



NEWSLETTER

27 Sept 2023

ISSUE 84

RESEARCH FOCUS

PUBLICATION

1 RESEARCH PAPERS THAT RANKED ABS3 OR ABOVE

- Lowry, P. B., Xiao, J., & **Yuan, J.** (2023). How Lending Experience and Borrower Credit Influence Rational Herding Behavior in Peer-to-Peer Microloan Platform Markets [Article]. *Journal of Management Information Systems*, 40(3), 914-952. (ABS4, FT50)
<https://doi.org/10.1080/07421222.2023.2229128>
- Fu, X.L., **Fu, X.**, Ghauri, P., Khan, H. (2023), Tackling Exigent Grand Challenges through Corporate Social Innovation: Evidence from the COVID-19 Pandemic, *Journal of Product Innovation Management*, 1-21, (ABS4)
<https://doi.org/10.1111/jpim.12691>
- Xue, N., **Liu, X.**, Wan, L., & **Hou, Y.S.** (2024). Relaxing or challenging? How social crowding influences the effectiveness of activity-based destination advertising, *Tourism Management*. Accepted. (ABS4)
<https://www.sciencedirect.com/science/article/pii/S0261517723001218?dgcid=coauthor>
- Sun, D., **Wong, I. A.**, Huang, G., Kim, J. H., **Liu, M.** (2024). From savoring past trips to craving future journeys: The role of destination cultural capital and enjoyable reminiscence. *Journal of Travel Research* (ABS4)
- **Huang, H.**, Yu, X., Liu, S.Q., Wu, L., & Kandampully, J. (2023). How consumption ritual affects group versus solo diners. *International Journal of Hospitality Management*, 115, 103583. (ABS3)
<https://doi.org/10.1016/j.ijhm.2023.103583>



- Fan, D., Lin, Y. J., **Fu, X. Q.**, Yeung, A. C. L., & Shi, X. Y. (2023). Supply chain disruption recovery in the evolving crisis-Evidence from the early COVID-19 outbreak in China. *Transportation Research Part E-Logistics and Transportation Review*, 176, Article 103202. (ABS3)
<https://doi.org/10.1016/j.tre.2023.103202>
- Jiang, Y., & **Lei, A. C.** (2023). Security Analysts' Site Visits and Stock Price Synchronicity. *Financial Markets, Institutions & Instruments*. (ABS3)
<https://doi.org/10.1111/fmii.12180>
- **Wong, I. A.**, Fong, H., Lin, X., **Liu, M.** (2024). Organizational fashion as trend setting in the hospitality industry, *International Journal of Contemporary Hospitality Management*. (ABS3)
- Li, J. P., **Zhang, L. L.**, & Mao, K. X. (2023). A Dynamic Perspective on Job Knowledge Characteristics during the COVID-19 Pandemic. *Management and Organization Review*, Article Pii s1740877623000104. (ABS3)
<https://doi.org/10.1017/mor.2023.10>

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

2 OTHER PUBLICATION

- **Matthew Ting Chi LIU**, “有效傾聽對企業管理有益 [澳門日報] 2023-09-03 A11 經濟 多元面面觀
Matthew LIU, professor in the FBA, discusses the benefits of active listening in business management.
For details: http://www.macaodaily.com/html/2023-09/03/content_1698681.htm
- **Matthew Ting Chi LIU**, “學者：突出品牌特色與核心價值” [澳門日報] 2023-09-04 A06 經濟 學者分析
Matthew LIU, professor in the FBA, discusses business strategies for a coffee shop in Macao.
For details: http://www.macaodaily.com/html/2023-09/04/content_1698864.htm
- **Glenn James MCCARTNEY**, “Backchat” [RTHK] 2023-09-07 02
Glenn McCartney, associate dean of the FBA, discusses the development of the tourism industry in the Guangdong-Hong Kong-Macao Greater Bay Area.
For details: <https://www.rthk.hk/radio/radio3/programme/backchat/episode/904334>
- **Matthew Ting Chi LIU**, “學者：優先加強機構商業合作” [澳門日報] 2023-09-11 A10 經濟 學者分析
Matthew LIU, professor in the FBA, discusses business strategies for a local brand that sells incense.
For details: http://www.macaodaily.com/html/2023-09/11/content_1700487.htm
- **Matthew Ting Chi LIU**, “學者：爭取團體訂單與業外收益” [澳門日報] 2023-09-18 A10 經濟 學者分析
Matthew LIU, professor in the FBA, discusses business strategies for a light meal takeaway in Macao.
For details: http://www.macaodaily.com/html/2023-09/18/content_1702105.htm

- **Henry Chun Kwok LEI, “There are new income limits for affordable housing” [Macao News] 2023-09-19**

Henry LEI, associate professor in the FBA, discusses Macao’s economic housing.

