



NEWSLETTER

9 Aug 2023

ISSUE 77

INDUSTRY FOCUS

NEWS

1 THE 2023 SUMMER CAMP FOR OUTSTANDING MAINLAND UNDERGRADUATE YEAR 3 & 4 STUDENTS WAS SUCCESSFULLY HELD

Teaching and Learning

Business Engagement

Service

The Faculty of Business Administration (FBA) of the University of Macau (UM) successfully organized the “2023 Summer Camp for Outstanding Undergraduate and Postgraduate Students” between 24 and 27 July 2023, aiming to continue expanding the influence of our university in the Greater Bay Area, Mainland and beyond, and attracting more outstanding students pursuing their postgraduate studies and inspiring their research potential in UM. Over 150 applications were received from the undergraduates and postgraduates of the top mainland and overseas universities for the Summer Camp. After comprehensive evaluation and rigorous selection, a total of 30 students from renowned universities in the world were admitted, including the University of Hong Kong, Fudan University, Hong Kong University of Science and Technology, Wuhan University, University of Sheffield, University Putra Malaysia, etc.

The four-day summer camp program featured a “faculty and programme introduction”, “research project sharing”, “outstanding alumni and industry sharing” and “campus tour”, kicked off by the welcome speech from **Prof. Wei GE (葛偉教授)**, Vice Rector (Research) of UM and Interim Dean of FBA, followed by faculty introduction from **Prof. Raymond LOI (雷智豪教授)**, Associate Dean (Research and Development) of FBA and department introductions from **Prof. Li MIAO (苗莉教授)**, **Prof. Jacky HONG (洪福來教授)**, **Prof. Philip LAW (羅建勛教授)**, **Prof. Henry LEI (李振國教授)**.

The students said after the 4-day summer camp, they learned more about the master’s and doctoral programme in FBA and become very interested in studying at UM. They recognized UM’s international education background, academic status, business engagement and learning environment. They look forward to studying in UM.



FBA successfully held 2023 Summer Camp for Outstanding Undergraduate and Postgraduate Students in July



Group Photo



Prof. GE delivered welcome remark for the summer camp

Zhengyu YANG, a student from the University of Hong Kong, said that he is attracted by the close relationship between FBA professors and FBA outstanding alumni, which shows the strong commitment of FBA to nurture research talents as well as to offer caring guidance for their PhD students. In addition, FBA professors and students are friendly and willing to share their experiences and answer students' questions regarding further studies, and he had the chance to taste Macao's local food through the meals.

We would like to take this opportunity to thank you following personnel and colleagues' contributions and support to the summer camp:

Alumni, industry executive and UM units

- Mr. Asen JIANG (江海濤先生)
- Mr. Joshua HUANG (黃思樺先生)
- Ms. Jin MA (馬晉女士)
- Dr. Alice TAN (譚嘉敏博士)
- Prof. Ryan U (余亮豪教授)
- OSA colleagues
- GRS colleagues

FBA

- Prof. Raymond LOI (雷智豪教授)
- Prof. Li MIAO (苗莉教授)
- Prof. Jacky HONG (洪福來教授)
- Prof. Philip LAW (羅建勛教授)
- Prof. Henry LEI (李振國教授)
- Prof. Rico LAM (林朗為教授)
- Prof. Zhaotong LIAN (練肇通教授)
- Prof. Charlie SOHN (孫炳哲教授)
- Prof. Matthew LIU (劉丁己教授)
- Prof. Anthony WONG (黃業堅教授)
- Prof. Susan REN (任錦娟教授)
- Prof. Brenda ZHANG (張洋教授)
- Prof. Lawrence FONG (馮學能教授)
- Prof. Lida ZHANG (張玲玲教授)
- Prof. Liwen ZHANG (張麗文教授)
- Prof. Jet SHU (舒連杰教授)
- Prof. Fiona YANG (楊曦教授)
- Prof. Cheris CHOW (周詠芝教授)

For more details, please visit: <https://fba.um.edu.mo/the-2023-summer-camp-for-outstanding-mainland-undergraduate-year-3-4-students-was-successfully-held/>



Prof. Raymond LOI introduced the background of FBA



Prof. Li MIAO introduced the Department of Integrated Resort and Tourism Management



Prof. Jacky HONG introduced the Department of Management and Marketing



Prof. Philip LAW introduced the Department of Accounting and Information Management



Prof. Henry LEI introduced the Department of Finance and Business Economics



Prof. Jet SHU, the summer camp coordinator, introduced the FBA PhD programmes



Mr. Joshua HUANG (Digital Marketing & E-Commerce Director, Sands China Limited) shared current industry development trends



