



FBA

# NEWSLETTER

16 Aug 2023

ISSUE 78

## NEWS

### 1 FBA DELIVERED THE FIRST LECTURE TO NEW STUDENTS OF 2023/2024 INTAKE IN FACULTY ORIENTATION

#### Teaching and Learning

The University of Macau (UM) Faculty of Business Administration (FBA) held undergraduate and postgraduate programme orientations on 15 August 2023 and 9 August 2023 respectively and more than 200 postgraduate and 400 undergraduate new students attended the orientation.

The faculty orientation consists of two sessions: first lecture held in the University Hall and programme orientation held in lecture halls in E4 and E22 respectively. As the first lecture began, **Prof. Wei GE** (葛偉教授), Vice Rector (Research) and Interim Dean of FBA, **Prof. Glenn MCCARTNEY**, Associate Dean (Curriculum & Teaching), and **Prof. Raymond LOI** (雷智豪教授), Associate Dean (Research and Development) warmly welcomed new students joining the UM, and briefly introduced faculty background and international reputation, shared tips on teaching and learning during student's campus life, and inspired students' curiosities and potentials in research.

Head of Departments, Programme Directors and Coordinators, including **Prof. Jason XIAO** (蕭澤忠教授), **Prof. Philip LAW** (羅建勛教授), **Prof. Morris LIU** (劉明教授), **Prof. Feng TANG** (唐豐教授), **Prof. Zhuo QIAO** (喬卓教授), **Prof. Rose LAI** (黎寧教授), **Prof. Anthony TANG** (唐恒教授), **Prof. Wenjin KANG** (康文津教授), **Prof. Tony QIN** (秦振江教授), **Prof. Li MIAO** (苗莉教授) and **Prof. Fiona YANG** (楊曦教授) introduced programme features, curriculum and study plan of the FBA Master and Bachelor programmes respectively. Students also learnt about faculty facilities, student services and course enrollment who would help them adapt campus life and get prepared for the forthcoming studies.

The orientation sessions ended with warm good wishes for the future wellbeing and happiness of all students during their time in FBA.

For more details, please visit: <https://fba.um.edu.mo/students/>



Prof. Wei GE warmly welcomed new students joining the UM, and briefly introduced faculty background and international reputation



Prof. Glenn MCCARTNEY shared tips on teaching and learning during student's campus life



Prof. Raymond LOI inspired students' curiosities and potentials in research



Over 400 students attended the orientation for undergraduate programmes



Over 200 students attended the orientation for postgraduate programmes



Prof. Rose LAI hosted the MBA programme orientation



Prof. Li MIAO hosted the BSc in International Integrated Resort Management programme orientation



Prof. Wenyang ZHANG is recently selected as an Associate Editor for the Journal of the American Statistical Association (JASA) (ABS4)

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## HIGHLIGHTING EXCELLENCE: PROF. WENYANG ZHANG APPOINTED ASSOCIATE EDITOR OF JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION

### Research

We are delighted to share the exceptional achievement of **Prof. Wenyang ZHANG (張文揚教授)**, who has once again been selected as an Associate Editor for the Journal of the American Statistical Association (JASA) (ABS4), one of the three leading journals in the field of statistics. It's worth noting that Prof. ZHANG's dedication to the field is particularly remarkable as he is now serving as Associate Editor for both the **Annals of Statistics** and the **Journal of the American Statistical Association**. This dual role is not only a testament to his expertise but also positions him as perhaps the only individual in the Asia region with such an esteemed distinction.

Prof. ZHANG is a Chair Professor of Business Intelligence and Analytics at the FBA. His continued contributions reflect not only his personal excellence but also the University of Macau's commitment to academic prominence and international recognition of the quality of research at UM.



Journal of the American Statistical Association



# UPCOMING EVENT



## FBA DISTINGUISHED SCHOLAR SEMINAR SERIES 工商管理學院 傑出學者研討會系列

### Building Research Programs in Tourism and Hospitality: A Personal Journey

**25 August 2023 (Fri.)**  
**10:30 am, ZOOM (online)**  
Language: English

Presented by  
**Prof. Xiang (Robert) LI**



REGISTER  
NOW

<https://go.um.edu.mo/eq371d2d>

Moderator: **Prof. Yuansi HOU**  
Associate Professor in Integrated Resort and Tourism  
Management, FBA, UM

#### Abstract

Building research programs can be an effective way to foster one's research narrative and academic identity, and an invaluable strategy to sustain one's research interests and intellectual curiosity. In this talk, Professor Li will share his personal reflections on building research programs in the field of tourism and hospitality. Drawing on his own experiences and examples, Professor Li will offer insights into the challenges and rewards of research program building.

