



# NEWSLETTER

28 Feb 2024

ISSUE 102

INDUSTRY FOCUS

## NEWS

### 1 FBA STUDENTS WON THE SILVER AWARD AT THE CHINA MAINLAND, HONG KONG AND MACAO DIGITAL ECONOMY INNOVATION AND ENTREPRENEURSHIP COMPETITION 2024

Teaching and Learning

Business Engagement

A team of FBA students, composed of XU Yue (BSc in Finance), WANG Siyi (BBA), CHEN Hailun (BSc in Accounting), HUANG Min (BBA), and CHEN Wendi (BBA) won the Silver award at the China Mainland, Hong Kong and Macao Digital Economy Innovation and Entrepreneurship Competition 2024 held at the University of Hong Kong recently. The competition aims to accelerate the training of application-oriented, innovative, and composite economic and trade talents with consulting application ability and build a stage for the exchange and display of entrepreneurial youth from the Mainland, Hong Kong, and Macao.

The competition focused on the digital economy, and the five students fully demonstrated their innovative spirit and professional ability in their submitted competition proposal. In the final presentation stage, XU Yue, WANG Siyi, and CHEN Hailun delivered the speech, and HUANG Min and Wendy CHEN exhibited agility in the defense stage. With the participation of teams from the University of Hong Kong, the Hong Kong University of Science and Technology, the Chinese University of Hong Kong, and other institutions, the team gained a lot of knowledge from the rivals' efforts.

The competition offers an exceptional opportunity to learn, apply, and communicate more than simply what was covered in class. The team would like to express their gratitude to **Prof. Stella LIU (劉星教授)**, assistant professor from DRTM as the instructor, for her insightful advice on how to improve the proposal and presentation.



Group photo



FBA students won the Silver Award at the China Mainland, Hong Kong and Macao Digital Economy Innovation and Entrepreneurship Competition 2024

# 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】徐耀博士：守正創新，篤行致遠

徐耀，第二屆澳門大學工商管理學院工商管理博士(DBA)畢業生，於2020年入學並在2023年獲得工商管理博士學位。他是浙江泰隆商業銀行股份有限公司副行長，深耕銀行業，在銀行小微普惠金融領域擁有16年經驗，他曾擔任過多個職位，包括總行小微金融管理部門負責人、市場管理部負責人以及泰隆商業銀行上海分行的行長。曾榮獲“上海領軍金才”、“浙江十大青年金融才俊”、“浙江金融專家人才庫特聘金融專家”等稱號。

#### 學海無涯

徐耀博士本科及碩士畢業於西南財經大學，擁有金融學碩士學位。他表示澳門大學的DBA課程重視學術與實踐的結合，有助於培養理論與素養兼備的領導者，同時為學員提供了與世界級專家交流的機會，有助於學員拓展國際視野、提升認知層次。多元的文化背景、實戰性的課程設置及優秀的師資力量，有助於提升學員的商業研究能力，提高個人的專業素養。

#### 澳門大學是一座橋樑

在徐耀博士看來，澳門大學是一所具有國際視野的大學，其教學品質和學術研究都得到了廣泛的認可，澳門大學的國際化教育環境和多元化的文化環境也為學生提供了豐富的學習和交流機會。DBA課程通過面授課堂、專題考察工作坊等形式，為來自不同領域、不同地區的領袖精英提供交流平臺，充分發揮粵港澳大灣區在金融、科技、商業方面的優勢，讓學員能夠掌握最新研究趨勢，從而對自身事業及發展有更明確的規劃。

#### 守正創新 篤行致遠

徐耀博士始終堅信「唯有不斷突破自我、跳出常規，才能知行合一，善行而終。」十多年間，他一直關注普惠金融領域，致力於提升普惠小微群體獲得金融服務的均等性與便利度。通過小微金融商業模式落地，進一步解決小微金融資訊不對稱、服務成本高、服務要求多樣等痛點；通過金融產品創新，精簡融資流程，提升客戶體驗。他始終給予小微客戶充分的信任和尊重，以創新之心，堅守小微之路，一以貫之，久久為功。

**Dr. Yao XU**, admitted to the Doctor of Business Administration (DBA) Programme of the Faculty of Business Administration (FBA) of the University of Macau (UM) in 2020. He is currently the Vice President of Zhejiang Tailong Commercial Bank, specializing in the banking industry. He mentioned that the DBA programme at the University of Macau emphasizes the integration of academic knowledge and practical application, which helps cultivate leaders with a strong foundation in both theory and practice.



