提供強大的支援。



Ms. Chunhua HUANG
FBA DBA 2022 Intake



Ms. Chunhua HUANG at UM
library

身兼數職，樂此不疲

黃春華認為，作為一個企業家，除了做強企業，更應該擔起責任。上海市政協委員、上海市工商聯常委、浦東新區工商聯副會長等一系列社會職務身份帶來的責任與擔當讓她沒有閒暇的時間，但她樂此不疲，把每個角色都做得風生水起。黃春華擔任上海市十二、十三、十四屆上海市政協委員，此期間她承擔了市教委的決諮課題，並將其轉化為政協提案，提交了獨立和聯名提案累計30餘份，多次榮獲優秀提案和優秀社情民意提案。她成功舉辦過“上海市家校關係教育論壇”，湖北長陽“啟智助學工程”等。黃春華瞭解到，當地的礦產資源較為豐富，為了能夠長效解決當地兒童因貧困而失學的問題，她通過投資開工廠，每年拿出一部分利潤扶持當地教育事業，這一塊塊石頭又成了一份份沉甸甸的責任。2022年上海封控期間，黃春華除了捐款捐物以外還參加了市里三個急難愁盼專家組，廣泛收集第一線情況和民意及時建言獻策，被評為2022年民營經濟代表人士建言獻策先進個人。

Ms. Chunhua HUANG, admitted to the Doctor of Business Administration (DBA) Programme in 2022. She is currently the chairman of “上海磐石智通投資中心”, a member of the Shanghai CPCC and director of the Donghai Charity Foundation. In 2005, 2010, and 2015, she won honors such as Shanghai's Top Ten Outstanding Entrepreneurial Women. Following her tenure as CEO of a foreign company, she started her own company and successfully merged and acquired American companies listed on NASDAQ. In addition, she has completed more than 300 high-end architectural stone projects.

NEWS

1 INTRODUCING MASTER OF SCIENCE IN BUSINESS ANALYTICS: EMPOWERING DATA-DRIVEN DECISION-MAKING

Teaching and Learning

The University of Macau, aligning with the Macao SAR government's policy to nurture remarkable talents and cater to the ongoing needs of societal advancement, has recently received approval to introduce a new Master's programme under the FBA: the **Master of Science in Business Analytics**. This new programme is slated to commence in the 2024/2025 academic year.

This programme is designed to mold analytical professionals who will bolster Macao's economy and facilitate business transformation through data-centric decision-making. The curriculum is a blend of essential theoretical understanding and hands-on applications in business analytics, encompassing a spectrum of areas from basic statistical tools to advanced machine learning techniques for business analytics. It also includes a diverse set of electives, allowing students to tailor their learning path to their specific interests and career aspirations.

Students will gain proficiency in technical tools and quantitative methods, empowering them to delve into and scrutinize data extensively. They will acquire the skills to transform this data into actionable insights, thus strengthening strategic decision-making capabilities.

For more details, please visit:

<https://fba.um.edu.mo/programmes/>



2 OUTSTANDING ACHIEVEMENTS AT THE 2023 ASIAN REAL ESTATE SOCIETY & GLOBAL CHINESE REAL ESTATE CONGRESS CONFERENCE

Service

Research

We are delighted to share the remarkable achievements of **Prof. Rose Neng LAI (黎寧教授)**, Professor in Finance, at the 2023 Asian Real Estate Society & Global Chinese Real Estate Congress Conference held in Hong Kong.

Prof. LAI's notable contributions include serving as the keynote speaker at the Global Women in Real Estate (GWIRE) Women's Breakfast, receiving the 2019 International Real Estate Society (IRES) Achievement Award, and securing the prestigious 2023 Global Chinese Real Estate Congress Best Paper Award for her collaborative research. These accolades highlight her leadership and dedication to advancing knowledge in the real estate field.

We extend our congratulations to Prof. Rose Neng LAI for her well-deserved recognition at this esteemed conference.



