



# NEWSLETTER

30 Aug 2023

ISSUE 80

RESEARCH FOCUS

## PUBLICATION

### 1 RESEARCH PAPERS THAT RANKED ABS3 OR ABOVE

- Zike Cao, **Yingpeng ZHU**, Gen Li and Liangfei Qiu, "Consequences of Information Feed Integration on User Engagement and Contribution: A Natural Experiment in an Online Knowledge-Sharing Community", Information Systems Research, forthcoming. (ABS4\*, UTD, FT50)
- Cao, C.F., Cheng, C.S.A., Xia, C.Y., **Xie, J.**, & Zeng, C. (2023), Corporate Tax Benefits from Hometown-Connected Politicians, The Accounting Review, Conditionally accepted (ABS4\*, UTD, FT50)
- **Li M.**, **Yang F. X.** (2023), Text-to-image AI tools and tourism experiences, Annals of Tourism Research, Forthcoming (ABS4)
- **Chark, R. & McCartney, G.** (2023). What is Unique in the Brains of Frontline Employees? A Structural Neuroimaging Study. Journal of Travel Research, <https://doi.org/10.1177/00472875231190602> (ABS4)
- Li, S. A., **Chark, R.**, Bastiaansen, M., & Wood, E. (2023). A review of research into neuroscience in tourism: Launching the annals of tourism research curated collection on neuroscience in tourism. Annals of Tourism Research, 101, Article 103615. <https://doi.org/10.1016/j.annals.2023.103615> (ABS4)



- **Chintakananda, K.**, Diefendorff, J. M., Oc, B., Daniels, M. A., Greguras, G. J., & Bashshur, M. R. Leader-Expressed Humility: Development and Validation of Scales Based on a Comprehensive Conceptualization. Accepted at Journal of Business Ethics (ABS3, FT50)
- **Yang, F. X.**, Li, X. P., & **Wong, I. A.** (2023). What happens on Facebook stays on Facebook? Virtual surface acting in cyberspace-workplace relationship transition. International Journal of Hospitality Management, 114, Article 103538.  
<https://doi.org/10.1016/j.ijhm.2023.103538> (ABS3)
- Hwang, J., Kim, J. J., **Choe, J. Y.**, & Kim, H. (2023). The importance of information quality according to the type of employee in the airline industry: Robot versus human. International Journal of Hospitality Management, 114, Article 103537.  
<https://doi.org/10.1016/j.ijhm.2023.103537> (ABS3)
- Cheng, C.S.A., Li, X.H., Sun Z.Y. & **Xie, J.**, (2023), How does Dividend Payout Affect Corporate Social Responsibility? A Channel Analysis, Journal of Financial Stability, Forthcoming (ABS3)
- Shi, F., **Shu, L.**, Luo, Y., & Huo, X. (2023). High-dimensional sparse index tracking based on a multi-step convex optimization approach [Article]. Quantitative Finance, 23(9), 1361-1372.  
<https://doi.org/10.1080/14697688.2023.2236158> (ABS3)
- **Liu, M.-H.**, S. Tian, & **Zhang, Y.** (2023), CEO Marital Status and Corporate Tax Planning Behavior, , Review of Quantitative Finance and Accounting, Forthcoming. (ABS3)
- **Law, R.**, Lin, K. J., Ye, H., & **Fong, D. K. C.** (2023). Artificial intelligence research in hospitality: a state-of-the-art review and future directions [Review]. International Journal of Contemporary Hospitality Management. <https://doi.org/10.1108/IJCHM-02-2023-0189> (ABS3)
- **Law, R.**, **Lei, S. S. I.**, Zhang, K., & Lau, A. (2023). Bridging the theory-practice gap: a critical reflection on information and communication technology research [Article]. International Journal of Contemporary Hospitality Management. <https://doi.org/10.1108/IJCHM-02-2023-0131> (ABS3)
- **Law, R.**, Chen, S. R., Li, X. A., & **Fong, D. K. C.** (2023). Analyzing review studies of the recent development in hospitality. International Journal of Contemporary Hospitality Management.  
<https://doi.org/10.1108/ijchm-01-2023-0001> (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 29 August 2023 and are listed in no particular order.

