



NEWSLETTER

28 Dec 2023

ISSUE 97

RESEARCH FOCUS

PUBLICATION

1 RESEARCH PAPERS THAT RANKED ABS3 OR ABOVE

- Luo, X. Y., **Liu, X.**, & Wan, L. C. (2023). Excited or Calm? Effects of Endorsers' Emotions on Tourists' Impulsive Buying. Journal of Travel Research (ABS4)
<https://doi.org/10.1177/00472875231213210>
- **Huang, H.**, Yang, B., Liu, S. Q., & Wu, L. L. (2024). When and why nostalgic ads work (and do not work): A social influence perspective. International Journal of Hospitality Management, 117, 103642. (ABS3)
<https://doi.org/10.1016/j.ijhm.2023.103642>
- Ji, K. M., Wang, J. X., Boccardo, L., Brown, H., **Wong, I. A.**, & Wu, J. (2024). Interactive effects of financial leverage with asset-light strategies: The agency theory perspective. International Journal of Hospitality Management, 116, Article 103619 (ABS3)
<https://doi.org/10.1016/j.ijhm.2023.103619>

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 December 2023 and are listed in no particular order.



2

OTHER PUBLICATION

- **Matthew Ting Chi LIU, “孫子兵法營銷商戰 始計篇” [澳門日報] 2023-11-26 A15 經濟 多元面面觀**

Matthew LIU, discusses how to apply strategies from Sun Tsu's The Art of War to business operations.

For details: http://www.macaodaily.com/html/2023-11/26/content_1717474.htm

- **Davis Ka Chio FONG, “務實推進多元發展五年規劃” [澳門日報] 2023-11-27 A03 澳聞 來論**

This article written by Davis FONG and Kit Peng LAM discusses the development plan for Macao's economic diversification from 2024 to 2028.

For details: http://www.macaodaily.com/html/2023-11/27/content_1717703.htm

- **Matthew Ting Chi LIU, “學者：加強商業合作與AI教學” [澳門日報] 2023-11-27 A10 經濟 中小企特區**

Matthew LIU discusses business strategies for a music education centre in Macao.

For details: http://www.macaodaily.com/html/2023-11/27/content_1717731.htm

- **Davis Ka Chio FONG, “學聯時委探討經濟多元” [澳門日報] 2023-11-30 A13 澳聞**

Davis FONG was invited to be a guest instructor at a workshop held by the General Association of Chinese Students of Macau. During the workshop, he reviewed the development of local industries and discussed the opportunities and challenges in the post-pandemic era. He also encouraged students to think about how to promote economic diversification in Macao.

For details: http://www.macaodaily.com/html/2023-11/30/content_1718358.htm

- **Matthew Ting Chi LIU, “學者：快閃店測試新市場反應” [澳門日報] 2023-12-04 A10 經濟 學者分析**

Matthew LIU discusses business strategies for pop-up stores.

For details: http://www.macaodaily.com/html/2023-12/04/content_1719301.htm

- **Matthew Ting Chi LIU, “學者：以優惠及專業吸引企業” [澳門日報] 2023-12-11 A14 經濟 學者分析**

Matthew LIU discusses business strategies for a company that provides cutlery cleaning services in Macao.

For details: http://www.macaodaily.com/html/2023-12/11/content_1720880.htm

- **Matthew Ting Chi LIU, “學者：強化日式喫茶店形象” [澳門日報] 2023-12-18 A18 經濟 學者分析**

Matthew LIU discusses business strategies for Japanese-style teahouses in Macao.

For details: http://www.macaodaily.com/html/2023-12/18/content_1722548.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. Liwen ZHANG (張麗文教授), Assistant Professor in Management in the Department of Management and Marketing, published an article entitled "There's no going back? The influence of prior entrepreneurial experience timing on voluntary turnover in post-entrepreneurship wage employment." in collaboration with **Prof. Siran ZHAN**, **Prof. Xueheng LI** and **Prof. Yu WU**, in *The Personnel Psychology* (ABS4*).