Prof. Rose Neng LAI received the Best Paper Award



Prof. Raymond Chi Ho LOI honored with Best Reviewer Award

3 PROF. RAYMOND CHI HO LOI HONORED WITH BEST REVIEWER AWARD

Service

Research

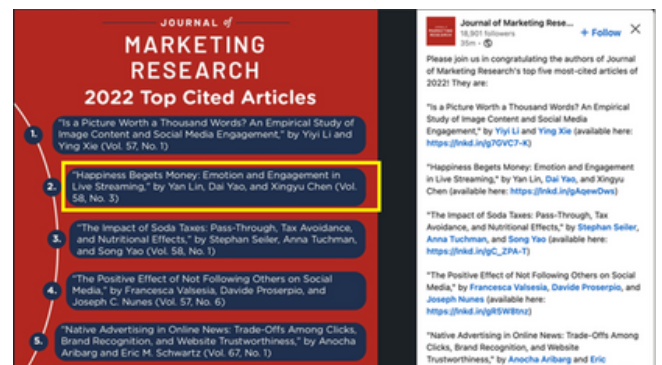
Congratulations to **Prof. Raymond Chi Ho LOI (雷智豪教授)**, Professor in Management, for receiving the Best Reviewer Award at the Academy of Management, 83rd Annual Meeting in August 2023. This prestigious recognition highlights his exceptional expertise in the field of organizational behavior and his valuable contributions to scholarly evaluation.

4 HIGHLY CITED RESEARCH IN JOURNAL OF MARKETING RESEARCH

Service

Research

An article authored by **Prof. Jacky Yan LIN (林龔教授)**, has been recognized as one of the most cited articles in the Journal of Marketing Research (ABS4*, UTD, FT50) for 2022. The article's title is "Happiness Begets Money: Emotion and Engagement in Live Streaming," the study, co-authored by **Prof. Dai YAO** and **Prof. Xingyu CHEN**, explores the relationship between emotions and engagement in live streaming. Despite not carrying the direct UM affiliation, this achievement highlights the caliber of research conducted by our faculty members.



The article's title is "Happiness Begets Money: Emotion and Engagement in Live Streaming," has been recognized as one of the most cited articles in the Journal of Marketing Research



Prof. Changliang ZOU delivered his findings

5

DISTINGUISHED VISITING SCHOLAR SEMINAR
EXPLORES "LARGE-SCALE DETECTION OF
DIFFERENTIAL SPARSITY STRUCTURE"

Teaching and Learning

Research

The Distinguished Visiting Scholar Seminar featuring **Prof. Changliang ZOU (鄒長亮教授)** from Nankai University was held on 21st July 2023, the seminar offered valuable insights into "Large-scale Detection of Differential Sparsity Structure" and introduced the innovative double thresholding (DT) filter for efficient two-sample multiple testing. Prof. Zou's distinguished expertise in statistical inference and large-scale data analysis captivated the academic community and inspired further exploration in the field.

We extend our gratitude to Prof. Changliang ZOU for his enlightening talk and for enriching our knowledge with his research advancements. The seminar provided a stimulating platform for exchange and learning and fostering academic excellence through such distinguished scholarly engagements.

6 ACCA DINNER RECEPTION TO WELCOME MAINLAND
ACADEMIC DELEGATES VISIT

Service

Business Engagement

ACCA China organized the "2023 ACCA China Partner University Hong Kong Study Trip" from 4 to 10 July. This was the first time after three years pandemic for China university delegates to study in Hong Kong, which attracted 30 China partner universities to participate.

Prof. Jason Zezhong XIAO (蕭澤忠教授), the Head and **Prof. Philip Kin Fun LAW (羅建勛教授)**, Associate Head of the Department of Accounting and Information Management, were invited to participate in the welcome dinner and seminars, on behalf of the Faculty of Business Administration of University of Macau. This event strengthened up the connections between the partners in Macau, Hong Kong and Mainland China.



ACCA Dinner Reception

7

DELEGATION OF BEIJING TECHNOLOGY AND BUSINESS UNIVERSITY

Business Engagement

Service

On June 12, a delegation of Beijing Technology and Business University (BTBU) visited the Faculty of Business Administration. **Prof. Raymond Chi Ho LOI** (雷智豪教授), Associate Dean (Research and Development) of FBA greeted the delegation and delivers the souvenirs to the delegation on behalf of the Interim Dean, **Prof. Wei GE** (葛偉教授). **Dr. Roberto NORONHA** from FBA has introduced and shared the journey of FBA to pursue the three international accreditations (AACSB, AMBA and EQUIS) during the meeting. After the presentation, more details were discussed and exchanged between the parties.



