



NEWSLETTER

13 Mar 2024

ISSUE 103

NEWS

1 FBA-BRTC, CCE, AND DSEDJ JOINTLY ORGANIZED THE "NATIONAL AND REGIONAL TRAINING UNDER MACAO YOUTH PROFESSIONAL DEVELOPMENT PROGRAMME – ENHANCEMENT OF COMPREHENSIVE OF MANAGEMENT OF EXCELLENCE YOUTH IN LOCAL ENTERPRISES"

Business Engagement

Service

In order to gather the strength between enterprises in Macao and mainland institutions, create an atmosphere to jointly promote the professional development of the youth, provide opportunities for professional growth for the Macao youth, and actively help young people integrate into the overall development of the country, the DSEDJ continues to carry out the Macao Youth Professional Development Programme. Ten companies were invited to participate in the programme this year, and 30 outstanding young employees in Macao were selected and recommended by the companies to participate.

The Macao Youth Professional Development Programme has 3 phases, which includes National and Regional Training, on-the-job learning as well as advanced training and field trips to Mainland. The first phase has been carried out and it is in a full-time manner and jointly organized by the DSEDJ, CCE, and BRTC of the FBA. The training content includes the role and positioning of Macao in Sino-Portuguese relations, the relationship between the Hengqin Guangdong-Macao Deep Cooperation Zone and the moderate diversification of Macao's economy, 1+4" development and view, Big Data and Management, Crisis Management and Media Public Relations Response, comparison of Traditional and Emerging Industries in Macao and Macao's Positioning in the Greater Bay Area – Integration and Development and visiting to SKL-IOTSC, ZUMRI and Digifluidic Bio-tech Co., Ltd. in Hengqin.



Group photo of the opening ceremony



Group photo of the certificate presentation

For more details, please visit: <https://e-bulletin.um.edu.mo/notice/206548/>



Prof. Feng BAI

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MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Service

Research

We are very glad to introduce our new faculty member - **Prof. Feng BAI (白鋒教授)**, Associate Professor in Management, who recently joined the Department of Management and Marketing of the Faculty of Business Administration in March 2024.

Prof. BAI received his PhD degree in Organizational Behaviour and Human Resources from the Sauder School of Business at the University of British Columbia. Before his appointment at UM, he served as an Assistant Professor at the Hong Kong Polytechnic University from 2016 to 2024, following his tenure as a Lecturer at the Sauder School of Business, University of British Columbia, from 2015 to 2016.

Prof. BAI's research expertise spans several critical areas, including Morality, Social Inequality, Status Attainment, and Moral Emotions. He has been appointed to the editorial board for Management and Organization Review for the 2023-2025 term. Additionally, he has contributed as an ad-hoc reviewer for a myriad of esteemed journals, such as the Journal of Personality and Social Psychology and the Academy of Management Journal, and has reviewed for the Research Grants Council of Hong Kong and the John Templeton Foundation. His scholarly contributions include publications in prestigious journals like the Journal of Personality and Social Psychology and Organizational Behavior and Human Decision Processes.

Let's welcome Prof. Feng BAI and we highly appreciate your support to Prof. BAI.

For more information of Prof. BAI, please visit:

<https://fba.um.edu.mo/faculty/fengbai/>

3 APPLICATION FOR 2024/2025 POSTGRADUATE PROGRAMS IS NOW OPEN UNTIL 31 MAR 2024

Teaching and Learning

The Faculty of Business Administration is glad to share that the admission to the 2024/2025 academic year's master's degree programmes is now open for application until 31 March 2024.

FBA offers a diverse range of master's degree programmes designed to meet the evolving needs of professionals. The programmes combine theory and practice to cultivate students' professional knowledge and practical skills, enabling them to excel in the global business environment. Whether you aspire to leadership positions, specialize in financial technology, or contribute to the development of the tourism industry, you will have unique learning opportunities and professional development. The following programmes are currently open for application:

- Master of Business Administration (MBA)
- Master of Science in Accounting
- Master of Science in Business Analytics
- Master of Science in Finance
- Master of Science in Integrated Resort and Tourism Management
- Master of Science in Data Science (Financial Technology)
- Master of Science in Data Science (Marketing Analytics)

To learn more about the admission requirements for each programme, please visit our programme website at:
<https://fba.um.edu.mo/programmes/>

To learn more about online application or admission procedures, please visit the website of UM's Graduate School at:
<https://grs.um.edu.mo/>

For enquiries, please call 8822 4736/8822 4737 or email to fba.enquiry@um.edu.mo

We look forward to welcoming you! Best wishes for your success.