Paper abstract:

Despite the prevalent stereotype that former entrepreneurs are undesirable employees due to a high likelihood of quitting, little research has empirically verified its accuracy. With a growing population of former entrepreneurs in the workforce, it has become more important than ever to understand whether, when, and which former entrepreneurs may or may not be likely to quit their post-entrepreneurship employment. We used a sample of nationally representative 20-year data from Australia to examine how timing of prior entrepreneurial experience relative to a focal wage job relates to voluntary turnover via a serial mediation by entrepreneurial intention and turnover intention. Results showed that employees with entrepreneurial experience in their second most recent job spell were more likely to develop entrepreneurial intention and turnover intention in sequence, which, in turn, increased quitting risk relative to employees without entrepreneurial experience in the same job spell. However, we did not find evidence for such differences between employees with and without entrepreneurial experience in their most recent job spell. Moreover, the serial mediation effect holds among men but not women. These findings highlight the important role of timing in the relationship between of entrepreneurial experience and post-entrepreneurship employment attitude and behavior. Theoretical contributions and practical implications are discussed.

For details: <https://doi.org/10.1111/peps.12627>



The Personnel Psychology



Prof. Liwen ZHANG

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】蒙聖光：創業重在創新，貴在堅持

蒙聖光，於2023年入讀澳門大學工商管理博士（DBA）學位課程，現任廣東東華發思特軟件有限公司總裁、東華軟件股份公司副總裁，是珠海市高層次人才，北京師範大學珠海分校信息技術學院客座教授，吉林大學珠海學院（現：珠海科技學院）兼職教授，珠海市香洲區政協委員、珠海市軟件行業協會副會長等多個社會職務。蒙聖光獲得2022年騰訊產業共創營生態共創共贏獎、2022年珠海市軟件行業傑出人物獎、2020年度珠海市傑出企業家獎、2012年與2017年兩度獲得珠海市科學技術獎勵-自主創新促進獎。擔任珠海市香洲區人民政府、橫琴-澳門青年創業谷、北京理工大學珠海學院等多個機構的創業創新導師。蒙聖光是一位技術派創業者，創業18年來運用先進的數字技術和創新的管理理念持續賦能企業的高質量發展。他的創業史是一個有溫度、有故事、有夢想的人生歷程。

熱愛技術，堅持創業

蒙聖光本科為計算機科學專業，在香港城市大學就讀哲學碩士的專業也是計算機科學，所有的工作經歷以及創業經歷都是從事計算機軟件技術和產品研發相關。時光荏苒，歲月如梭，從1994年本科開始到今天已有29年的時間，蒙聖光都在做著同一件事情，而且還會一直堅持做下去，他相信因為專注，所以專一，因為專一，所以專業！蒙聖光是熱愛技術的，本科時就開始寫程序，用程序設計技術寫著各種種樣的行業管理系統，畢業後擔任過程序員、研發工程師、研發主管、項目經理、技術總監、軟件公司創始人及管理者，還寫過驅動程序，辦過網站，做過BBS版主，寫過博客，如今還在寫自媒體。曾經成為CSDN.NET（全球知名中文IT技術交流平臺）的技術英雄，當年在接受CSDN訪談時他說：“我其實就是一個很喜歡折騰並且能堅持到底的人，正是這兩點讓我這麼多年以來穩步前進，儘管看上去較慢，但一直在往前進，我們可以不聰明，但必須要勤奮並且要有高的執行力”。

多年的技術沈澱與經驗積累，不僅僅是為了心中的執著，而且是為了催生自主創業創新的成長力量，2005年蒙聖光在廣東省珠海市創立了珠海市發思特軟件技術有限公司，即FasterSoft，懷著無比激動與興奮的心情走上了技術創業的漫漫長路，開始從事軟件項目開發、軟件外包服務以及通信行業軟件研發，2013年開始進行第一次業務轉型，帶領團隊研發與運營互聯網平台，一邊為了生存做軟件項目，一邊為了發展做互聯網平台，在艱難中不斷前進，在2015年時公司研發人員達60多人，並於當年10月成功引入戰略投資者深交所上市公司-東華軟件股份公司，企業更名為：廣東東華發思特軟件有限公司，任董事總裁，並擔任東華軟件股份公司副總裁。