Prof. Raymond LOI receives the souvenir from 北京市委人才工作領導小組駐港澳人才聯絡處



Prof. LOI delivered the souvenir on behalf of FBA to the Vice Rector of BTBU (劉敏華，黨委常委、副校長)



Representatives from FBA together with the Delegation of Beijing Technology and Business University (BTBU) and representatives from 北京市委人才工作領導小組駐港澳人才聯絡處

8 DELEGATION OF THE DEPARTMENT OF ACCOUNTING, SCHOOL OF BUSINESS, HOHAI UNIVERSITY, NANJING, CHINA

Service

Business Engagement

On 21 June, the delegation of the Department of Accounting, School of Business of the Hohai University (Nanjing, China) visited the Faculty of Business Administration. After a Campus Tour, the delegation met with representatives of the Department of Accounting and Information Management to discuss current issues in teaching and learning and potential collaborations between the two departments and individual academics.



Representatives of the Department of Accounting and Information Management (AIM) together with the Delegation of the Department of Accounting, School of Business, Hohai University



Ms. Xiangjie TANG (left three) with the examination committee



Ms. Xuelian LI (left four) with the examination committee

9 PHD ORAL DEFENSE

Research

Ms. Xiangjie TANG (唐香姐) has presented her PhD thesis on 4 July 2023 and, shortly, she will be conferred the Doctor of Philosophy degree. Ms. TANG, supervised by **Prof. Lawrence FONG (馮學能教授)** completed her oral defense with the title "The Role of Chinese Customers' Perceived Yuanfen in the Hotel Service Encounter".

Ms. Xuelian LI (李雪蓮) has presented her PhD thesis on 11 July 2023 and, shortly, she will be conferred the Doctor of Philosophy degree. Ms. LI, supervised by **Prof. Morris LIU (劉明教授)** completed her oral defense with the title "Regulatory Investigations, Media Coverage, and Audit Opinions / Media Coverage of Supply Chain Relationships and Audit Behavior".

UPCOMING EVENT

1 SMART TOURISM SYMPOSIUM 2023

- Topic: Leading through impactful Research
- Speakers:
 - Prof. Gang LI, Professor, Deakin University
 - Dr. Quan VU, Senior Lecturer, Deakin University
 - Prof. Ziqiong ZHANG, Professor, Harbin Institute of Technology
- Date: 15 August 2023 (Tuesday)
- Time: 9:30 am – 11:30 am
- Venue: E22-G013

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

For more details, please visit:

<https://apaem.um.edu.mo/smart-tourism-symposium-2023-leading-through-impactful-research/>



The poster for the Smart Tourism Symposium 2023 features a blue and orange color scheme. At the top, logos for the University of Macau, the Asia-Pacific Institute of Economics and Management, and the Faculty of Business Administration are displayed. The main title 'Smart Tourism Symposium 2023: Leading through Impactful Research' is prominently shown in white and orange text. Below the title, the event details are listed: '15 Aug 2023 (Tue) 9:30 – 11:30 (Macao time) English'. The location is given as 'Onsite: UM E-22 G013' and 'Virtual: Zoom'. A QR code for registration is provided, along with the URL 'https://umac.au1.qualtrics.com/jfe/form/SV_3RikjBUEJKlrQ'. For enquiries, contact information for 'apaem_info@um.edu.mo' is listed. The 'Our speakers' section features three circular portraits of the speakers: Dr. Gang LI, Dr. Quan VU, and Dr. Ziqiong ZHANG, each with a brief description of their presentation topic. The event is moderated by Prof. Rob LAW.

15 Aug 2023 (Tue)
9:30 – 11:30 (Macao time)
English

Onsite: UM E-22 G013
Virtual: Zoom

Registration



https://umac.au1.qualtrics.com/jfe/form/SV_3RikjBUEJKlrQ

For enquiries, please contact
apaem_info@um.edu.mo

Our speakers

Dr. Gang LI
Professor, School of Information Technology,
Deakin University
"Deep approaches to tourism demand forecasting"

Dr. Quan VU
Senior Lecturer, Deakin Business School,
Deakin University
"Abroad-at-home: Identifying domestic tourism locations for overseas-like travel experiences by leveraging concept modeling"

Dr. Ziqiong ZHANG
Professor, School of Management,
Harbin Institute of Technology
"Dimensional ratings, textual reviews, and review helpfulness in a multi-dimensional rating system: An empirical investigation"

Moderated by Prof. Rob LAW

STAY CONNECTED WITH US