Mr. Haitao JIANG (founder and CEO of Aomi, Outstanding Alumni of MBA) shared his experiences and insights



Zhengyu YANG, a student from the University of Hong Kong, shared his feeling for the summer camp



2

FBA SUCCESSFULLY BID TO HOST THE 36TH ASIAN FINANCE ASSOCIATION ANNUAL CONFERENCE IN THE SUMMER OF 2024

Research

FBA has recently won the opportunity to host the 36th Asian Finance Association Annual Conference in the summer of 2024. Asian Finance Association (AsianFA) is one of the most well-recognized academic associations in Asia, with the members representing more than 30 leading universities in the Asia-Pacific region. The Asian Finance Association Annual Conference is among the most important and most influential academic conferences in Asia. Previously, the conference was hosted in prominent Asian cities, such as Bangkok, Brisbane, Hong Kong, Seoul, and Tokyo.

To bid for the privilege of hosting the Asian Finance Association Annual Conference in 2024, the Department of Finance and Business Economics formed a dedicated organizing committee, which includes **Prof. Wenjin KANG (康文津教授)**, **Prof. Rose LAI (黎寧教授)**, **Prof. Jing XIE (謝靜教授)**, **Prof. Tony QIN (秦振江教授)**, **Prof. Tingting QUE (關婷婷教授)**, and **Prof. Rachel MA (馬笑蓉教授)**. The organizing committee spent a considerable amount of time and effort on drafting the bidding proposal, obtaining budget support, and preparing bidding presentation. Prof. Tony QIN presented the bidding proposal to the board members of the Asian Finance Association on 25 June in Ho Chi Minh City, Vietnam. The board was satisfied with the preparation works by the organizing committee and decided to let UM FBA host the Annual Conference in the summer of 2024. The theme of the conference will be Frontiers in Modern Finance Research, and the conference is scheduled in the last week of June 2024. At the same time, Prof. KANG, Head of the Department of Finance and Business Economics, has been elected as the board member of the Asian Finance Association for the years 2024 and 2025.

The organizing committee gratefully acknowledges the strong support from UM and FBA during the conference bidding process. Secretary support from Ms. Peggy CHEANG and other colleagues is greatly appreciated.

3 DELEGATION OF THE SICHUAN BAZHONG CITY VISITED FBA

Business Engagement

Service

Coordinated through UM Global Affairs Office, A delegation led by **Mr. YU Zaigang (喻在崗先生)**, Vice secretary of the Municipal Committee of the CPC in Bazhong City of Sichuan province, visited FBA on 24 July 2023. They were warmly received by **Prof. Li MIAO (苗莉教授)** and professors from the Department of Integrated Resort and Tourism Management, have paid a visit to the Gaming Laboratory and the Currency Museum, followed by in-depth discussion on the tourism development strategy between Macao and Bazhong City.



Delegation of the Sichuan province
Bazhong city visited FBA



Prof. Glenn MCCARTNEY

4

“FIRST HALF OF YEAR “SATISFACTORY”, BUT CHALLENGES REMAIN”
BY PROF. GLENN MCCARTNEY, HOJE MACAU

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 “First half of year “satisfactory”, but challenges remain” at Hoje Macau on 3 August 2023.

Article sharing:

Glenn McCartney, a specialist in tourism and academic at the University of Macau, argues that there are several factors to take into account when analyzing the numbers registered in the first six months of the year.

“It is important to note that the average length of stay [per visitor] remains at 1.3 days, with a split of about 50/50 between overnight visitors and those visiting Macau on the same day”, and in 2019 , pre-covid period, “47 percent of visitors stayed overnight and 53 percent traveled during the day”.

For more details, please visit:

<https://hojemacau.com.mo/2023/08/03/turismo-primeira-metade-do-ano-satisfatoria-mas-ainda-ha-desafios/>

5 “應用變色龍效應 加強團隊管理 (APPLYING THE CHAMELEON EFFECT TO STRENGTHEN TEAM MANAGEMENT)” 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 “Applying the Chameleon effect to strengthen team management” at Macao Daily on 23 July 2023.