- **Matthew Ting Chi LIU, “學者：增加招生有利提高影響力” [澳門日報] 2023-07-31 A10 經濟 學者分析**

Matthew LIU, professor in the FBA, discusses business strategies for a music education centre in Macao.

For details: [http://www.macaodaily.com/html/2023-07/31/content\\_1691494.htm](http://www.macaodaily.com/html/2023-07/31/content_1691494.htm)

- **Davis Ka Chio FONG, “再創疫情以來單月新高七月賭收 166 億 全年或 1,800 億” [澳門日報] 2023-08-02 A14 經濟**

Davis FONG, director of ISCG, says that Macao's tourist arrivals and gaming revenue in the second half of this year will be relatively robust due to the summer holidays, the National Day Golden Week, and other holidays.

For details: [http://www.macaodaily.com/html/2023-08/02/content\\_1691864.htm](http://www.macaodaily.com/html/2023-08/02/content_1691864.htm)

- **Glenn James MCCARTNEY, “Turismo | Primeira metade do ano “satisfatória”, mas ainda há desafios [Hoje Macau] 2023-08-03 P02-03**

Glenn McCartney, associate professor in the Department of Integrated Resort and Tourism Management of the FBA, says that Macao faces challenges in encouraging tourists to stay longer in the city.

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

- **Matthew Ting Chi LIU, “電梯演講 助溝通銷售與融資” [澳門日報] 2023-08-06 A11 經濟 多元面面觀**

This article written by Matthew LIU, professor in the FBA, discusses how to create an elevator speech.

For details: [http://www.macaodaily.com/html/2023-08/06/content\\_1692741.htm](http://www.macaodaily.com/html/2023-08/06/content_1692741.htm)

- **Matthew Ting Chi LIU, “學者：開展體驗活動增營收” [澳門日報] 2023-08-07 A10 經濟 學者分析**

Matthew LIU, professor in the FBA, discusses business strategies for a shooting range in Macao.

For details: [http://www.macaodaily.com/html/2023-08/07/content\\_1692968.htm](http://www.macaodaily.com/html/2023-08/07/content_1692968.htm)

- **Glenn James MCCARTNEY, “讓遊客有充足的理由在澳門逗留更長時間” [香港電台] 2023-08-07 PODCASTS**

This is an interview with Glenn McCartney, associate professor in the Department of Integrated Resort and Tourism Management of the FBA, on how to attract tourists to stay longer in Macao.

- **Matthew Ting Chi LIU, “學者：強化形象 提高知名度” [澳門日報] 2023-08-14 A14 經濟 學者分析**

Matthew LIU, professor in the FBA, discusses business strategies for a pizza takeaway in Macao.

For details: [http://www.macaodaily.com/html/2023-08/14/content\\_1694398.htm](http://www.macaodaily.com/html/2023-08/14/content_1694398.htm)

- **Davis Ka Chio FONG, “持續投資旅遊軟硬件疫後旅遊新鮮感突圍 率先跑出” [澳門日報] 2023-08-15 A26 經濟**

Davis FONG, director of ISCG, discusses Macao's tourism in the post-pandemic era

For details: [http://www.macaodaily.com/html/2023-08/15/content\\_1694558.htm](http://www.macaodaily.com/html/2023-08/15/content_1694558.htm)

- **Matthew Ting Chi LIU, “品牌善用初始效應促成營銷” [澳門日報] 2023-08-20 A11 經濟**

Matthew LIU, professor in the FBA, discusses why companies should leverage the primacy effect to promote sales.

For details: [http://www.macaodaily.com/html/2023-08/20/content\\_1695722.htm](http://www.macaodaily.com/html/2023-08/20/content_1695722.htm)

- **Matthew Ting Chi LIU, “學者：加強與主要客戶合作” [澳門日報] 2023-08-21 A10 經濟 學者分析**

Matthew LIU, professor in the FBA, discusses business strategies for a food manufacturer in Macao.

For details: [http://www.macaodaily.com/html/2023-08/21/content\\_1695986.htm](http://www.macaodaily.com/html/2023-08/21/content_1695986.htm)

- **Davis Ka Chio FONG, “助把握“1+4”機遇學者倡政府鼓勵企業與外資合作” [澳門日報] 2023-08-25 A15 經濟**

Davis FONG, director of ISCG, says that the focus of promoting Macao's economic diversification is on the gradual implementation of various initiatives towards the goal. He suggests that the government should encourage joint ventures between local and foreign companies to help local businesses seize opportunities. The government should also encourage companies to help their employees upgrade their skills in order to promote employment diversity.

