



FBA

# NEWSLETTER

13 Sept 2023

ISSUE 82

INDUSTRY FOCUS

## SPOTLIGHT

### 1 UM HELD OPENING CEREMONY FOR DBA AND EMBA PROGRAMMES

Teaching and Learning

Business Engagement

The Faculty of Business Administration (FBA) of the University of Macau (UM) held an opening ceremony for the 2023/2024 intake of the Doctor of Business Administration (DBA) programme and the Executive Master of Business Administration (EMBA) programme. The two programmes have admitted more than 60 business elites from Macao and mainland China for the new academic year.

At the ceremony, UM Rector **Yonghua SONG** (宋永華校長) introduced UM's educational mission and vision for the future. He encouraged students to integrate into the international academic atmosphere, strive for academic excellence, actively explore and be innovative under the guidance of experts and scholars, and become ambitious and pragmatic business leaders.

**Prof. Shusong BA** (巴曙松教授), managing director of Hong Kong Exchanges and Clearing Limited, shared his views on the theme of 'Accumulate Wisdom, Gain Insight, and Navigate the Future amidst Turbulence and Changes' as a guest speaker. Another guest speaker, **Dr. Liang QIAO** (喬梁博士), deputy general manager of Nam Yue Group, also shared his insights on the theme of 'Opportunities and Challenges in the Post-Epidemic Era'. In addition, **Prof. Maggie FU** (傅曉青教授), director of the DBA programme, and **Prof. Steven ZHANG** (張旭教授), director of the EMBA programme, shared the features and development plans of their respective programmes. **Dr. Zongbin YUE** (岳宗斌博士) and **Mr. Binbin LIN** (林彬彬先生), representatives of the graduates of the two programmes, shared their insights and experiences of studying at UM. **Ms. Yu ZHOU** (周瑜女士) and **Mr. Hai WANG** (王海先生), representatives of the new students of the two programmes, expressed their expectations and aspirations for their future studies at the university.



Yonghua SONG



A group photo of the 5th cohort of the DBA programme



A group photo of the 4th cohort of the EMBA programme

For more details, please visit:

<https://www.um.edu.mo/news-and-press-releases/press-release/detail/56509/>



## NEWS

### 1 澳大第五屆工商管理博士（DBA）學位課程新生順利完成“開學第一課”

#### UM 5TH COHORT DBA STUDENTS SUCESSFULLY COMPLETED “THE FIRST CLASS”

##### Teaching and Learning

##### Business Engagement

2023年9月8日至10日，在多屆DBA優秀學員的大力支持下，澳大DBA學位課程主任**傅曉青教授**帶領第五屆DBA新生順利完成了“開學第一課”——專題考察工作坊I，為後續學習與研究的順利進行做好準備。

9月8日下午，**傅曉青教授**和DBA辦公室**黃錦榮先生**向新學員們詳細介紹了該課程的架構與特點，以及學習過程中應當注意的事項，並組織學生通過自我介紹來增進彼此間的瞭解。

9月9日上午學生們參加了兩場高端專題講座。首先，港交所董事總經理兼首席中國經濟學家**巴曙松教授**圍繞「從當前中國房地產市場劇變看中國經濟未來趨勢」這一主題進行了精彩的演講。演講從縱論歷史、剖析當下、放眼未來，這三大維度全方位多層次地圍繞這一主題展開討論，可謂字字珠璣，發人深省，宛如一場知識的饕餮盛宴！隨後，澳門貿易投資促進局投資促進處的**簡婉君小姐**詳細介紹了澳門的營商環境和澳門與內地及葡語系國家的經貿往來情況，通過她專業的講解，學生們對於投資澳門及葡語系國家的相關政策與法規，以及澳門貿易投資促進局提供的綜合性、多元化的服務內容有了更為清晰的瞭解。於同日下午，新生們參觀了美獅美高梅和澳門電力股份有限公司，瞭解了澳門的旅遊產業和公用能源部門的先進管理模式與理念。前者的參訪突顯了澳門特區政府大力增加非博彩元素，多元化產業結構的積極成效。後者的參訪，特別是澳門電力股份有限公司執行委員會首席顧問兼澳門電機及電子工程師學會會長**岳宗斌博士**（第二屆澳大DBA學生）關於澳門電力綠色企業文化的精彩分享，以及**艾啟立總監**、**劉筱駒總監**、**陳日升總監**、**阮少寶高級經理**和**徐晶主任**關於澳門電力發展歷程及技術先進性的生動介紹。