For details: <https://macaonews.org/city/macau-macao-housing-public-affordable/>

- **Matthew Ting Chi LIU, “善用神秘顧客 保企服務質量” [澳門日報] 2023-09-24 A11 經濟 多元面面觀**

Matthew LIU, professor in the FBA, discusses how to make use of mystery customers to ensure service quality.

For details: http://www.macaodaily.com/html/2023-09/24/content_1703518.htm

- **Henry Chun Kwok LEI, “論壇探討灣區合作推動經濟” [濠江日報] 2023-09-25 A08 會展經濟**

Henry LEI, associate professor in the FBA, gave a keynote speech on implementing the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area and promoting Macao’s economic diversification through policy innovation at a forum.

For details: <https://www.houkongdailynews.com/sectionNews/98697>

- **Matthew Ting Chi LIU, “學者：推新產品 強化海外銷售” [澳門日報] 2023-09-25 A10 經濟 學者分析**

Matthew LIU, professor in the FBA, discusses business strategies for a pain reliever oil business in Macao.

For details: http://www.macaodaily.com/html/2023-09/25/content_1703691.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. Yingpeng ZHU (朱英朋教授), Assistant Professor in the Department of Accounting and Information Management, published an article entitled “Consequences of Information Feed Integration on User Engagement and Contribution: A Natural Experiment in an Online Knowledge-Sharing Community” in collaboration with **Prof. Zike CAO**, **Prof. Gen LI** and **Prof. Liangfei QIU**, in Information Systems Research (ABS4*, UTD, FT50).

Paper abstract:

Many online communities that rely on effortful, voluntary content contributions offer additional content curation tools to facilitate social interactions and encourage user contributions. Any platform that offers two or more heterogeneous content types (e.g., expert knowledge and social posts) faces a choice about the presentation format: whether to display the content types separately or in an integrated information feed. We leverage a natural experiment on Zhihu, a Q&A platform that offers a social-interaction-oriented functionality called Ideas. Zhihu initially presented answers (expert knowledge content) and ideas (social posts) in two different information feeds, but the platform integrated ideas into the same information feed as answers in June 2019. We find that information feed integration significantly decreased user engagement with and contribution of both ideas and answers. We hypothesize that users decreased their engagement because the juxtaposition of incongruous types of content increased mindset switching and cognitive strain. This hypothesis is supported by an additional laboratory experiment. We also present evidence showing that contributions decreased both because of the decrease in engagement (weaker social recognition incentives) and because integration heightened concerns that posting ideas would dilute the contributor’s professional image. Our findings have important theoretical and practical implications for any platform that hosts heterogeneous content.

For details: <https://doi.org/10.1287/isre.2022.0043>



Information Systems
Research

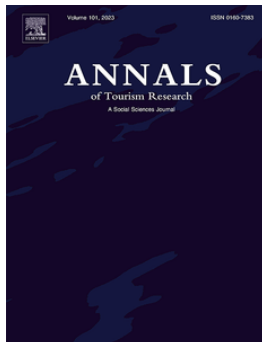


Prof. Yingpeng ZHU

Prof. Li MIAO (苗莉教授), Professor in the Department of Integrated Resort and Tourism Management and **Prof. Fiona Xi YANG (楊曦教授)**, Assistant Professor in the Department of Integrated Resort and Tourism Management, published an article entitled “Text-to-image AI tools and tourism experiences”, in Annals of Tourism Research (ABS4).

Paper abstract:

Recent breakthroughs in artificial intelligence (AI) technologies have made generative AI more accessible to the general public. The implications of these tools for tourism are immediate and transformative. In particular, we focus on text-to-image AI tools, which empower the average Joe, such as tourists, destination marketers, and vendors with limited or no artistic training, to produce stunning images from textual descriptions, generate personalized visuals that embody distinct experiences, and create novel mementos of travels. We aim for this future-oriented conceptual research note to be among the first to catalyze scholarly discourse on the topic of generative AI and tourism. Specifically, our paper identifies the key mechanisms through which AI-generated images may alter tourism experiences at each phase (i.e., anticipation, on-site, and recollection and reflection). Our research contributes to the literature on the memorability of tourism experiences and evolving relationships among tourism stakeholders in the context of generative AI.