For details: [http://www.macaodaily.com/html/2023-08/25/content\\_1696864.htm](http://www.macaodaily.com/html/2023-08/25/content_1696864.htm)



• **Davis Ka Chio FONG, “學者：區域合作 突破基建局限” [澳門日報] 2023-08-25 A15 經濟**

Davis FONG, director of ISCG, says that various industries have different needs for infrastructure, and it is difficult to satisfy all the industries in the short term. He suggests that the government should promote regional cooperation to break through infrastructural constraints in the light of the features of different industries.

For details: [http://www.macaodaily.com/html/2023-08/25/content\\_1696865.htm](http://www.macaodaily.com/html/2023-08/25/content_1696865.htm)

• **Matthew Ting Chi LIU, “學者：強調特色 爭取更大市場” [澳門日報] 2023-08-28 A10 經濟 學者分析**

Matthew LIU, professor in the FBA, discusses business strategies for a local brand that sells mulberry products.

For details: [http://www.macaodaily.com/html/2023-08/28/content\\_1697472.htm](http://www.macaodaily.com/html/2023-08/28/content_1697472.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. Hongchuan SHEN (沈鴻川教授)**, Assistant Professor in the Department of Accounting and Information Management, published an article entitled “Mr. Right or Mr. Best: The Role of Information under Preference Mismatch in Online Dating” in collaboration with **Prof. Chu DANG** and **Prof. Xiaoquan ZHANG**, in Information Systems Research (ABS4\*, UTD, FT50).

#### Paper abstract:

We study the role of information under preference mismatch in two-sided matching markets. Preference mismatch originates from a defining characteristic of two-sided markets: a match depends on the possibly different preferences of the two sides. If both sides prefer each other, a match is realized. However, in reality, the preferences of the two sides are oftentimes mismatched. Leveraging a large dataset on user search and matching histories from an online dating website, we present empirical evidence of preference mismatch in the field. We also derive empirical models to test the role of information under preference mismatch. Specifically, we examine variations in the amount of available information with partial information contained in the users' short profiles and complete information in their long profiles. We find that obtaining more information about the other side when proposing a match does not enhance the likelihood of matching. In fact, the side that initiates has a better chance of matching with the other side if they propose based on the information in the short profile than the information in the long profile, indicating that users are better off if they only see partial rather than complete information about the candidates. This “less information is more” effect is driven by the mismatched preferences of the two sides, which is also evident by our empirical analysis. The findings imply that there exists an optimal amount of information that one side should know about the other side before a proposal is made. Our research also highlights the importance of optimal information design strategies that determine the right amount of information that should be provided to each side.



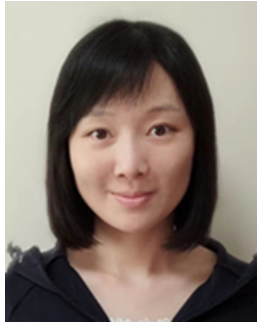
Information Systems  
Research



Prof. Hongchuan SHEN



Journal of Management  
Information Systems



Prof. Qian WANG

**Prof. Qian WANG (王茜教授)**, Assistant Professor in the Department of Accounting and Information Management, has had an article titled "Information Technology Innovativeness and Data Breach Risk: A Longitudinal Study" accepted by the Journal of Management Information Systems (ABS4, FT50). This article was co-authored with **Prof. NGAI**, **Prof. PIENTA**, and **Prof. THATCHER**. Prof. Qian WANG is both the first author and corresponding author of this article.

**Paper abstract:**

The adoption of new Information Technology (IT) innovations has led to increased uncertainty among employees, a greater demand for security measures, and more entry points for cyber-attacks, which all increase the risk of data breaches for firms. Despite the prevalence of discussions around this issue, there has been a lack of empirical research examining the data breach risk associated with IT innovations. To address this gap, we have developed arguments based on an organizational learning theoretical framework that explains how IT innovativeness can exacerbate data breach risk. Through our analysis of a sample of data breaches that occurred between 2013 and 2021, we have discovered that there is a positive association between firm IT innovativeness and the risk of data breaches. We also find that the effects of IT innovativeness can vary under certain conditions. For example, we find that the positive relationship between IT innovativeness and data breach risk is mitigated when managers possess IT expertise or when firms have established extensive board connections with cybersecurity managers. Moreover, we find that the relationship between IT innovativeness and data breach risk is amplified in complex environments but not in dynamic or munificent ones.