9月10日上午，新生們參訪了粵澳中醫藥科技產業園。通過產業園的開拓者、澳門投資發展股份有限公司監察委員會主席兼產業園首席財務官**張海鴻先生**（第四屆澳大DBA學生）的精彩介紹，學生們瞭解了產業園的成立背景、發展歷程、產學研成果轉化機制，以及園區極具前瞻性的發展規劃和國際化戰略，並深刻體會到了“一國兩制”的制度創新為琴澳深合區帶來的勃勃生機。隨後，在華發科技產業集團首席資金官兼華發集團直接融資部總經理**趙兵兵先生**（第五屆澳大DBA學生）和華發產業新空間運營服務高新公司副總經理兼專業服務事業部總經理**羅展鵬先生**（第五屆澳大DBA學生）的悉心安排下，一眾師生參觀了“中國建築新地標”珠海中心大廈及華發中演大劇院。趙同學親自介紹了華發集團的公司架構、發展歷程、各板塊業務邏輯、轉型戰略，生動地展示了華發集團在數字化時代成功實現轉型升級的巨大成就。為了讓新生們更好地體驗琴澳深合區獨特的文化氛圍，Smarcle智循品牌管理有限公司創始人、CEO**李夏川博士**（第二屆澳大DBA學生）在他的天沐河畔西餐廳“沐”為新生們安排了豐盛的午宴。於同日下午，新生們參訪珠海格力電器股份有限公司。公司人力資源部部長**王法雲女士**（第三屆澳大DBA學生）生動而詳細地介紹了公司的發展歷程、經營戰略，以及拳頭產品。格力電器堅持以國家戰略需求為導向，始終堅持原創性、引領性科技攻關，走自主創新的多元化轉型之路所取得的巨大成就讓同學們讚歎不已。

通過開學第一課，同學們既熟悉了澳大DBA學位課程的架構、特點及學習的注意事項，又初步瞭解了大灣區企業在數字化時代的創新與發展，以及橫琴粵澳深度合作區企業如何通過制度創新展現勃勃生機，並通過與大灣區企業家面對面的交流，啟迪思想，碰撞出智慧的火花。

The University of Macau (UM) Faculty of Business Administration (FBA) successfully completed the first course “Residential Workshop I,” for the 5th cohort of Doctor of Business Administration (DBA) Programme students. The workshop was held from 8 to 10 September 2023, with strong support and collaboration from outstanding DBA alumni and current students. This session aimed to prepare the new for their upcoming studies and research endeavors, as well as to enhance their understanding of the business environment in Macau and the Guangdong-Macao In-Depth Cooperation Zone in Hengqin.



Visit at Companhia de Electricidade de Macau S.A.



Visit at Guangdong-Macao Traditional Chinese Medicine Technology Industrial Park Scientific Research Headquarters Building



Visit at Huafa Group



Visit at Smarcle



Visit Gree Electric Appliances, Inc.