Annals of Tourism Research



Prof. Li MIAO



Prof. Fiona Xi YANG

Prof. Robin Chi Hang CHARK (翟智恆教授), Associate Professor in the Department of Integrated Resort and Tourism Management and **Prof. Glenn James MCCARTNEY (默希濂教授)**, Associate Professor in the Department of Integrated Resort and Tourism Management, published an article entitled “What is Unique in the Brains of Frontline Employees? A Structural Neuroimaging Study”, in Journal of Travel Research (ABS4).

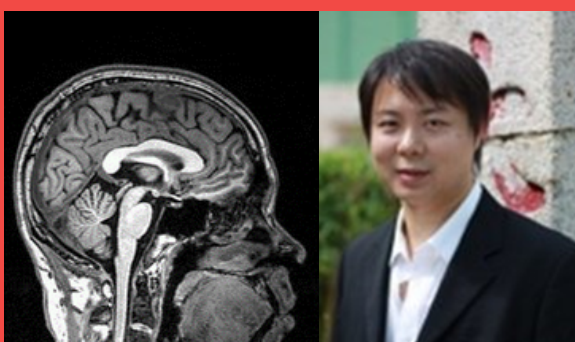
Paper abstract:

Picking up nuances of facial expression is a crucial part of frontline employee–guest interaction, yet little is known about its neurocognitive mechanism. We use a neuroimaging approach to explore the individual differences in cognitive processing style of front-of-house (FoH) employees by comparing their brain structures with those back-of-house (BoH). A voxel-based morphometry analysis of 63 senior hotel executives’ brain images reveals that the grey matter volume in the occipital and fusiform face areas of FoH employees is greater than that of BoH employees and does not depend on the length of frontline experience. These regions have been implicated in facial expression recognition that is critical to the success in frontline roles. Our findings support the social brain hypothesis. To support sophisticated social cognition, resources are diverted to brain development associated with facial expression recognition. This development trajectory follows deferred adaptation, rather than conditional adaptation, proposed in developmental evolutionary psychology.

For details: <https://journals.sagepub.com/doi/10.1177/00472875231190602>



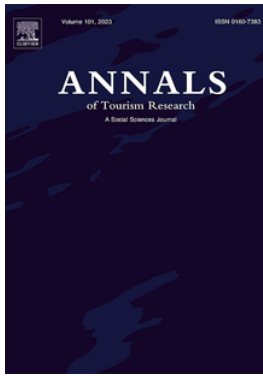
Journal of Travel Research



Prof. Robin Chi Hang CHARK



Prof. Glenn James MCCARTNEY



Annals of Tourism Research



Prof. Robin Chi Hang CHARK

Prof. Robin Chi Hang CHARK (翟智恆教授), Associate Professor in the Department of Integrated Resort and Tourism Management, published an article entitled “A review of research into neuroscience in tourism: Launching the annals of tourism research curated collection on neuroscience in tourism” in collaboration with **Prof. ShiNa LI**, **Prof. Marcel BASTIAANSEN** and **Prof. Emma WOOD**, in Annals of Tourism Research (ABS4).

Paper abstract:

The growth of neuroscience studies within tourism has been relatively slow, with limited well-executed studies and little interdisciplinarity. The aim of this review is to stimulate the use of neuroscience within tourism research. It first discusses the synergies to be gained by combining neuroscience with social science, exploring the usefulness and suitability of using neuroscience within tourism. An evaluation of review articles that have critiqued individual applications of neuroscience in tourism is presented, followed by a comprehensive overview of neuroscience methods. We discuss the theoretical relevance of neuroscience and its potential themes for a tourism neuroscience research agenda. This discussion is based on a selective review of wider neuroscience of relevance to tourism, including affective neuroscience, neuromarketing, neuroeconomics and neuromanagement.