**Prof. Soey Sut Ieng LEI (李雪瑩教授)**, Assistant Professor in the Department of Integrated Resort and Tourism Management, and **Prof. Lawrence Hoc Nang FONG (馮學能教授)**, Associate Professor in the Department of Integrated Resort and Tourism Management, published an article entitled "Recipe for perceived personalization in hotels" in collaboration with **Prof. Dan WANG**, **Prof. Shun YE**, in Tourism Management (ABS4).

**Paper abstract:**

Personalization is commonly practiced in hotels as a means of addressing criticism of hospitality products and services as imitable. However, personalization attempts are not always successful, as customers may not perceive a service as personalized. Limited knowledge exists regarding how to craft personalized service successfully. This study explores how perceived personalization is formed in a hotel context by examining the causal relationship between actual personalization and perceived personalization. Mixed research design was adopted and three studies were executed sequentially. Study 1 comprises qualitative inquiries where two key factors (effort and surprise) of actual personalization attempts were identified. Their effects on perceived personalization were then tested through online experiments in Study 2. Finally, the relationships between actual personalization, perceived personalization and customer behavioral intention were confirmed based on survey data in Study 3. The findings can be conducive for hoteliers to implement successful personalization strategies.

For details: <https://doi.org/10.1016/j.tourman.2023.104818>



Tourism Management



Prof. Soey Sut Ieng LEI



Prof. Lawrence Hoc Nang  
FONG

## NEWS

### 1 PROF. YINGPENG ZHU RECOGNIZED AS BEST REVIEWER RUNNER-UP AT PACIS 2023

#### Research

**Prof. Yingpeng ZHU (朱英朋教授)**, Assistant Professor in Business Intelligence and Analytics, has been honored with the Best Reviewer Runner-Up Award at the PACIS 2023 in July. The annual Pacific Asia Conference on Information Systems (PACIS) stands as a distinguished platform for sharing insights and advancements in the realm of information systems. As a leading conference in this domain, PACIS plays a pivotal role in fostering collaboration and innovation among professionals from the Pacific Asia Region. Prof. Yingpeng ZHU's recognition as the Best Reviewer Runner-Up reflects his dedication to peer review and scholarly contributions and also highlights our commitment to fostering excellence in information systems research. Although not physically present at the event, the attached photo captures this well-deserved honor.



Prof. Yingpeng ZHU has been honored with the Best Reviewer Runner-Up Award at the PACIS 2023

### 2 FBA DISTINGUISHED SCHOLAR SEMINAR "BUILDING RESEARCH PROGRAMS IN TOURISM AND HOSPITALITY: A PERSONAL JOURNEY" BY PROF. PROF. XIANG (ROBERT) LI

#### Teaching and Learning

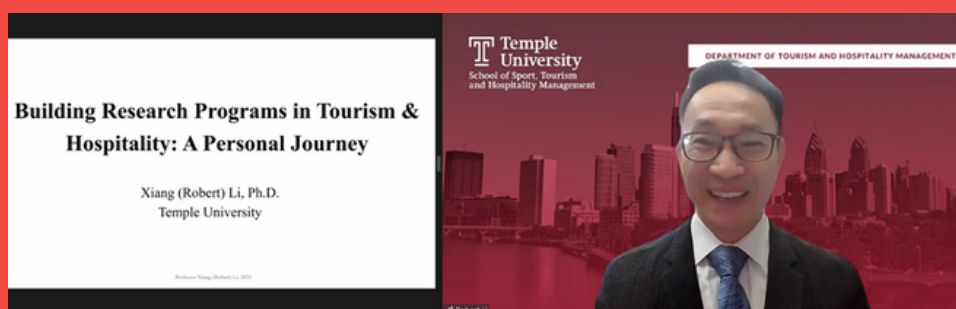
#### Research

The Business Research and Training Center (BRTC) hosted an FBA Distinguished Scholar Seminar (DSS) on 25 August. The seminar was presented by **Prof. Robert Xiang LI (李想教授)**, professor and Arthur F. McGonigle Senior Fellow of the School of Sport, Tourism and Hospitality Management, Temple University. The seminar titled "Building Research Programs in Tourism and Hospitality: A Personal Journey" and was conducted online via Zoom and drew a diverse audience of over 60 participants.