## 2 THE VISITING SCHOLAR SEMINAR: "UNDERSTANDING CORPORATE GOVERNANCE IN CHINA" WAS HELD SUCCESSFULLY

Teaching and Learning

Research

The Visiting Scholar Seminar: "Understanding Corporate Governance in China" was given by **Prof. Fuxiu JIANG (姜付秀教授)** on 4 September 2023, which revealed the understanding of corporate governance in China. **Prof. Jason XIAO (蕭澤忠教授)**, Head of the Department of AIM chaired the seminar. Prof. JIANG mainly focused on the uniqueness of corporate governance in China from eight aspects: large shareholders, institutional investors, board of directors, managerial incentives, information intermediaries, laws and regulations, and three types of markets. During and after Prof. Jiang's presentation, many professors and PhD students asked questions. Prof. JIANG responded to each question. Over 50 professors and PhD students participated in the seminar. Prof. JIANG also engaged in further discussions and explored future research with Professors in Accounting and the FBA PhD students on 5 September 2023.

For more details, please visit:

<https://fba.um.edu.mo/visiting-scholar-seminar-understanding-corporate-governance-in-china-successfully-held/>



The seminar was given by Prof. Fuxiu JIANG from School of Business at Renmin University of China



Prof. Fuxiu JIANG

## 3 MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Service

Research

We are very glad to introduce our new faculty member - **Prof. Jennifer LI (李潔教授)**, Assistant Professor in Finance, who recently joined the Department of Finance and Business Economics of the Faculty of Business Administration in September 2023.

Prof. LI received her Ph.D. degree in Finance from INSEAD. Prior to joining UM, she had worked as an Assistant Professor of Finance at the Shanghai Advanced Institute of Finance of Shanghai Jiaotong University from August 2018 to August 2023. Prof. LI's research focuses on Empirical Asset Pricing, Behavioral Finance, Mutual Fund, Financial Intermediation, and Retail Investors and Institutional investors.

Prof. LI was awarded the CFRC Best paper awards in 2019 and 2022 with the papers titled "Impact of Liquidity Shocks on Stock Prices: Evidence from Chinese IPOs." and "Hiding Behind the Window Blinds: Strategic Trading under Portfolio Partial Disclosure." respectively. Prof. LI has published papers in Journal of Financial Economics, and China Journal of Economics.

Let's welcome Prof. Jennifer LI and we highly appreciate your support to Prof. LI.

For more information of Prof. LI, please visit: <https://fba.um.edu.mo/jenniferli/>



Prof. Jennifer LI



4 “EMPATHIZING FEATURED PRODUCTS TO WIN LARGER MARKETS”  
(強調特色 爭取更大市場) 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 “Empathizing featured products to win larger markets” at Macao Daily on 28 August 2023.

Article sharing:

1. 澳門品牌+內地生產模式可行：善用大灣區政策優勢與機遇，之後可順勢進軍大灣區與其他內地市場。如要加強澳門特色，可推出“澳門限定版”特色產品。

2. 建立年輕健康品牌形象，推出周邊產品：可強調桑社的專業性與自有農場生產的特色，作為健康生態安全養生的銷售賣點，以年輕潮流的品牌形象，從宣傳、網站、包裝等方面，都走年輕化路線，增加年輕消費者接受程度。繼續保持合宜的周邊加工產品，擴大市場銷售機會。

3. 先調研東南亞市場可行性，再採取相應行動：如考慮維持原味，或針對當地口味微調，再決定進入當地市場方式（如獨資還是合資？設廠還是貿易出口？直營還是加盟等）。

For more details, please visit:

[http://www.macaodaily.com/html/2023-08/28/content\\_1697472.htm](http://www.macaodaily.com/html/2023-08/28/content_1697472.htm)



Prof. Matthew LIU



Prof. Davis FONG

5 “助把握”1+4”機遇 學者倡政府鼓勵企業與外資合作” BY PROF. DAVIS FONG, MACAO DAILY

Business Engagement

Service

**Prof. Davis FONG (馮家超教授)**, Director of Institute for the Study of Commercial Gaming and Professor in Integrated Resort and Tourism Management, was invited to share his opinion on the promoting Macao's economic diversification at Macao Daily on 25 August 2023.