平台賦能，創新發展

2015年之後的東華發思特，在東華軟件這個強大品牌的賦能下，公司進行了第二次業務轉型，其管理模式、業務範圍、商業模式、目標客戶等都發生著巨大的轉型升級。東華發思特也由一家項目定制和服務外包型的企業慢慢地轉型為國內優秀的智慧城市與產業數字化服務商。不僅如此，僅僅三年，團隊憑借著出色的表現，東華軟件南方研發總部基地在珠海正式揭牌。

蒙聖光帶領著東華發思特一路創新，快速發展，公司總部位於珠海市香洲區，在北京、深圳、天津、蘇州、成都、長沙、西安、南寧等地設有分支機構，員工規模達300余人，擁有200多項知識產權，通過了國家高新技術企業、廣東省專精特新企業、軟件能力成熟度CMMI5、ISO27001、ISO9000、ISO20000等高級榮譽和資質認證。在技術與產品創新上，蒙聖光堅持“國產化、數字化、一體化、智慧化”的技術發展路線，專注於大數據、人工智能、物聯網等領域研究，自主研發了HarryData大數據中台、BobbyLink物聯網中物聯網中台、神農AI中台三大數字技術底座，與統信、麒麟、OpenCloudOS等國產操作系統兼容適配，信息安全自主可控。基於三大技術底座，公司快速構建了數字文旅、數字農業、數字鄉村、數字教育等產業互聯網應用產品，並在全國各地落地了上百個成功案例。隨著2018年5月騰訊以12.66億人民幣入股東華軟件，蒙聖光帶領東華發思特與騰訊雲計算聯合研發了智能文旅、農業農村行業大數據、數字農村、“優行+”綜合出行服務平台等產品。

在管理創新上，蒙聖光一方面堅持企業數字化轉型，全面對公司的研發、銷售、運營和服務實時大數據管理、監測與分析，做到精細化管理和精準化服務。另一方面在企業組織結構上大膽創新優化，將公司分為前台、中台、後台三大板塊，前台為各產品的銷售、諮詢和交付，是一線沖鋒陷陣的部門；中台搭建了一個靈活快速應對變化的架構，研發了數據中台、技術中台、業務中台和組織中台，快速實現前台提的需求，避免重複建設，達到提高工作效率目的；後台是公共服務部門，包括質量管理、產品設計、統一運維和綜合服務等，真正做到了後台要穩定安全規範，中台做調度和銜接，前台要靈活開放和創新。創新是企業持續發展之基、是市場制勝之道。蒙聖光表示：各行各業應該根據實際情況加快推進“互聯網+”，促進應用技術創新要素向企業集聚，推動產業邁向中高端，讓創新引擎推動企業高質量發展。東華發思特一直在創新的路上，技術，產品，管理，服務及商業模式等全方位堅持持續創新。

用心踐行，振興鄉村

鄉村振興戰略是習近平同誌於2017年10月18日在黨的十九大報告中首先提出的戰略。隨後2018年9月，中共中央、國務院印發了《鄉村振興戰略規劃（2018—2022年）》。實施鄉村振興戰略是建設美麗中國的關鍵舉措，是實現全體人民共同富裕的必然選擇。

蒙聖光早在2017年初就敏銳地覺察到農業農村領域數字化市場的巨大前景，組織團隊研發出了田間生產精細化管理、農產品價格監測、農業遙感數據監測、智慧種植/養殖、農村三資管理、數字鄉村綜合管理、農產品電子商務、農業農村大數據等系統產品，並在山東莘縣、甘肅定西縣、廣西蒙山縣、山西高平縣、貴州鳳岡縣等30多個區縣落地了成功案例，運用數字技術助力鄉村振興。蒙聖光表示鄉村振興要靠人才，要靠技術，更要靠情懷，要用心踐行，要敢於擔當社會責任。在三年疫情期間，公司快速疊代開發《數村抗疫版本》，免費為全國4000多個行政村提供數字鄉村抗疫小程序。公司履行東西部協作對口幫扶的社會責任，為貴州省遵義市鳳岡縣進化鎮黃荊村捐贈打造160畝桑園，為黃荊村集體經濟增長的提供支持。公司還為廣西蒙山縣、巴馬縣等地提供鄉村振興數字化工具，榮獲粵桂協作“萬企興萬村”行動先進民營企業。