During the seminar, Prof. LI shared his personal reflections on the journey of research program building, touching upon the challenges and rewards that come with such endeavors. By weaving in real-world examples and drawing from his own experiences, he illuminated the path towards developing a coherent research narrative and academic identity. The engaging online session fostered dynamic interactions and left attendees inspired to pursue their scholarly journeys.

For more information on the upcoming Distinguish Scholar Seminar, please visit:

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



Prof. Robert Xiang LI shared his research



3

## FBA SUCCESSFULLY HELD TWO FBA SEMINAR SERIES IN MANAGEMENT AND ACCOUNTING

Teaching and Learning

Research

Service

The Faculty of Business Administration (FBA) of the University of Macau (UM) successfully held the FBA Seminar 060-061 on 23 and 25 August respectively.



The FBA Seminar Series 060: **Prof. Kao SI (司考教授)** hosted the seminar delivered by **Prof. Chu DANG (黨熹教授)**, Assistant Professor in Marketing, University of Hong Kong



**Prof. Chu DANG** presented her study "Quantifying the Effect of Visual and Content Features on Social Media Engagement with Marketer Generated Content"



The FBA Seminar Series 061: **Prof. Endong YANG (楊安東教授)** hosted the seminar delivered by **Prof. Yupeng LIN (林宇鵬教授)**, Dean's Chair Associate Professor of Accountancy, National University of Singapore



**Prof. Yupeng LIN** presented his study "Global decarbonization coordination and resource allocations in the private sector"



Ms. Baibing HUANG (left three) with the examination committee



Mr. Jing YU (left three) with the examination committee



Ms. Huifen ZHONG (left three) with the examination committee

## 4 PHD ORAL DEFENSE

### Research

**Ms. Baibing HUANG (黃柏冰)** has presented her PhD thesis on 1 August 2023 and, shortly, she will be conferred the Doctor of Philosophy degree. Ms. HUANG, supervised by **Prof. Brenda Yang ZHANG (張洋教授)** completed her oral defense with the title "Three Essays on Corporate Governance".

**Mr. Jing YU (于競)** has presented his PhD thesis on 16 August 2023 and, shortly, he will be conferred the Doctor of Philosophy degree. Mr. YU, supervised by **Prof. Rose Xiaoming LIU (劉曉明教授)** completed his oral defense with the title "Understanding Customer Response to Robot Service Recovery".

**Ms. Huifen ZHONG (鍾惠芬)** has presented her PhD thesis on 28 August 2023 and, shortly, she will be conferred the Doctor of Philosophy degree. Ms. ZHONG, supervised by **Prof. Zhaotong LIAN (練肇通教授)** completed her oral defense with the title "Complex Transportation Scheduling with Novel Multi-objective Intelligent Optimization Algorithms".

## UPCOMING EVENT

### 1 FBA SEMINAR SERIES 062

- Topic: Input Similarity, Core Competencies and M&As
- Speakers: Dr. Chaoqun ZHAN, Research Assistant Professor, Hong Kong Baptist University
- Date: 31 August 2023 (Thursday)
- Time: 3:00 pm – 4:30 pm
- Venue: E22 – G015
- Host: Prof. Leona LI, Assistant Professor in Business Economics
- Online registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_d7ip0txCsg6IG6G](https://umac.au1.qualtrics.com/jfe/form/SV_d7ip0txCsg6IG6G)

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

For more details, please visit:  
<https://fba.um.edu.mo/fba-seminar-series-062/>



**FBA SEMINAR SERIES - 062**

**FBA SEMINAR SERIES**  
Input Similarity, Core Competencies and M&As

**Dr. Chaoqun ZHAN**  
Research Assistant Professor  
Hong Kong Baptist University

Date: 31 August 2023 (Thursday)  
Time: 3:00 pm – 4:30 pm  
Venue: E22 - G015  
Host: Prof. Leona LI, Assistant Professor in Business Economics  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_d7ip0txCsg6IG6G](https://umac.au1.qualtrics.com/jfe/form/SV_d7ip0txCsg6IG6G)