Article sharing:

澳門大學工商管理學院教授馮家超表示，本澳經濟適度多元發展持續進行，重點在於行動，沿着方向落實規劃。建議政府鼓勵本地企業與外地公司合資，協助企業把握機遇。並鼓勵以“帶教”方式提升本地僱員技能，推動就業多元。

馮家超表示，本澳多元規劃以“1+4”戰略帶動，即在博彩旅遊業穩定下，推動大健康、現代金融、會展商貿、高新科技等四大行業發展。目標是在二八年，把非博彩業增加值提升至六成左右。這非完全無難度，但政府有提出方向及目標，重點在於行動、落實有關規劃，沿着方向邁進，五年後獲得進步。

For more details, please visit:

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

## 6 PROF. ALEX ZHOU PARTICIPATED IN THE APAEM SEMINAR SERIES ON INTERNATIONAL FINANCE: "DOES THE THREAT OF SECURITIES CLASS ACTIONS ADD VALUE FOR SHAREHOLDERS? EVIDENCE FROM CHINA'S 2020 ADOPTION OF SECURITIES CLASS ACTIONS"

Research

Service

The Asia-Pacific Academy of Economics and Management (APAEM) of the University of Macau (UM) recently held the APAEM Seminar Series on International Finance on 7 September 2023. **Prof. Alex ZHOU (周思力教授)** was invited to moderate the seminar online entitled "Does the Threat of Securities Class Actions Add Value for Shareholders? Evidence from China's 2020 Adoption of Securities Class Actions" delivered by **Prof. Warren BAILEY**, Professor of Finance, Cornell University.



Prof. Warren BAILEY delivered a talk entitled "Does the Threat of Securities Class Actions Add Value for Shareholders? Evidence from China's 2020 Adoption of Securities Class Actions?"

## UPCOMING EVENT

**FBA SEMINAR SERIES - 064**

**FBA SEMINAR SERIES**

**How the Voice of Human and Artificial Intelligence Agents Impacts Customer**

**Prof. Siliang TONG**  
Assistant Professor  
Nanyang Technological University

Date: 14 September 2023 (Thursday)  
Time: 10:30 am – 12:00 pm  
Venue: E22 - G015  
Host: Prof. Grace HO, Assistant Professor in Marketing  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_2f3CvJmy8KCEq2O](https://umac.au1.qualtrics.com/jfe/form/SV_2f3CvJmy8KCEq2O)

**Abstract**

Most previous studies have explored the correlations between salespeople's voices and customers' perceptions. This research scrutinizes whether and how human and artificial intelligence (AI) agents' voice features may causally impact actual customer purchases based on two randomized field experiments and an online study. In Field Experiment 1, we gauge the causal impact by directly manipulating the voice stability (e.g., variance in pitch, amplitude, and speed) of the AI voicebot in the context of sales calls promoting a credit card business. The results not only identify that AI agents' voice stability and speech adaptivity can positively impact customer purchases but also reveal a novel synergistic interaction effect between these two speech features. Field Experiment 2 randomly assigns either human agents or a well-designed AI voicebot to conduct sales calls to promote consumer loans and leverages machine learning techniques to quantify human and AI agents' voice stability with variance in pitch, amplitude, and speed of speech. The results replicate those in the first experiment and reveal a new finding—compared with human agents, AI voicebots demonstrate a more stable voice (i.e., lower variance in pitch, amplitude, and speed) and a greater level of speech adaptivity, which can account for their superior sales performance. A follow-up online preregistered experiment replicates the synergistic effect between voice stability and speech adaptivity and uncovers the underlying mechanisms. Our findings provide useful managerial implications for training human sales agents on voice features and using AI voicebots to increase customer purchases.