For details: <https://doi.org/10.1016/j.annals.2023.103615>

Prof. Kraivin Paripont CHINTAKANANDA, Assistant Professor in the Department of Management and Marketing, published an article entitled “Leader-Expressed Humility: Development and Validation of Scales Based on a Comprehensive Conceptualization” in collaboration with **Prof. Burak OC**, **Prof. Gary GREGURAS**, **Prof. Michael BASHSHUR**, **Prof. James M. DIFENDORFF** and **Prof. Michael DANIELS**, in Journal of Business Ethics (FT50).

Paper abstract

We introduce new leader humility scales capturing a theoretically rich conceptualization of leader-expressed humility aligned with traditional and ethically-grounded philosophies. These scales draw from recent inductive research (Oc et al., 2015) identifying nine dimensions of leader-expressed humility: (1) having an accurate view of self, (2) recognizing follower strengths and achievements, (3) modeling teachability and being correctable, (4) leading by example, (5) showing modesty, (6) working together for the collective good, (7) empathy and approachability, (8) showing mutual respect and fairness, and (9) mentoring and coaching. The first three dimensions overlap with the most prominent conceptualization of leader-expressed humility in the literature (i.e., Owens et al., 2013). However, the latter six dimensions are unique and represent an expanded understanding of the humble behaviors of leaders, which have implications for leaders and their ethical behavior in organizations. We conducted three studies resulting in two versions of the leader-expressed humility measure: 1) a 27-item scale with the nine dimensions (i.e., the “Leader-Expressed Humility” [LEH] scale) and 2) a 9-item brief scale (i.e., the “Brief LEH” scale) comprised of one item from each of the nine dimensions. As an initial step, we generated a pool of items that reflected each dimension. Next, we validated the LEH and Brief LEH scales in Study 1 and cross-validated the Brief LEH scale in Study 2 with two samples of subordinates in Singapore. As a final step, in Study 3, we cross-validated the Brief LEH scale with a sample of subordinates in the United States.

For details: <https://doi.org/10.1007/s10551-023-05523-9>



Journal of Business Ethics



Prof. Kraivin Paripont
CHINTAKANANDA

MEET OUR DBA/EMBA STUDENTS

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

1 STUDENT SHARING

Teaching and Learning

【澳大DBA傑出學員】王濤：百戰歸來再讀書

王濤，於2022年入讀澳門大學工商管理博士（DBA）學位課程，現任Interbuild Range & Supply Ltd的董事和Interbuild Far East (HK) Ltd的首席執行官。此前，他曾在澳門大學完成碩士學位課程。在2022年，當他的職業生涯達到新的高度時，他決定再次回到澳門大學深造，攻讀DBA學位。

堅信知識改變命運

知識改變命運一直是王濤生活的座右銘。自從他離開校園後，不曾停歇過學習的步伐。他堅信，為了不斷進步，必須在豐富的實踐經驗的基礎上，不斷融匯理論知識，構建並完善自己的知識體系。在2018年，王濤脫穎而出，成為僅有的四名中國代表之一，獲得全額獎學金前往瑞典深造，學習可持續發展商業模式和社會責任領導力等領域的課程。在那裡，他深入接觸到了大量關於可持續發展目標（SDG）的理論知識，還親自參訪了眾多當地傑出的企業典範。這段經歷為他之後推動公司產品和業務朝著可持續化發展的方向邁出堅實的理論基礎和實踐案例。

積極創新，推動環保

在領導公司不斷發展的過程中，王濤深刻認識到公司業務涉及木材採購和成品加工等環節。公司內部眾多木製傢俱產品都需要表面進行漆或上油處理。為確保合作夥伴產品的一致高品質，王濤積極與油漆生產商展開合作，共同研發了一種獨特的木蠟油配方，專用於公司的產品。

這種木蠟油是由純植物提取而成，但為了滿足一定的乾燥速度要求，仍需添加少量稀釋劑。然而，他對環境和人體健康的高度關切使他決心不妥協。於是，在2019年底，他再次提出了開發一種完全零添加稀釋劑的木蠟油的想法。經過一年的反復測試和調整，終於在2020年成功研發出了零添加VOC（揮發性有機化合物）的木蠟油——Interbuild Hardwax Oil，並推出了零售包裝。這款木蠟油於2021年獲得了國際環保組織Southpole的認證，成為目前市面上唯一可以在產品包裝上標識為“Climate Neutral”（氣候中性）的木蠟油產品。王濤的積極創新和堅持推動了環保領域的進步，為公司的可持續發展做出了傑出貢獻。