Dr. Yao XU,  
FBA, DBA 2020 intake



Group Photo of DBA Students

## NEWS



Prof. Glenn MCCARTNEY

### 1 “HONG KONG VISITORS ON THE VERGE OF SURPASSING 2019 RECORD” INTERVIEW WITH PROF. GLENN MCCARTNEY, PLATAFORMA

Business Engagement

Service

**Prof. Glenn MCCARTNEY**, Associate Dean (Curriculum and Teaching) and Associate Professor in Integrated Resort and Tourism Management, was invited to share his opinion in the article entitled “Hong Kong visitors on the verge of surpassing 2019 record” in Plataforma on 25 January 2024.

Article sharing:

Prof. Glenn McCartney, specialized in management and tourism, indicates that in 2024 the record of 2023 will be “exceeded” and, therefore, it is also likely that there will be more visitors compared to 2019 – the difference between the two is 150 thousand visits. The academic from the University of Macau points to the development of the transport network between the two regions as the “essential” factor.

For more details, please visit:

<https://www.plataformamedia.com/2024/01/25/visitantes-de-hong-kong-na-iminencia-de-ultrapassar-registo-de-2019/>

### 2 “DEVELOPING BUSINESS MARKET AND GROUP ORDER” (開發商業市場團體訂單) 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 “Promoting selling proposition and enhancing non retailing parts” at Macao Daily on 22 January 2024.

Article sharing:

澳門大學工商管理學院教授劉丁己建議：

開發商業市場團體訂單：除現有零售市場外，應進一步開發商業市場，爭取團體訂單，尤其是路氹城的娛樂場、酒店及部分寫字樓白領市場。可採用“預先接單收錢之後再代客生產”的方式，只要團體訂購量夠大（如一次訂30或50份以上），平均單價可以適度優惠。

強調足料與當季的優點：建議針對季節、天氣與顧客需求推出應時合宜的滋補產品，例如流感時很多人咳嗽，陳皮燉雪梨等溫潤湯品必定熱銷；天氣炎熱則清涼下火燉品更受歡迎，根據季節與顧客需求推出應時產品。



Prof. Matthew LIU

For more details, please visit: [http://www.macaodaily.com/html/2024-01/22/content\\_1730456.htm](http://www.macaodaily.com/html/2024-01/22/content_1730456.htm)



3

### "SPECIAL REPORT – IS 10 YEARS A SHORT TIME?"

INTERVIEW WITH PROF. RICARDO SIU, MACAU BUSINESS

Business Engagement

Service

**Prof. Ricardo SIU (蕭志成教授)**, Associate Professor in Business Economics, was invited to share his opinion in the article entitled "Special Report – Is 10 years a short time?" on Macau Business on 7 January 2024.

Article sharing:

In July, consultancy CBRE Equity Research published a report that, for the first time, discussed the drawbacks of the current (only) 10-year concession period. According to the report, the most critical aspects hindering the transformation of Macau into a more leisure and MICE-oriented destination include limited infrastructure (with an emphasis on the airport), a shortage of skilled labour, and developable land. Even though he agrees with part of CBRE's analysis, Ricardo Siu, Professor of Economics at the University of Macau, believes Government support will play a key role in meeting the desired goals.

For more details, please visit: <https://www.macaubusiness.com/special-report-is-10-years-a-short-time/>

### 4 FBA STUDENTS RECEIVED PROFESSIONAL ADVICE FROM SENIOR EXECUTIVES OF MACAO NEWLAND TECHNOLOGY CO., LTD.

Teaching and Learning

Business Engagement

A team of senior management executives from the Macao Newland Technology Co., Ltd. (澳門新大陸萬博科技有限公司), visited our MBA class and provided professional advice in a company-based project for a MBA course Business Consultancy Methods instructed by **Prof. Grace HO (何珉教授)** on 3 February 2024. In this project, student groups are expected to work on real business issues and propose feasible solutions to the company's management team.

This meeting marks the beginning of a series of executive-student interactions (including Q&A consultation session, project presentations) which lead to the completion of a company-based project by student groups. During the meeting, **Ms. Qimeng LUO** (Head of Digital Technology Department) introduced the company background and the current developments in Macao's digital economy. Three senior management executives from the company then discussed with our MBA students regarding different project topics and provided their expert guidance and advice.

For more details, please visit: <https://fba.um.edu.mo/our-students-received-professional-advice-from-senior-executives-of-macao-newland-technology-co-ltd/>



Group photo



Ms. Qimeng LUO introduced the company background and the current developments in Macao's digital economy



Ms. Maria FERNANDES, Director of MGTO, delivered opening remarks



FBA students participated in the "Macao welcomes you" training programs for international guests

5

## FBA STUDENTS OF FOOD, EATING AND CULTURE COURSE PARTICIPATED IN THE "MACAO WELCOMES YOU" TRAINING PROGRAMS FOR INTERNATIONAL GUESTS

### Teaching and Learning

### Business Engagement

A group of FBA students of the course Food, Eating and Culture, led by **Prof. Faye CHEN (陳菲兒教授)**, Assistant Professor of the Department of Integrated Resort and Tourism Management, actively participated in the launch ceremony and the first seminar of the "Macao Welcomes You" Training Programs for International Guests co-organized by the Macau Government Tourist Office and MGM on 2 February 2024.