**Speaker**

Prof. Siliang (Jack) Tong is the assistant professor at Nanyang Business School, Nanyang Technological University. He earned his Doctoral degree in Marketing from the Fox School of Business, Temple University in 2020. Prof. Tong is an empirical modeler who is interested in the substantive areas of artificial intelligence, mobile app marketing, and sharing economy. He is very active in research as his works were awarded as the best paper and finalist in multiple occasions such as AMA conference and ISMS Marketing Science conference. His research is published in *Strategic Management Journal*, *Marketing Science*, *Journal of Marketing* and the *Journal of the Academy of Marketing Science*. Before joining the academia, he had 6-year management experience in digital marketing and web analytics, and he obtained his MBA degree from the University of Wisconsin-Madison in 2016.

**All are welcome!**

**Register Now!**

**Deadline: 12/09/2023**

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

## 1 FBA SEMINAR SERIES 064

- Topic: How the Voice of Human and Artificial Intelligence Agents Impacts Customer
- Speakers: Prof. Siliang TONG, Assistant Professor, Nanyang Technological University
- Date: 14 September 2023 (Thursday)
- Time: 10:30 am – 12:00 pm
- Venue: E22 – G015
- Host: Prof. Grace HO, Assistant Professor in Marketing
- Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_2f3CvJmy8KCEq2O](https://umac.au1.qualtrics.com/jfe/form/SV_2f3CvJmy8KCEq2O)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-064/>

## 2 FBA SEMINAR SERIES 069

- Topic: Social Media Marketing Models in Digital Economy
- Speaker: Prof. Xingyu CHEN, Associate Professor, Shenzhen University
- Date: 15 September 2023 (Friday)
- Time: 10:30 am – 12:00 pm
- Venue: E22 – G015
- Host: Prof. Kao SI, Assistant Professor in Marketing
- Online registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_eR6l2N6AST9l660](https://umac.au1.qualtrics.com/jfe/form/SV_eR6l2N6AST9l660)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-069/>



**FBA SEMINAR SERIES**  
- 069

**Social Media Marketing Models in Digital Economy**

**Prof. Xingyu CHEN**  
Associate Professor  
Shenzhen University

Date: 15 September 2023 (Friday)  
Time: 10:30 am – 12:00 pm  
Venue: E22 - G015  
Host: Prof. Kao SI, Assistant Professor in Marketing  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_eR6l2N6AST9l660](https://umac.au1.qualtrics.com/jfe/form/SV_eR6l2N6AST9l660)

**Abstract**  
Social media has achieved burgeoning popularity amid the booming digital economy in recent years. The emergence and rapid development of various social media platforms, including user-generated content (UGC), live streaming, and short-video have dramatically reshaped consumer behaviors and firm strategies. On one hand, the rising of UGC platforms has facilitated a critical mass of users to generate and consume contents and interact with peers. How to incentivize users' engagement and leverage the wide heterogeneity of users to maximize content profits are some of the most critical challenges for UGC platforms. On the other hand, live streaming creates a new channel of real-time dynamic social interactions among users, and the rapid growth of streaming media has spawned the proliferation of influencers who can attract and retain audiences through strategic content creation. The unique features of live streaming make it significantly interesting to delve into many unexplored problems in this distinct context. It is also worthwhile to examine the optimal strategies employed by influencers to gain and retain their popularity. Therefore, this research focuses on these social media platforms and employs a multi-disciplinary research paradigm integrating marketing, social psychology, and behavioral economics. Leveraging the large-scale field experiments, machine learning techniques, and empirical modelling based on real data from the social media industry, the results reveal the underlying mechanisms of user engagement and platform profitability from a multi-stakeholder perspective. The findings advance the theoretical knowledge and empirical modelling methodologies on social media marketing, and offer important implications for practitioners to incentivize user engagement and maximize profits in social media platforms.