興趣廣泛，不誤正業

王濤的興趣廣泛而豐富。儘管工作和家庭佔據了他大部分的時間，但他總是竭力擠出時間來從事自己熱愛的活動。他深信這些愛好在生活中扮演著不可或缺的角色，即使工作再忙碌，他也會堅持體育鍛煉和音樂創作。在攻讀DBA學位期間，王濤受到了澳門大學國際化的氛圍和傑出同學們的啟發，為澳門大學DBA的全體師生創作了一首歌曲《We are UMDBA》。這首歌曲是他在學習過程中的一次創意表達，充分展現了他的多才多藝和對學習環境的熱愛。無論在職業生涯還是學術探求中，王濤都展現出了積極向上的精神，為自己和他所在的社區作出了傑出的貢獻。

Mr. Tao WANG, admitted to the Doctor of Business Administration (DBA) Programme of the Faculty of Business Administration (FBA) of the University of Macau (UM) in 2022. He is the director of Interbuild Range & Supply Ltd and the CEO of Interbuild Far East (HK) Ltd. Previously, he also completed a master degree programme at UM. In 2022, as his career reached new heights, he made the decision to return to the UM to pursue further studies and embark on a journey towards a DBA degree.



Mr. Tao WANG, FBA DBA 2022 intake



Group Photo of DBA students

NEWS

1 FBA LAUNCHES ACADEMIC MENTORING SCHEME TO SUPPORT NEW FACULTY MEMBERS

Teaching and Learning

Research

Service

Faculty of Business Administration (FBA) conducted its inaugural group meeting for the Academic Mentoring Program on 20 September. In this inaugural session, **Prof. Wei GE (葛偉教授)**, the Interim Dean of FBA, led an engaging discussion focused on 'University/Faculty organization, regulations, and culture.' A total of thirty-two academic staff members were paired as mentors and mentees. These mentors, recognized for their research and academic expertise, shared insights into the value of mentorship and their personal journeys as mentees.

The Academic Mentoring Scheme emphasizes a two-year mentorship commitment, featuring regular formal group meetings and informal one-on-one interactions to offer guidance on various work-related matters. This program exemplifies UM's dedication to nurturing a supportive and collaborative environment that promotes the professional growth and development of its faculty members.



2 UM OFFERS PROFESSIONAL DIPLOMA IN MANAGEMENT STUDIES FOR SANDS CHINA

Teaching and Learning

In response to the Macao SAR government's policy of promoting economic diversification and encouraging residents to pursue continuing education, the Centre for Continuing Education (CCE) of the University of Macau (UM) actively offers tailor-made high-end training programmes for several local enterprises and institutions. Among them, the Professional Diploma in Management Studies designed for Sands China Ltd commenced today.

The diploma programme is offered by the CCE in conjunction with the **Executive Education Office** and the **Business Research and Training Center (BRTC)** of **Faculty of Business Administration (FBA)**. It consists of 288 study hours and eight modules, including 'Introduction to Business Management', 'Technology and Innovation', and 'Marketing Management'. The course content is practical and is tailor-made to meet the needs of Sands China staff. The curriculum of the programme has also been adjusted according to the learning ability and job nature of the participants, as well as the feedback from previous participants, reflecting well-developed industry-academia collaboration.

Ivy KONG, one of the participants, said that the diploma programme has opened the door for her to pursue knowledge. By offering lessons on practical skills and knowledge, such as risk management and market analysis, the programme gives the participants a deep understanding of the operation and management of large-scale integrated resorts, strengthens their teamwork and leadership skills, and broadens their horizons.

Fohn CHAN, who also joined the course, said that the diploma programme covers topics such as leadership, strategy, finance, and marketing, enabling the participants to combine theories with the experience gained from the workplace, thereby enhancing their management skills and productivity. In addition, the programme offers the participants an opportunity to attend lessons with colleagues from other departments, which broadens their horizons and networks and inspires them to better cope with future challenges.