Article sharing:

應用變色龍效應 加強團隊管理

變色龍效應又稱“無意識模仿”，是指人們在社會交流或工作生活時，有意或無意模仿其他人一些動作、表情、說話方法和其他行為模式，從而令自己行為被動或無意間改變，以更好融入且適應社會環境，提高生存機率。

一九九九年美國知名心理學教授查特蘭和巴夫的研究團隊，曾以紐約大學學生為對象，驗證變色龍效應。研究讓參與者和助教兩人一組對話，過程中助教故意做出撫摸臉部、抖腳、蹺二郎腿、微笑等動作。通過觀察發現，當助教摸臉時，參與者們也摸自己的臉；當助教面露微笑，參與者也露出較多笑容。結果說明約有30-50%的參與者表現出“變色龍效應”。

For more details, please visit:

http://www.macaodaily.com/html/2023-07/23/content_1689807.htm



Prof. Matthew LIU



Prof. Alex ZHOU

6

"SPECIAL REPORT – THE DIGITAL CURRENCY CHALLENGE" BY PROF. ALEX ZHOU, MACAU BUSINESS

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 "Special Report – The digital currency challenge" at Macau Business (July 2023).

Article sharing:

Alex Zhou, from the Faculty of Business Administration at the University of Macau, notes that "the digital RMB will have a significant global influence", but one still needs some time to see the impact.

"There are at least two reasons why the virtual yuan could shift away from the pataca. First, both MOP and HKD are pegged to the US dollar. The main motivation for virtual RMB is to de-dollarize, which reduces the USD's dominant role in the global financial system. Secondly, Macau's economy is still heavily reliant on tourism and the gaming industry. The digital RMB could bring uncertainty on tourists valuing financial privacy," explains the Professor in Finance.

Despite these setbacks, Professor Zhou also sees "more opportunities."

For more details, please visit: <https://www.macaubusiness.com/special-report-the-digital-currency-challenge/>

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/>



Smart Tourism Symposium 2023:
Leading through Impactful Research

Our speakers

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

Onsite: UM E-22 G013
Virtual: Zoom

Registration



https://umac.ou1.qualtrics.com/jfe/form/SV_3Rk18UFIK1rQ

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

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

2 FBA SEMINAR SERIES 058

- Topic: On Right-to-Repair and Operation Management of Service Systems
- Speaker: Prof. Jinting WANG, Associate Dean and Distinguished Professor, Central University of Finance and Economics
- Date: 17 August 2023 (Thursday)
- Time: 10:00 am – 11:30 am
- Venue: E22 – G015
- Host: Prof. Zhaotong LIAN, Professor in Business Intelligence and Analytics
- Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_6g7ETogWVnrBbBY

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-058/>



FBA SEMINAR SERIES
- 058

On Right-to-Repair and Operation Management of Service Systems

Prof. Jinting WANG
Associate Dean and Distinguished Professor
Central University of Finance and Economics

Date: 17 August 2023 (Thursday)
Time: 10:00 am – 11:30 am
Venue: E22 – G015
Host: Prof. Zhaotong LIAN, Professor in Business Intelligence and Analytics
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_6g7ETogWVnrBbBY

Abstract

Manufacturer's monopoly on the repair market is commonly observed in practice. Information monopoly behavior makes the service provider difficult to conduct an effective independent repair enabling the service facility recover smoothly after system failure. In addition, frequent repairs by manufacturer trigger the environmental issues. The right to repair (RTR) movement proposed in recent years somewhat changes this situation through legal limitation of the manufacturers, forcing them to disclose the technical information for repair. This talk intends to build a multi-stage queueing model and consider the following research issues: 1) From the perspective of service providers, can RTR bring benefit when independent maintenance by a third-party maintenance service is not completely reliable; 2) From the perspective of consumers, how does a hospital balance the stability of equipment work and repair speed to ensure the maximization of consumer welfare; 3) From the perspective of social planners, whether there are maintenance policies that can balance service providers' revenue and consumer utility, and if not, whether there are solutions that can improve overall social welfare. The talk tries to present a detailed analysis and evaluation of the impact of the RTR on the operations management of service systems, providing a theoretical basis for further integrating diverse management methods and improving the level of maintenance management for service systems.

Register Now!



Deadline: 15/08/2023
The registered audience will be notified of more detailed information via email.

Speaker

Prof. Jinting Wang is the Malong-Scholar Distinguished Professor and the Associate Dean of the School of Management Science and Engineering at the Central University of Finance and Economics. He is also the Deputy Director of the Engineering Research Center of the Ministry of Financial Security and Education, the Chief Scientist of the Central University of Finance and Economics, the President of the Reliability Branch of China Operation Research Society, and the Executive Director of China Operation Research Society. He is engaged in research and teaching in operations research and management, queueing economics, reliability management, supply chain optimization, and management, etc. Led and completed four general projects of the National Natural Science Foundation of China, one Youth Fund project, and nearly 20 New-Century-Talent-Plan Projects of the Ministry of Education. The research results have been published in international academic journals, including Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, European Journal of Operational Research, International Journal of Production Research, Queueing Systems, Reliability Engineering & System Safety, IEEE Transactions, and more than 150 papers (including 110 SCI search papers and more than 30 SSCI search papers). In 2016, he published the monograph "The Basis of Queueing Game Theory" (Science Press, independent).