**Register Now!**



**Deadline: 12/09/2023**  
The registered audience will be notified of more detailed information via email.

**Speaker**  
Dr. Xingyu Chen is currently an Associate Professor of Marketing and the Associate Dean of the College of Management at Shenzhen University. She received her Ph.D. in Systems and Engineering Management from Nanyang Technological University and was a visiting scholar at the University of Michigan, Ann Arbor. Dr. Chen's research interests focus on online user behaviors and social media marketing modeling. Her research has been published in a number of prestigious journals, including Marketing Science, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of the Association for Information Systems, International Journal of Research in Marketing, Information & Management, New Media & Society, etc. Her cases were published in the Ivey Business Cases and CMCC. Dr. Chen also serves as an Associate Editor for Industrial Management & Data Systems (IMDS). Her research has been funded by National Natural Science Foundation of China (Youth and General). She has received the University Outstanding Youth Scientist Award, Tencent Best Teaching Award, MBA Best Teaching Award, and multiple conference awards, including the 2022 MSI Outstanding Paper Nominee Award and the 2021 CMIC Best Paper Award. Before joining academia, Dr. Chen also worked as Head of Product Manager at leading Internet firms in Singapore.

All are welcome!

## 3 FBA SALON SERIES ON DATA ANALYSIS 002

- Topic: Customer Segmentation Methods for Personalised Targeting in Tourism
- Speakers: Dr. Yaoman LI, Albert, Director of Customer Relationship Management, Wynn Resorts (Macau)
- Date: 19 September 2023 (Tuesday)
- Time: 13:00 to 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-002/>



**FBA**  
Salon Series on  
Data Analysis

**Customer Segmentation Methods for Personalised Targeting in Tourism**

**Dr. Yaoman LI, Albert**  
Director of Customer Relationship Management, Wynn Resorts (Macau)

Date: 19 September 2023 (Tuesday)  
Time: 13:00 to 14:00pm  
Venue: FBA Lobby

**Abstract**  
Customer segmentation is a crucial aspect for businesses to identify the unique characteristics and preferences of their customer base so that they can tailor their marketing strategies accordingly. To delve deeper into the topic, we will be discussing various segmentation methods, including demographic, psychographic, and behavioral approaches, and provide real-life examples of their application in the tourism industry. Our talk will also cover the benefits of personalized targeting and the potential impact it can have on customer satisfaction and loyalty. Our aim is to provide attendees with a more comprehensive understanding of customer segmentation and how it can be effectively used to drive business success in the tourism industry.

**Speaker**  
Dr. Yaoman LI, Albert, is the Director of Customer Relationship Management at Wynn Resorts (Macau). He leads the data science team in conducting business analysis, personalized modeling, campaign management, and more. Prior to joining Wynn, he worked as a Senior Data Scientist at Lenovo, where he led research on automatic machine learning. With extensive knowledge in big data analysis, deep learning, and meta-learning, Dr. LI is an expert in the field. His expertise has allowed him to effectively lead teams and conduct research on various topics, making him an invaluable asset to any team.

All are welcome!

www.fba.um.edu.mo



## 4 FBA SALON SERIES ON TOURISM+ 002

- Topic: From Mindfulness to Eudemonia: Implications to Tourism Studies
- Speaker: Dr. Shannon Yi, Research Assistant Professor in Integrated Resort and Tourism Management
- Date: 20 September 2023 (Wednesday)
- Time: 13:00-14:00
- Venue: E22-1029 Hospitality Lab
- Moderator: Prof. Faye CHEN

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-tourism-002/>



**FBA**  
Salon Series on  
**Tourism+**

**From Mindfulness to Eudemonia: Implications to Tourism Studies**

Dr. Xiao Shannon Yi  
Research Assistant Professor in  
Integrated Resort and Tourism  
Management

Date: 20 September 2023 (Wednesday)  
Time: 13:00-14:00  
Venue: E22-1029 Hospitality Lab  
Moderator: Prof. Faye Chen

**Abstract**  
Mindfulness has been well recognized in the fields of psychology and business. In the extant tourism studies, two strands of research on mindfulness have emerged: 1) socio-cognitive mindfulness derived from social psychology and 2) meditative mindfulness adopted from clinical psychology and Buddhist philosophy. In this event, we will briefly distinguish the two types of mindfulness based on the respective literature. Then, we will focus on the latter and review how meditative mindful episodes associate with people's psychological wellbeing and eudemonia. We will also discuss how we can use meditative mindfulness to enhance tourist experiences as the implication.