**Abstract**

This paper presents a novel stylized fact that firms tend to target companies with similar inputs when entering new industries through acquisitions. We show this in visual inspections as well as parametric regressions. The pattern holds globally and in specific regions such as the EU, US, and China. To obtain causal evidence, we utilize China's WTO entry as a natural experiment and find firms are more likely to acquire targets from other industries with larger tariff reductions in their common inputs. Moreover, the effects are more pronounced when the affected inputs are differentiated or innovation-intensive, supporting the core competence channel.

**Speaker**

Dr. Chaoqun ZHAN is the Research Assistant Professor at Hong Kong Baptist University. Dr. Zhan's research interests focus on International Trade, FDI, M&As, Industrial Organization, Chinese Economy. His research has been published in major economics journals, including *Journal of International Economics*, *Economic and Political Studies*, *Pacific Economic Review*, and *Journal of International Trade*.

**All are welcome!**

**Register Now!**

**Deadline: 29/08/2023**  
The registered audience will be notified of more detailed information via email.





**FBA SEMINAR SERIES**  
- 063

**FBA SEMINAR SERIES**  
**Enhanced FCPA Enforcement and US Firms' Foreign Investments**

**Prof. Yangyang CHEN**  
Professor  
City University of Hong Kong

Date: 4 September 2023 (Monday)  
Time: 2:30 pm – 4:00 pm  
Venue: E22 - G015  
Host: Prof. Jason XIAO, Professor in Accounting  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_07GnDOR4dfYaUeQ](https://umac.au1.qualtrics.com/jfe/form/SV_07GnDOR4dfYaUeQ)

**Abstract**

This paper examines whether the enhanced enforcement of the Foreign Corrupt Practices Act (FCPA) that occurred after 2004 affects US firms' foreign investments. We find that after that year, US firms increase their investments in bribery-prone countries relative to their non-US counterparts that are unaffected by the enhanced FCPA enforcement. Moreover, these investments are more concentrated in regions where US firms adapted more to the FCPA before 2004 or where the FCPA deters foreign competitors more since 2004, verifying that enhanced FCPA enforcement helps US firms gain a competitive advantage. Cross-sectional tests show that the effect is more pronounced for US firms with more effective internal controls, those with higher financial or investment flexibility, and those operating in bribery-prone countries with fewer restrictions on foreign investment or in countries with higher levels of financial development. Further analyses document that enhanced FCPA enforcement improves US firms' investment efficiency in bribery-prone countries.

**Register Now!**



**Deadline: 01/09/2023**  
The registered audience will be notified of more detailed information via email.

**Speaker**

Prof. Yangyang CHEN is the professor and acting head of Department of Accountancy in City University of Hong Kong. He received his PhD from University of Melbourne and worked at Hong Kong Polytechnic University and Monash University before joining City University of Hong Kong. His research interests are in corporate finance and financial accounting, including management compensation, corporate innovation, audit quality and pricing, earnings management, corporate disclosure, and so on. His works have been published in The Accounting Review, Journal of Accounting Research, Journal of Financial Economics, Journal of Financial and Quantitative Analysis, Contemporary Accounting Research, Review of Accounting Studies etc.

**All are welcome!**

## 2 FBA SEMINAR SERIES 063

- Topic: Enhanced FCPA Enforcement and US Firms' Foreign Investments
- Speakers: Prof. Yangyang CHEN, Professor, City University of Hong Kong
- Date: 4 September 2023 (Monday)
- Time: 2:30 pm – 4:00 pm
- Venue: E22 – G015
- Host: Prof. Jason XIAO, Professor in Accounting
- Online registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_07GnDOR4dfYaUeQ](https://umac.au1.qualtrics.com/jfe/form/SV_07GnDOR4dfYaUeQ)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-063/>

## 3 FBA SALON SERIES ON DATA ANALYSIS 001

- Topic: A Flexible and Parsimonious Modelling Strategy for Clustered Data Analysis
- Speakers: Prof. Wenyang ZHANG, Chair Professor of Business Intelligence and Analytics
- Date: 5 September 2023 (Tuesday)
- Time: 13:00 – 14:00
- Venue: FBA Lobby