Prof. Dr. Xiang (Robert) Li is a professor and Arthur F. McGonigle Senior Fellow of the School of Sport, Tourism and Hospitality Management, Temple University. He is also Director of Temple's U.S.-Asia Center for Tourism and Hospitality Research. Prof. Li's research mainly focuses on destination marketing and tourist behavior, with special emphasis on international destination branding, customer loyalty, and tourism in Asia. Robert's work has been featured by many top-tier journals in the field of tourism, hospitality, leisure, and service management, and cited by numerous American and international media outlets. He has been awarded over \$2.3 million in research funding from numerous prestigious organizations, government agencies, and corporations.

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## FBA DISTINGUISHED SCHOLAR SEMINAR

- Topic: Building Research Programs in Tourism and Hospitality: A Personal Journey
- Speaker: Prof. Xiang (Robert) LI, Professor, Temple University
- Date: 25 August 2023 (Friday)
- Time: 10:30 am
- Venue: Online via ZOOM
- Language: English
- Registration Link:
- <https://go.um.edu.mo/eq371d2d>

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

For more details, please visit:

<https://fba.um.edu.mo/fba-distinguished-scholar-seminar-building-research-programs-in-tourism-and-hospitality-a-personal-journey-by-prof-xiang-robert-li/>

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## 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](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

**FBA SEMINAR SERIES**  
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](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.

**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).

**Register Now!**

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

**All are welcome!**




UNIVERSITY OF MACAU  
FACULTY OF BUSINESS ADMINISTRATION

**FBA SEMINAR SERIES**

**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. Hailing HUANG, Assistant Professor in International Integrated Resort Management

Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_8x0xmTrfISPCGa](https://umac.au1.qualtrics.com/jfe/form/SV_8x0xmTrfISPCGa)

**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' 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. Hailing HUANG, Assistant Professor in International Integrated Resort Management
- Online registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_8x0xmTrfISPCGa](https://umac.au1.qualtrics.com/jfe/form/SV_8x0xmTrfISPCGa)

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](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/>




UNIVERSITY OF MACAU  
FACULTY OF BUSINESS ADMINISTRATION

**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](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!




UNIVERSITY OF MACAU  
FACULTY OF BUSINESS ADMINISTRATION

**FBA SEMINAR SERIES**

**Global decarbonization coordination and resource allocations in the private sector**



**Prof. Yupeng LIN**  
 Dean's Chair Associate Professor of Accountancy  
 National University of Singapore  
 Date: 25 August 2023 (Friday)  
 Time: 3:00 pm – 4:30 pm  
 Venue: E22 – G015  
 Host: Prof. Endong YANG, Assistant Professor in Finance  
 Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_d0bLY9xXILzry6](https://umac.au1.qualtrics.com/jfe/form/SV_d0bLY9xXILzry6)

**Abstract**

This paper examines how international coordination efforts on decarbonization affect resource allocations in the private sector. Examining the U.S.' sudden withdrawal from the 2015 Paris Agreement as a shock to these coordination efforts, we document a widespread reallocation of resources in the private sector that is likely detrimental to the environment. After the sudden withdrawal, U.S. polluting firms increase their emissions and receive bank financing at lower costs. In sharp contrast, climate-vulnerable U.S. firms face a significant increase in loan spreads after the withdrawal and are crowded out by the polluting firms' growth, consistent with cross-subsidization. These detrimental effects are somewhat mitigated in U.S. states that participated in the bipartisan Climate Alliance coalition, but polluting firms strategically shift their operations away from these states to non-Alliance states. Reflecting the cross-border effects of the U.S. withdrawal, we observe similar patterns in emissions and loan financing of polluting firms in other countries that remain in the Paris Agreement treaty. The detrimental effects of this global coordination failure are more prominent in countries with weaker commitments to the treaty and whose cultures are more short-term oriented.

**Speaker**

Prof. Yupeng Lin is the Dean's Chair Associate Professor of Accountancy at the National University of Singapore. Prof. Lin's primary research interests focus on disclosure, auditing, and tax. His research has been published in major accounting and finance journals, including *The Accounting Review*, *Journal of Accounting and Economics*, *Journal of Accounting Research*, *Journal of Financial and Quantitative Analysis*, *Review of Corporate Finance Studies*, *Journal of Law and Economics* and *Organization Science*.

All are welcome!

**Register Now!**



**Deadline: 23/08/2023**

The registered audience will be notified of more detailed information via email.

## 5 FBA SEMINAR SERIES 061

- Topic: Global decarbonization coordination and resource allocations in the private sector
- Speaker: Prof. Yupeng LIN, Dean's Chair Associate Professor of Accountancy, National University of Singapore
- Date: 25 August 2023 (Friday)
- Time: 3:00 pm – 4:30 pm
- Venue: E22-G015
- Host: Prof. Endong YANG, Assistant Professor in Finance
- Online registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_d0bLY9xXILzry6](https://umac.au1.qualtrics.com/jfe/form/SV_d0bLY9xXILzry6)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-061/>

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