UM offers Professional Diploma in Management Studies for Sands China

3

TRADE POLICY UNCERTAINTY AND NEW FIRM ENTRY: EVIDENCE FROM CHINA" BY LEONA SHAO-ZHI LI, VOXCHINA

Research

Prof. Leona Shao Zhi LI (李少知教授) was invited to share her work, titled 'Trade Policy Uncertainty and New Firm Entry: Evidence from China,' on VoxChina.org on 20 September, 2023. VoxChina is a prominent research platform that disseminates important academic research on the Chinese economy. Its mission is to serve as a bridge for economic issues between China and the rest of the world by providing informed analysis of the state of the Chinese economy and insights into the reform challenges facing China today.

Prof. LI's article explores the association between trade policy uncertainty and entrepreneurial entry in China, which carries highly relevant policy and practical implications given the current state of global affairs. This work builds upon her recent publication in the Journal of Development Economics.

For more details, please visit: <https://voxchina.org/show-3-326.html>



Prof. Leona LI



VoxChina

4

FBA DISTINGUISHED SCHOLAR SEMINAR "INFORMATION SUPPORTING INVESTOR VALUATIONS: EVIDENCE FROM A COMPARATIVE CONTENT ANALYSIS OF ANALYST REPORTS AND FORM 10-K" BY PROF. MARY BARTH

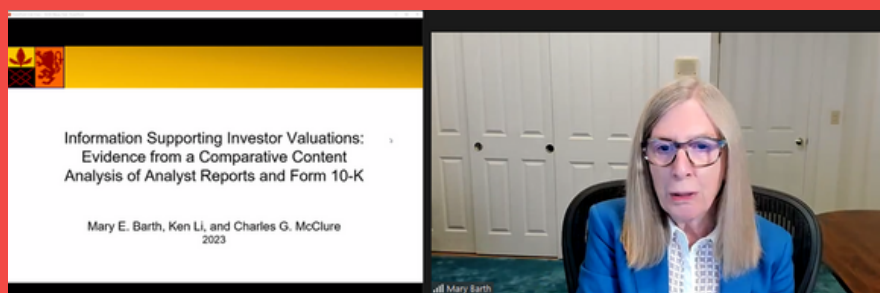
Teaching and Learning

Research

The Business Research and Training Center (BRTC) hosted an FBA Distinguished Scholar Seminar (DSS) on 26 September. The seminar was presented by **Prof. Mary BARTH**, Joan E. Horngren Professor of Accounting, Emerita at Stanford Graduate School of Business (GSB). The seminar titled "Information Supporting Investor Valuations: Evidence from a Comparative Content Analysis of Analyst Reports and Form 10-K" and was conducted online via Zoom and drew a diverse audience of over 60 participants.

In a comprehensive study that compared analyst reports (AR) and Form 10-K filings, Prof. BARTH employed advanced topic modeling techniques to scrutinize the role of financial reports in shaping investor perceptions. The findings challenged conventional wisdom, revealing that financial reports, particularly financial reporting within analyst reports, play a pivotal role in influencing investor valuations. This seminar has significant implications for financial professionals, analysts, and academics, shedding new light on the enduring relevance of financial reports in investment decision-making.

For more information on the upcoming Distinguish Scholar Seminar, please visit: <https://fba.um.edu.mo/seminars/>



Prof. Mary BARTH shared her research

5 FBA SUCCESSFULLY HELD TWO FBA SEMINAR SERIES IN FINANCE AND MANAGEMENT

Teaching and Learning

Research

Service

The Faculty of Business Administration (FBA) of the University of Macau (UM) successfully held the FBA Seminar 065 and 066 on 22 September 2023.



The FBA Seminar Series 065: **Prof. Wenjin KANG** (康文津教授), hosted the seminar delivered by **Prof. Yaxuan QI** (戚亞烜教授), Associate Professor, City University of Hong Kong.



Prof. Yaxuan QI presented her study "The Impact of Economic Sanctions on Global Supply Chains."



The FBA Seminar Series 066: **Prof. Kraivin CHINTAKANANDA**, hosted the seminar delivered by **Prof. Zhenyao CAI** (蔡震堯教授), Associate Professor, Shanghai University.



Prof. Zhenyao CAI presented his study "When Artificial Intelligence Meets Job Interview: The Job Applicant's Perspective."



Ms. Lingzi ZHANG (left three) with the examination committee

6 PHD ORAL DEFENSE

Research

Ms. Lingzi ZHANG (張凌子) has presented her PhD thesis on 20 September 2023 and, shortly, she will be conferred the Doctor of Philosophy degree. Ms. ZHANG, supervised by **Prof. Rico Long Wai LAM** (林朗為教授) completed her oral defense with the title "An Investigation of the Consequences of Work-to-Leisure Conflict".