Ms. Maria Helena de Senna FERNANDES, Director of MGTO, expressed in her remarks that the program will introduce the knowledge and skills of welcoming international visitors to practitioners of tourism and other related industries through various forms of online and offline activities, which will help the industry to better receive diversified international visitors, and enhance the students' understanding of different cultures and customs, so as to promote the sustainable and quality development of Macao's tourism industry.

For more details, please visit: <https://fba.um.edu.mo/students-of-food-eating-and-culture-course-participate-in-the-macao-welcomes-you-training-programs-for-international-guests/>

## UPCOMING EVENT

1

### FBA SEMINAR SERIES 098

- Topic: Has COVID-19 changed tourists' behaviour?
- Speakers: Prof. Haiyan SONG, Associate Dean and Chair Professor of Tourism, Mr and Mrs Chan Chak Fu Professor in International Tourism, The Hong Kong Polytechnic University
- Date: 1 March 2024 (Friday)
- Time: 10:00 am to 11:30 am
- Venue: E22-G015
- Host: Prof. Yuansi HOU, Associate Professor in Integrated Resort and Tourism Management

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-098/>

UNIVERSITY OF MACAU  
FACULTY OF BUSINESS ADMINISTRATION

**FBA SEMINAR SERIES - 098**

**FBA SEMINAR SERIES**  
Has COVID-19 changed tourists' behaviour ?

**Prof. Haiyan SONG**  
Associate Dean and Chair Professor of Tourism  
Mr and Mrs Chan Chak Fu Professor in International Tourism  
The Hong Kong Polytechnic University  
Date: 01 March 2024 (Friday)  
Time: 10:00 am to 11:30 am  
Venue: E22-G015  
Host: Prof. Yuansi HOU, Associate Professor in Integrated Resort and Tourism Management

**Abstract**

The COVID-19 pandemic has had a profound impact on tourist behaviour. Pandemic-induced uncertainties and risks and psychological reactions to them have played predominant roles in affecting tourists' travel decisions during the pandemic. In addition, social media and internet technologies have facilitated such changes. Understanding tourists' behavioural changes as a result of the pandemic is crucial for tourism businesses to manage and sustain the tourism recovery post-COVID-19. We aimed to address the questions of whether and how tourists behave differently during or after the pandemic and to provide a narrative review of the research on tourist behaviours over the same period with a view to critically assessing their theoretical and practical contributions and identifying gaps for future research. This review identified five themes: tourists' decision making, psychological response, responsible behaviour, communication, and information technology adoption. The results indicate that behavioural changes vary by types of tourists, with some changes likely to be permanent and others transitory.

**Speaker**

Professor Haiyan Song is Mr and Mrs Chan Chak Fu Professor in International Tourism in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. His research interests are in tourism and hospitality economics with particular focuses on tourism and hotel demand modelling and forecasting, consumer behaviour research, and tourism and hospitality supply chain management. He has played significant roles in a number of international collaborative research projects, covering tourist satisfaction and service quality indices, tourism demand forecasts, web-based tourism demand forecasting systems, and tourist satellite account development. Prof. Song has published more than 250 journal articles in both mainstream economics journals as well as tourism journals such as *International Journal of Hospitality Management*, *International Journal of Contemporary Hospitality Management*, *Annals of Tourism Research*, *Tourism Management*, and *Journal of Travel Research*.

**All are welcome!**



**FBA SEMINAR SERIES - 099**

**FBA SEMINAR SERIES**  
From Efficiency to Excess: Understanding Energy Usage in Green-Certified Homes



**Prof. Sumit AGARWAL**  
Low Tuck Kwong Distinguished Professorship  
Professor of Finance  
National University of Singapore  
Date: 08 March 2024 (Friday)  
Time: 03:00 pm to 04:30 pm  
Venue: E22-G015  
Host: Prof. Rose LAI, Professor in Finance

**Abstract**

Green building certification is critical for reducing carbon emissions in the real estate sector, which accounts for over one-third of the global carbon output. Analysing nationwide account-level water consumption data in Singapore with staggered difference-in-differences regressions, we find an unexpected 3.3% increase in household water consumption for retrofitted residential buildings post-certification. Similar increase is observed for household electricity consumption using block-level data. The increased consumption is unlikely a rebound effect given the lack of household-level efficiency improvements, instead it is attributable to an increase in post-certification house price. The increase in water consumption for household is five-times the reduction for common areas with mandated efficiency improvements. We highlight the importance of enhancing household-level efficiency and implementing stringent certification criteria in offsetting the increase in utility consumption, which is particularly crucial with the rapid proliferation of green buildings around the world.