**Speaker**  
Dr. Yi received her Ph.D. degree in Business Administration from the Chinese University of Hong Kong. Her areas of research interest include consumer psychology of technology usage, positive psychology and tourism, consumption and the self. She has published papers in top-tier academic journals such as Tourism Management, Annals of Tourism Research, and Journal of Hospitality & Tourism Research.

All are welcome!

澳門旅遊學 綜合度假村及旅遊管理學系  
FACULTY OF BUSINESS ADMINISTRATION  
DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT

www.fba.um.edu.mo

## 5 FBA SEMINAR SERIES 065

- Topic: The Impact of Economic Sanctions on Global Supply Chains
- Speakers: Prof. Yaxuan Qi, Associate Professor, City University of Hong Kong
- Date: 22 September 2023 (Friday)
- Time: 10:30 am – 12:00 pm
- Venue: E22-G015
- Host: Prof. Wenjin KANG, Professor in Finance
- Online registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_aXjRV7sm\\_eb8ACOI](https://umac.au1.qualtrics.com/jfe/form/SV_aXjRV7sm_eb8ACOI)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-065/>



**FBA**  
SEMINAR SERIES  
- 065

**FBA SEMINAR SERIES**  
The Impact of Economic Sanctions on Global Supply Chains

Prof. Yaxuan Qi  
Associate Professor  
City University of Hong Kong

Date: 22 September 2023 (Friday)  
Time: 10:30 am – 12:00 pm  
Venue: E22-G015  
Host: Prof. Wenjin KANG, Professor in Finance  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_aXjRV7sm\\_eb8ACOI](https://umac.au1.qualtrics.com/jfe/form/SV_aXjRV7sm_eb8ACOI)

**Abstract**  
The use of economic sanctions as a means of addressing international disputes has become increasingly prevalent in recent years, causing significant uncertainty within global supply chain networks. This study examines the impact of economic sanctions on the restructuring of global supply chains, leveraging the United States' sanction activities as quasi-natural experiments. Employing a difference-in-differences model, we investigate how firms connected to sanctioned entities through supply chains adjust their global supplier networks. Our findings reveal several stylized effects. Firstly, firms demonstrate a tendency to increase both the number and geographic diversification of their suppliers, featuring with a combination of more supplier termination and establishment of new suppliers. Secondly, we observe heterogeneity in supply chain adjustment strategies. Firms located in sanctioned countries, such as China and Russia, tend to relocate suppliers to their home countries. In contrast, firms situated in non-sanctioned countries, such as the United States and the United Kingdom, tend to reallocate suppliers to countries that maintain favorable political relationships with US or main revenue-generating countries. Lastly, we find that firms politically connected with the United States government experience minimal disruptions compared to other firms.

**Speaker**  
Prof. Yaxuan Qi is an Associated Professor in the Department of Economic and Finance at the City University of Hong Kong. She holds the position of Associate Editor at the Asia-Pacific Journal of Accounting and Economics. Her research interests encompass a wide range of areas, including corporate debt, law and finance, political economy, and international taxation. Dr. Qi has contributed to numerous internationally renowned journals, including Journal of Financial Economics, The Accounting Review, Journal of Law and Economics, Journal of Public Economics, and Journal of International Business Studies. Dr. Qi earned her PhD from the Rutgers University in New Jersey, United States. She obtained a BA in Economics & Law at the Central University of Finance & Economics in Beijing, and a MA in Finance at the Renmin University of China. Prior to her current role at the City University of Hong Kong, Dr. Qi served as a tenured Associate Professor at the Department of Finance, Concordia University, Canada.