All are welcome!



FBA SEMINAR SERIES
- 059

Psycho-physiological measure and its applications in tourism research

Prof. Shanshi LI
Associate Professor
Xiamen University

Date: 18 August 2023 (Friday)
Time: 10:00 am – 11:30 am
Venue: E22 – G015
Host: Prof. Huiling HUANG, Assistant Professor in International Integrated Resort Management
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_8x0xmgtTrfI5PCGa

Abstract

With increasing demand for more sophisticated approaches to measuring tourist emotion and behaviour, tourism scholars are turning to new and innovative forms of technology to better understand tourist's attention, emotions, arousal, and subsequent behaviour. Physiological data collection techniques allow for the continuous monitoring of biological responses without bias which in turn allow the peak and average responses to be compared. This presentation reveals the key focus areas to which physiological measures have been applied to date and how researchers have used these techniques in their attempts to contribute knowledge to the field. In doing so, this presentation concentrates on how theory features in these works and critically discuss the role that theory tends to play in research that draws conclusions from physiological data. In addition, Dr. Li will share several projects, seeking to demonstrate how such measure can be applied to different contexts as well as combined with different methods.

Register Now!



Deadline: 16/08/2023
The registered audience will be notified of more detailed information via email.

Speaker

Dr. Shanshi Li is an Associate Professor in the School of Management at Xiamen University, China. He obtained his PhD from The University of Queensland, Australia in 2017 and his research interests are consumer psychology with an emphasis on the application of physiological measures in tourism research. His academic research work has been published in various academic journals including Tourism Management, Annals of Tourism Research and Journal of Travel Research. Dr. Li serves as the chief investigator for several competitive national research grants such as National Natural Science Foundation of China, seeking to investigate visitor's emotional dynamics from the perspective of psycho-physiology.

All are welcome!

3 FBA SEMINAR SERIES 059

- Topic: Psycho-physiological measure and its applications in tourism research
- Speakers: Prof. Shanshi LI, Associate Professor, Xiamen University
- Date: 18 August 2023 (Friday)
- Time: 10:00 am – 11:30 am
- Venue: E22 – G015
- Host: Prof. Huiling HUANG, Assistant Professor in International Integrated Resort Management
- Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_8x0xmgtTrfI5PCGa

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-059/>

4 FBA SEMINAR SERIES 060

- Topic: Quantifying the Effect of Visual and Content Features on Social Media Engagement with Marketer Generated Content
- Speaker: Prof. Chu (Ivy) DANG, Assistant Professor in Marketing, University of Hong Kong
- Date: 23 August 2023 (Wednesday)
- 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_4Je3UDJkQISvlfc

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-060/>



FBA SEMINAR SERIES
- 060

FBA SEMINAR SERIES
Quantifying the Effect of Visual and Content Features on Social Media Engagement with Marketer Generated Content



Prof. Chu (Ivy) DANG
Assistant Professor in Marketing
University of Hong Kong
Date: 23 August 2023 (Wednesday)
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_4Je3UDJkQISvlfc

Abstract

Content design in marketing has long been more art than science. However, advances in computer science make it possible to quantify how different combinations of visual and content features affect consumer engagement with Marketer Generated Content (MGC). The authors use computer vision and natural language processing tools to extract the pictorial, text, and visual aesthetic features of 34,610 organic brand posts from Facebook and Instagram, and examine how these features correspond to actual social media engagement. Central to their investigation is how the relative balance of the two most fundamental elements of communications, text and picture (i.e., text-image ratio), affects engagement. On both Facebook and Instagram, the authors find that text-image ratio has a significant negative effect on engagement (likes and comments) with MGC. Intriguingly, the effect is positively moderated by informativeness while negatively by sentiment and content congruency. They also test the presence of marketing mix information as potential moderators to provide more actionable recommendations for marketers. Finally, to underscore the potential for 'visual content engineering', they quantify visual and content elasticities of engagement, that is, the elasticity of likes and comments for different visual and content variables.

Register Now!



Deadline: 21/08/2023
The registered audience will be notified of more detailed information via email.

Speaker

Chu (Ivy) Dang is an Assistant Professor of Marketing at The University of Hong Kong. Her research focuses on the economics of information in the domain of quantitative marketing. She explores consumer information search behaviors, the impact of information on consumer choices, and the information provision strategies employed by firms. Ivy is also interested in digital platforms, social media, and visual marketing. Her publications have appeared in leading academic journals, including Marketing Science and Information Systems Research.

All are welcome!

STAY CONNECTED
WITH US