百戰歸來，再攀高峰

對於此次開啟新的澳門大學第五屆工商管理博士學習歷程，蒙聖光表示：“當下社會充滿了不確定，國內外環境、行業環境等都在發生巨大變化，如何在新環境之下保持正確的戰略方向和高效的管理方法是創業者或企業家面臨的新問題新挑戰。希望能夠通過三年的學習實現自我成長，培養具有國際視野的管理理念，提高管理理論與實踐相結合的能力。也希望能交到更多的朋友，與同學們共同努力，攜手共進，為粵港澳大灣區的發展貢獻智慧和力量。”

Mr. Shengguang MENG, admitted to the Doctor of Business Administration (DBA) Programme of the Faculty of Business Administration (FBA) of the University of Macau (UM) in 2023. He is the president of “廣東東華發思特軟件有限公司”. His entrepreneurial journey is a compelling story of ambition and success. With a resolute commitment to personal and professional growth, he has made the decision to pursue further studies at UM and pursue a DBA degree.



Mr. Shengguang MENG,
FBA, DBA 2023 intake



Group Photo of DBA Students and Prof. Maggie FU
(middle of front row)

NEWS

1

UM-FBA IS RECRUITING FOR MULTIPLE POSITIONS IN VARIOUS FIELDS, INCLUDING FULL PROFESSORS, ASSOCIATE PROFESSORS, AND ASSISTANT PROFESSORS

Research

Teaching and Learning

Business Engagement

The University of Macau (UM) is an international public comprehensive university in Macao. Since its establishment in 1981, UM has been dedicated to providing a multifaceted education through our unique educational model and residential college system and in accordance with the university motto: Humanity, Integrity, Propriety, Wisdom, and Sincerity.

The Faculty of Business Administration (FBA) is one of the largest faculties in the University. FBA is a well-established business faculty with AACSB, AMBA, and EQUIS accreditations. It is a distinctive flagship business school in the region with key responsibilities in business and management education and nurturing the leadership talents for the development of Macao and beyond as its mission states. It bridges academic education with real-world practice and proactively engages with industry and professional bodies, thus making a significant impact on industry and society. More details about the Faculty are available at <https://fba.um.edu.mo/>.



Scan for more details



UM-FBA is looking for top-quality scholars in various fields below:

Field	Position
Accounting	Full/Associate/Assistant Professor in Accounting
Economics (Applied Microeconomics)	Associate/Assistant Professor in Economics (Applied Microeconomics)
Economics (Macro/Financial Economic Forecasts)	Full/Associate Professor in Economics (Macro/Financial Economic Forecasts)
Finance	Full/Associate/Assistant Professor in Finance
Integrated Resort and Tourism Management	Assistant Professor in Integrated Resort and Tourism Management
Marketing	Full/Associate/Assistant Professor in Marketing
Operations Management	Associate/Assistant Professor in Operations Management

For more details: <https://fba.um.edu.mo/recruitment-of-multiple-academic-positions-in-various-fields/>

2

FBA DISTINGUISHED SCHOLAR SEMINAR: "GAMBLER'S FALLACY VERSUS HOT HAND: WHY DOES IT MATTER?" BY PROF. TEO, CHUNG PIAW

Research

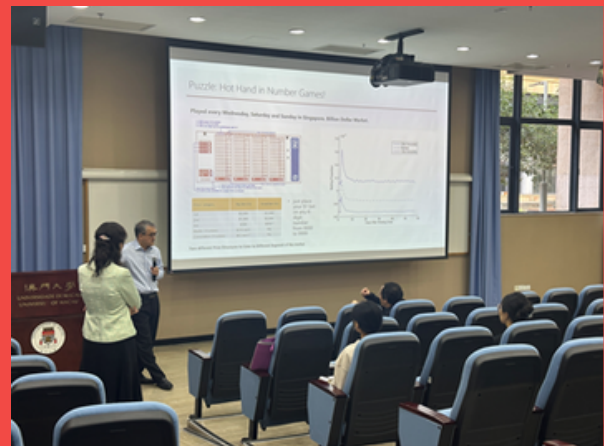
The Business Research and Training Center (BRTC) hosted an FBA Distinguished Scholar Seminar (DSS) on 15 December. The seminar was presented by **Prof. TEO, Chung Piaw**, Provost's Chair Professor, National University of Singapore. The seminar titled "Gambler's Fallacy versus Hot Hand: Why does it matter?" and was conducted onsite and drew a diverse audience participants.