All are welcome!

**Register Now!**

**Deadline: 20/09/2023**  
The registered audience will be not filed c) more detailed information via email.

## 6 FBA SEMINAR SERIES 066

- Topic: When Artificial Intelligence Meets Job Interview: The Job Applicant's Perspective
- Speaker: Prof. Zhenyao CAI, Associate Professor, Shanghai University
- Date: 22 September 2023 (Friday)
- Time: 15:00 – 16:30
- Venue: E22-G015
- Host: Prof. Kraivin Paripont CHINTAKANANDA, Assistant Professor of Management
- Online registration:  
[https://umac.au1.qualtrics.com/jfe/form/SV\\_cAVMmhooteytcdu](https://umac.au1.qualtrics.com/jfe/form/SV_cAVMmhooteytcdu)

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-066/>



The poster for FBA Seminar Series 066 features a header with the FBA logo and the title 'SEMINAR SERIES - 066'. Below this, a photograph of the University of Macau campus is shown. The main content area is titled 'FBA SEMINAR SERIES' and 'When Artificial Intelligence Meets Job Interview: The Job Applicant's Perspective'. It includes a portrait of Prof. Zhenyao CAI, his title as Associate Professor at Shanghai University, and the event details: Date (22 September 2023, Friday), Time (15:00 pm - 16:30 pm), Venue (E22-G015), and Host (Prof. Kraivin Paripont CHINTAKANANDA, Assistant Professor of Management). An online registration link is provided: [https://umac.au1.qualtrics.com/jfe/form/SV\\_cAVMmhooteytcdu](https://umac.au1.qualtrics.com/jfe/form/SV_cAVMmhooteytcdu). An abstract section describes the seminar's focus on AI in recruitment, bias, and justice. A 'Register Now!' button with a QR code is present, along with a deadline of 20/09/2023. A speaker bio for Prof. Zhenyao CAI is included, noting his PhD from Hong Kong Baptist University and his research in human resources management. The poster concludes with 'All are welcome!'.

**FBA SEMINAR SERIES**

**When Artificial Intelligence Meets Job Interview: The Job Applicant's Perspective**

**Prof. Zhenyao CAI**  
Associate Professor  
Shanghai University

Date: 22 September 2023 (Friday)  
Time: 15:00 pm - 16:30 pm  
Venue: E22-G015  
Host: Prof. Kraivin Paripont CHINTAKANANDA, Assistant Professor of Management  
Online registration: [https://umac.au1.qualtrics.com/jfe/form/SV\\_cAVMmhooteytcdu](https://umac.au1.qualtrics.com/jfe/form/SV_cAVMmhooteytcdu)

**Abstract**

Artificial Intelligence (AI) is increasingly used in job recruitment, from screening resumes to conducting interviews. While AI has the potential to make the job interview process more efficient and fair, it also raises concerns about bias and discrimination. This seminar will introduce the findings of our three working papers, including 1) when and how the applicant's perception of justice affects interview satisfaction; 2) how the applicant's personality affects the interview performance rated by AI; and 3) the antecedents and consequences of the applicant's intention to use AI interview. The theoretical and practical implications will be discussed in the seminar.

**Register Now!**

**Deadline: 20/09/2023**  
The registered audience will be notified of more detailed information via email.

**Speaker**

Prof. Zhenyao CAI is an Associate Professor at Shanghai University. He obtained his PhD in Management from Hong Kong Baptist University. His research interests include human resources management, leadership and mentoring. Prof. CAI has contributed to internationally renowned journals, including *Journal of Occupational and Organizational Psychology (AB54)*, *International Journal of Hospitality Management (AB53)*, the *International Journal of Human Resource Management (AB53)*, etc.

**All are welcome!**

STAY CONNECTED  
WITH US

