



FBA

NEWSLETTER

3 Jan 2024

ISSUE 98

NEWS

1 DELEGATION OF THE SOUTHEAST ASIAN HIGH SCHOOL LEADERSHIP VISITED FBA

Business Engagement

Service

Coordinated through the Global Affairs Office, a delegation of leadership from the Southeast Asian high school visited FBA on 14 December 2023. They were warmly received by **Prof. Jun YU (余俊教授)**, **Prof. Henry LEI (李振國教授)**, **Prof. Morris LIU (劉明教授)**, **Prof. Tony QIN (秦振江教授)**, **Prof. Javier CUERVO**, **Prof. Joseph SY-CHANGCO**, **Prof. Kraivin CHINTAKANANDA**. **Prof. Jacky HONG (洪福來教授)** also gave a faculty introduction speech to the delegation in the morning on same day. They have paid a visit to the Thomson Reuters Trading Room, Currency Museum, Mock Casino, Behavioral laboratory, Accounting and Information Management Laboratory and Café Lab.



Prof. Jacky HONG gave a faculty introduction speech to the delegation



Group photo



Group photo

2

EXCHANGE MEETING BETWEEN FACULTY AND STUDENTS OF THE DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT AND THE SCHOOL OF TOURISM MANAGEMENT OF SUN YAT-SEN UNIVERSITY

Teaching and Learning

Research

Business Engagement

Led by **Prof. Anthony WONG (黃業堅教授)** of Department of Integrated Resort and Tourism Management (DRTM), a group of PhD students from DRTM, paid a visit to the Zhuhai Campus of Sun Yat-Sen University to have an exchange meeting with the faculty and students of the School of Tourism of Sun Yat-Sen University on 5 December 2023.

First, **Prof. Xiaoming ZHANG**, Associate Dean and Professor of the School of Tourism Management of Sun Yat-Sen University, introduced the history and development of the School and its important position in the tourism industry. A Ph.D. student, Chao LIU from the Department of Integrated Resort and Tourism Management of the University of Macau, as the representative of the Department, also introduced the overview of the Department and its achievements and characteristics in teaching, research, and social services in recent years. During the exchange meeting, students from both sides also had active exchanges and sharing. The Ph.D. students discussed the differences and characteristics of the training programs of the two institutions, as well as the difficulties and challenges they encountered during their study and research. The sharing not only broadened the horizons of the students but also enabled the participants to borrow valuable experiences and excellent learning methods from the sharing of other students.

For more details, please visit: <https://fba.um.edu.mo/exchange-meeting-between-faculty-and-students-of-the-department-of-integrated-resort-and-tourism-management-of-the-university-of-macau-and-the-school-of-tourism-management-of-sun-yat-sen-university/>

3 “EXTRACTING FINANCIAL VALUE FROM BIG DATA” BY PROF. HENRY LEI, UMAGAZINE

Business Engagement

Prof. Henry LEI (李振國教授), Associate Head of Department of Finance and Business Economics and Associate Professor in Business Economics shared his opinion in the article entitled “Extracting financial value from big data” at UMagazine Issue 28 on December 2023.

Article sharing:

An immense volume of data flows through the financial sector every second. Henry Lei, associate head of the Department of Finance and Business Economics in the Faculty of Business Administration (FBA) at the University of Macau (UM), emphasises that machine learning models, by harnessing this data, can enhance investment strategies, reduce investment risks, and contribute to the development of new financial products.

For more details, please visit: <https://www.um.edu.mo/news-and-press-releases/campus-news/detail/57244/>



Prof. Henry LEI

4 “MARKETING TO MINDS WITH DATA” BY PROF. CHERIS CHOW, UMAGAZINE

Business Engagement

Prof. Cheris CHOW (周詠芝教授), Associate Professor in Marketing shared her opinion in the article entitled “Marketing to minds with data” at UMagazine Issue 28 on December 2023.

Article sharing:

Every consumer swipe and click is a valuable source of data for businesses eager to sharpen their marketing strategies. According to Cheris Chow, associate professor in the Department of Management and Marketing of the Faculty of Business Administration (FBA) at the University of Macau (UM), while quality products and services matter, the effective use of data is just as crucial for marketing success.

For more details, please visit: <https://www.um.edu.mo/news-and-press-releases/campus-news/detail/57245/>



Prof. Cheris CHOW

5 "WALL-E VS. REALITY: WHY DISASTER RESPONSE ROBOTS DON'T INSPIRE US" BY PROF. FANGYUAN CHEN, UMAGAZINE

Business Engagement

Prof. Fangyuan CHEN (陳方圓教授), Associate Professor in Marketing shared her opinion in the article entitled "Wall-E vs. reality: Why disaster response robots don't inspire us" at UMagazine Issue 28 on December 2023.

Article sharing:

Have you ever come across videos or photos of 'hero' robots tackling hazardous tasks such as fighting a wildfire or sanitising hospitals during the COVID-19 pandemic? Whereas robots were once limited to industrial automation, we now see them increasingly deployed in service domains like disaster response to improve human safety and well-being. It seems that WALL-E, the endearing cleaning robot from the 2008 Pixar movie, has found its real-world counterparts.

For more details, please visit: <https://www.um.edu.mo/news-and-press-releases/campus-news/detail/57231/>



Prof. Fangyuan CHEN

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