**Speaker**

Sumit Agarwal is Low Tuck Kwong Distinguished Professor of Finance at the Business School and a Professor of Economics and Real Estate at the National University of Singapore. He is the Managing Director of Sustainable and Green Finance Institute at NUS, and also the President of Asian Bureau of Finance and Economic Research. Sumit's research interests include issues relating to household sustainability, financial institutions, household finance, behavioral finance, and real estate markets. He has published over one hundred and twenty five research articles in economics and finance journals like AER, QJE, JPE, JF, JFE, RFS. Additionally, he has co-written six books. He also writes regular op-ed's in the Straits Times and is featured on various media outlets like the CNA, BBC, CNBC, and Fox on issues relating to finance, banking, and real estate markets. Sumit's research is widely cited in leading newspapers and magazines like the Wall Street Journal, The New York Times, The Economist, and the U.S Presidents Report to Congress.

**All are welcome!**

## 2 FBA SEMINAR SERIES 099

- From Efficiency to Excess: Understanding Energy Usage in Green-Certified Homes
- Speaker: Prof. Sumit AGARWAL, Low Tuck Kwong Distinguished Professorship, Professor of Finance, National University of Singapore
- Date: 8 March 2024 (Friday)
- Time: 3:00 pm to 4:30 pm
- Venue: E22-G015
- Host: Prof. Rose LAI, Professor in Finance

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-099/>

## 3 FBA SEMINAR SERIES 100

- Topic: Obesity, Responsiveness to Food Marketing, and Taste Perception Before and After Bariatric Surgery
- Speakers: Prof. Yann CORNIL, Associate Professor, University of British Columbia, Sauder School of Business
- Date: 11 March 2024 (Monday)
- Time: 10:30 am to 12:00 pm
- Venue: E22-G015
- Host: Prof. Fangyuan CHEN, Associate Professor in Marketing

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-100/>



**FBA SEMINAR SERIES - 100**

**FBA SEMINAR SERIES**  
Obesity, Responsiveness to Food Marketing, and Taste Perception Before and After Bariatric Surgery



**Prof. Yann CORNIL**  
Associate Professor  
University of British Columbia, Sauder School of Business  
Date: 11 March 2024 (Monday)  
Time: 10:30 am to 12:00 pm  
Venue: E22-G015  
Host: Prof. Fangyuan CHEN, Associate Professor in Marketing

**Abstract**

Although food marketing is often accused of increasing population obesity, the relationship between individual responsiveness to marketing and obesity has yet to be established: Are people with obesity more responsive to food marketing and, if so, is it a stable trait or can it be reversed by bariatric surgery? In our research (part of it is published, another part is in review), we studied the responses to common marketing tactics in a group of women with obesity before, 3 months, and 12 months after bariatric surgery, as well as in two control groups (lean women, and women with obesity who were not seeking any treatment). People with obesity were initially more responsive to food marketing, but bariatric surgery reduced their responsiveness down to the level of lean people. We propose that this decreased responsiveness to marketing (i.e., external influences on food choices) may be due to increased internal preferences (or decreased indifference) for various food options after surgery. Our findings provide novel insights into the role of marketing in obesity, and suggest that developing sensory and hedonic discrimination can be a pathway to decreasing the influence of marketing on food choices.

**Speaker**

Prof. Yann CORNIL is an Associate Professor of Marketing at the University of British Columbia, Sauder School of Business. He received his Ph.D. in Marketing from INSEAD (France & Singapore) in 2015. Yann's research focuses on food marketing, obesity, sensory perception, and sustainability. His research was published in leading academic journals in marketing (such as the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Marketing, and the Journal of Consumer Psychology), in psychology (such as Psychological Science, and Organization Behavior and Human Decision Processes), and in nutrition (such as Appetite). For his research, Yann received the 2021 Research Excellence Award (Junior Category) delivered by the Sauder School of Business, and was named an MSI Young Scholar by the Marketing Science Institute in 2021. He also was a winner of the 2023 AMA-EBSCO-RRBM Award for Responsible Research in Marketing. Yann teaches in the Undergraduate, MBA, International MBA, and Master of Business Analytics programs of the Sauder School of Business; he was named a Top 40 Under 40 MBA Professor by Poets & Quants in 2019.

**All are welcome!**