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

For more details, please visit:

<https://fba.um.edu.mo/fba-salon-series-on-data-analysis-001/>



**FBA**  
**Salon Series on Data Analysis**

**A Flexible and Parsimonious Modelling Strategy for Clustered Data Analysis**

**Prof. Wenyang ZHANG**  
Chair Professor of Business Intelligence and Analytics  
FBA, UM

Date: 5 September 2023 (Tuesday)  
Time: 13:00 to 14:00pm  
Venue: FBA Lobby

**Abstract**

Statistical modelling strategy is the key for success in data analysis. The trade-off between flexibility and parsimony plays a vital role in statistical modelling. In clustered data analysis, in order to account for the heterogeneity between the clusters, certain flexibility is necessary in the modelling, yet parsimony is also needed to guard against the complexity and account for the homogeneity among the clusters. In this talk, I will introduce a flexible and parsimonious modelling strategy for clustered data analysis. The strategy strikes a nice balance between flexibility and parsimony, and accounts for both heterogeneity and homogeneity well among the clusters, which often come with strong practical meanings. In fact, its usefulness has gone beyond clustered data analysis, it also sheds promising lights on transfer learning. An estimation procedure is developed for the unknowns in the resulting model, and asymptotic properties of the estimators are established. Intensive simulation studies are conducted to demonstrate how well the proposed methods work, and a real data analysis is also presented to illustrate how to apply the modelling strategy and associated estimation procedure to answer some real problems arising from real life.

**Speaker**

Prof. Wenyang Zhang is a Chair Professor of Business Intelligence and Analytics at the University of Macau. He is an expert in high-dimensional/big data analysis, financial data analysis, nonparametric modeling, nonlinear time series, survival analysis, functional data analysis, spatial data analysis, multi-level modeling, and structural equation models. He is an associate editor of The Annals of Statistics (one of the top three statistics journals and an ABS4\* journal), of the Journal of the American Statistical Association (one of the top three statistics journals and an ABS4 journal), and of the Journal of Business & Economic Statistics (an ABS4 journal). Additionally, he was a member of the Research Section Committee of the Royal Statistical Society, UK.

Prof. Wenyang Zhang has published many high quality papers in top statistics journals with quite a few papers being highly cited. One of his papers has been cited more than 3200 times, with another one cited more than 800 times.

**All are welcome!**

www.fba.um.edu.mo



**Salon Series on  
Tourism+**







**From ChatGPT to Generative AI:  
What Should We Do as Tourism Scholars?**

**Prof. Faye Feier CHEN**  
Assistant Professor in  
Integrated Resort and Tourism  
Management

Date: 6 September 2023 (Wednesday)  
Time: 13:00-14:00  
Venue: E22-1029 Hospitality Lab  
Moderator: Shannon Yi



**Abstract**

Generative Artificial Intelligence (AI), represented by the emerging ChatGPT and its various applications, is impacting many industries globally. From the education perspective, Generative AI will likely reshape the teaching and learning paradigm. From the industry perspective, we are entering an era when young graduates need to actively work with AI. From the research perspective, there are many questions to answer regarding the impacts of generative AI on the tourism industry. So, what should we do as tourism scholars? In this event, we will briefly review the characteristics of ChatGPT, its popular applications so far, and some strategies of academic institutions around the world. Then, we will discuss what we can do from both educational and research perspectives.

**Speaker**

Prof. Chen received her Ph.D. degree in Hospitality Management from The Pennsylvania State University. Prior to joining UM, Prof. CHEN served in the School of Hospitality Management from the Pennsylvania State University as a Graduate Instructor. Her areas of research interest include Consumer Behavior in Tourism and Hospitality as well as Service Technology and Artificial Intelligence. She has published papers in top-tier academic journals such as Annals of Tourism Research and Cornell Hospitality Quarterly.

**All are welcome!**



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- Topic: From ChatGPT to Generative AI: What Should We Do as Tourism Scholars?
- Speaker: Prof. Faye Feier CHEN, Assistant Professor in Integrated Resort and Tourism Management
- Date: 6 September 2023 (Wednesday)
- Time: 13:00 – 14:00
- Venue: E22-1029 Hospitality Lab

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