Prof. TEO's seminar unveiled the unexpected relevance of perception in operational challenges, intertwining the dynamics of lottery markets and supply chain inventory management. By challenging established notions, TEO highlighted the "hot-hand" phenomenon in lotteries, where past wins influence future bets, contrasting with the widely recognized "gambler's fallacy." This revelation transcends lotteries, impacting inventory management, especially for items with intermittent or "long tail" demand. The seminar provided crucial insights into decision-making biases in operational systems, underscoring the significance of acknowledging and addressing these phenomena in policy-making and intervention strategies.

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



Prof. TEO, Chung Piaw, Provost's Chair Professor, National University of Singapore



Prof. TEO, Chung Piaw shared his research

3

SIX RESEARCH TALKS WERE SUCCESSFULLY DELIVERED AT THE FBA SALON SERIES ON DATA ANALYSIS IN THE FIRST SEMESTER 2023/2024

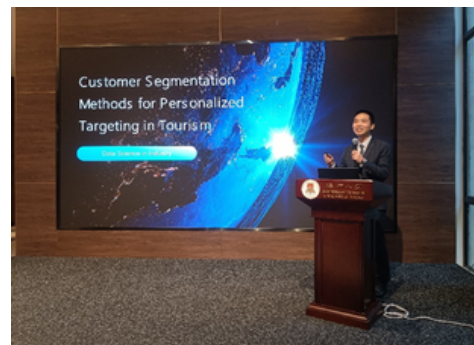
Research

The UM FBA Salon Series on Data Analysis is organized by the Department of Accounting and Information Management (AIM). Six sessions have been scheduled in the first semester of academic year 2023/2024. It offered an engaging platform for both speakers and participants to delve into the emerging trends in the Data Analysis research area. Here's a brief overview of the Salon Series in this semester.

1) "A Flexible and Parsimonious Modelling Strategy for Clustered Data Analysis" presented by **Prof. Wenyang ZHANG (張文揚教授)** on 5 September 2023. The study focuses on statistical modelling strategy, the trade-off between flexibility and parsimony that plays a vital role in statistical modelling.



2) "Customer Segmentation Methods for Personalized Targeting in Tourism" presented by **Dr. Albert Yaoman LI, Director of Customer Relationship Management, Wynn Resorts (Macau)** on 19 September 2023. Various segmentation methods, including demographic, psychographic, and behavioral approaches, and provide real-life examples of their application in the tourism industry have been discussed.



3) "Content Analysis in ESG reports" presented by **Prof. Teresa CHU (朱善欣教授)** on 10 October 2023. This salon aims to explore together more systematic and efficient ways for data extraction and measurement which is critical to any content analysis.



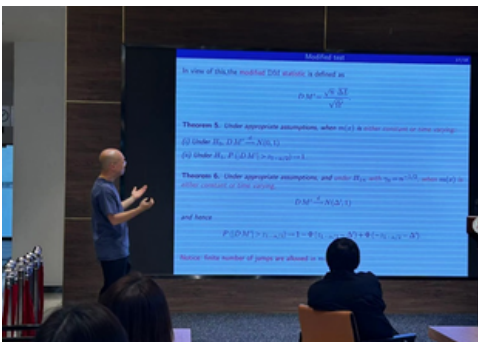
4) "Dive into Unstructured Data" presented by **Prof. Jacky Yan LIN (林龔教授)** on 24 October 2023. Prof. LIN shares his experiences in analyzing unstructured data.



5) **Prof. Glenn MCCARTNEY** and **Mr. José Carlos Matias, Director of Macau Business and Director of Macau News Agency**, jointly presented on 7 November 2023. Their topic is "Increasing research impact and interest through media collaboration". This practical discussion on engaging with the media, has highlighted a few ways that media collaboration is possible – and in building a continued rapport with the media.



6) "Testing for Equal Average Forecast Accuracy" presented by **Prof. Yang ZU, Associate Professor of Economics Faculty of Social Sciences, UM** on 21 November 2023. Prof. ZU shared his research on classical forecast evaluation tests assuming the performance of candidate forecasts to be constant along time, an assumption might not be satisfied in practical situations and how to improve it.



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