UPCOMING EVENT

1 FBA SEMINAR SERIES 067

- Topic: Foodservice Business Research: Practical Implications and Broader Impacts
- Speakers: Prof. Han WEN, Associate Professor, University of North Texas
- Date: 28 September 2023 (Thursday)
- Time: 10:00 am – 11:30 am
- Venue: E22 – G015
- Host: Prof. Lawrence FONG, Associate Professor in Integrated Resort and Tourism Management
- Online registration:
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-067/>



FBA SEMINAR SERIES
- o67

Foodservice Business Research: Practical Implications and Broader Impacts

Prof. Han WEN
Associate Professor
University of North Texas

Date: 28 September 2023 (Thursday)
Time: 10:00 am - 11:30 am
Venue: E22-G015
Host: Prof. Lawrence FONG, Associate Professor in Integrated Resort and Tourism Management
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_d7ip0txCsg6IG6G

Abstract
The foodservice industry is estimated to generate \$997 billion in sales in 2023, with 15.5 million employees in the U.S. While dining out is a social need in the U.S. society, the population of consumers with food allergies or other types of dietary restrictions is on the rise. Specifically, food allergies are impacting 32 million individuals in the U.S. Centering on the practical implications and broader impacts, this seminar discusses how foodservice research studies employ various types of methodologies (e.g., survey, interview, big data, experimental design) to resolve foodservice operational issues related to serving customers with food allergies.

Speaker
Dr. Han Wen is an Associate Professor in the Department of Hospitality, Event and Tourism Management and the Co-Director of the Center for Consumer Insights and Innovations (C3I) at the University of North Texas (UNT). Dr. Wen's research focuses on foodservice management, food safety and food allergy in restaurants, food safety risk communication, and hospitality education. Dr. Wen has published her research articles in various international peer-reviewed journals (e.g., *Tourism Management*, *International Journal of Hospitality Management*) and received multiple research awards at international academic conferences (e.g., ICHRM). Dr. Wen serves on the editorial advisory board of the *International Journal of Contemporary Hospitality Management*.

Register Now!

Deadline: 26/09/2023
The registered audience will be notified of more detailed information via email.

All are welcome!



FBA SEMINAR SERIES
- o68

Who is my peer? A novel graph learning approach for peer firm identification

Prof. Yi YANG
Associate Professor
The Hong Kong University of Science and Technology

Date: 29 September 2023 (Friday)
Time: 10:30 am - 12:00 pm
Venue: E22-G015
Host: Prof. Yingpeng ZHU, Assistant Professor in Business Intelligence and Analytics
Online registration: https://umac.au1.qualtrics.com/jfe/form/SV_77BvD8YbgrfXvXm

Abstract
Identifying economically related peer firms is one of the fundamental tasks in academic research and investment decision-making. We propose a novel graph representation learning method to identify economically related peer firms. Our method constructs a firm-analyst bipartite graph and incorporates textual information from firms' annual filings and analysts' perceptions of the industry to uncover the underlying relatedness between firms. Our graph learning method is self-supervised in the sense that it builds supervisory signals from the firm-analyst graph topology. We conduct a large-sample empirical experiment and find that our method significantly outperforms existing peer firm identification methods and the traditional GICS6 industry classification in explaining cross-sectional variations in the focal firm's future stock returns and other financial variables, such as valuation multiples and R&D activities. This study makes a methodological contribution to the literature by addressing an important and longstanding problem in financial economics.

Speaker
Prof. Yi YANG is an Associate professor in the Department of Information Systems, Business Statistics and Operations Management at Hong Kong University of Science and Technology. He received his PhD in computer science from Northwestern University. His research designs machine learning methods to solve challenging business and fintech problems. His work has been published in business discipline journals such as *Information Systems Research*, *Management Information Systems Quarterly*, *Journal of Marketing*, *Contemporary Accounting Research* and *INFORMS Journal on Computing*. His work has also been published in top-tier machine learning and natural language processing conferences such as Annual Meeting of the Association for Computational Linguistics (ACL), Conference on Empirical Methods in Natural Language Processing (EMNLP) and International Conference on Artificial Intelligence and Statistics (AISTATS).

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

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-068/>