ADMISSIONS FOR 2024/2025 Master's Degree Programmes Faculty of Business Administration

7 Master's Degree Programmes

Master of Business Administration (MBA)

Master of Science in Accounting

Master of Science in Business Analytics

Master of Science in Finance

Master of Science in Integrated Resort and Tourism Management

Master of Science in Data Science (Financial Technology)

Master of Science in Data Science (Marketing Analytics)

APPLICATION DEADLINE:
31 March 2024



About the
Programmes



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DEPARTMENT OF MANAGEMENT AND MARKETING STUDENTS HAVE BEEN ACCEPTED INTO GRADUATE PROGRAMS AT TOP UNIVERSITIES

Teaching and Learning

The Department of Management and Marketing would like to congratulate the following students on their acceptance into graduate programmes at prestigious universities. They expect to begin their bright new chapter in life later this year.

All of the students appreciate the in-depth knowledge, great insights, ample freedom to think, and valuable skills provided by our rigorous curriculum and extracurricular activities, which have helped them perform impressively on standardized tests and admissions interviews. Our courses combine theoretical knowledge with real-world case analysis, allowing students to better assume the role of a manager and improve their practical application capabilities. At the same time, our professors have strong professional skills and are always willing to answer students' questions. In particular, students are truly grateful to the professors who have been willing to serve as references for their applications to many institutes. They also appreciate the assistance and encouragement from their close friends and teammates during their various assignments and projects. Finally, they feel that despite some difficulties, these four years at UM have been the happiest moment of their lives because the school gives them the space for free development that leads to their ability to plan their future independently.

Below are student details (ordered by last name). The university ranking is based on the Times Higher Education World University Rankings 2024, which includes 1,906 universities in 108 countries and regions (<https://www.timeshighereducation.com/world-university-rankings/2024/world-ranking>).

We are proud of our students and wish them all the best in their future studies!

Note: This news is contributed by **Prof. Chanthika PORNPIITAKPAN**, Associate Professor, who has taught the students for the past semesters.

For more details, please visit: <https://fba.um.edu.mo/our-students-have-been-accepted-into-graduate-programs-at-top-universities/>



CHEN Yu-che Steven, marketing major, is accepted into:

- **The Hong Kong University of Science and Technology** (ranked the 64th), MSc in Marketing program.
- **University of Bristol** (ranked the 81st), MSc in Management (Marketing) program.
- **University of Glasgow** (ranked the 87th), MSc in International Strategic Marketing program; MSc in Management program.
- **University of Leeds** (ranked the 129th), MSc in Management program; MSc Consumer Analytics and Marketing Strategy program; MSc in International Marketing Management program.



HE Suixin Selena, marketing major, is accepted into **The Hong Kong University of Science and Technology** (ranked the 64th), MSc in Marketing program.



HOU Jingyi Janie, marketing major, is accepted into **The University of Sydney** (ranked the 60th), Master of Commerce program.



SU Shengying Susan, marketing major, is accepted into:

- **Imperial College London** (ranked the 8th), MSc in Strategic Marketing program.
- **University of Hong Kong** (ranked the 35th), MSc in Marketing program.
- **University of British Columbia** (ranked the 41st), Master of Business Analytics program.



WANG Zijian Ivan, global business management major, is accepted into **The City University of Hong Kong** (ranked the 82nd), MSc in Marketing program.



YAO Linjing Elaine, marketing major, is accepted into **The Hong Kong University of Science and Technology** (ranked the 64th), MSc in Marketing program.

5 THE DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT INVITED A NUMBER OF LARGE CORPORATIONS TO CONDUCT INTERNSHIP TALKS FOR STUDENTS OF THE DEPARTMENT

Teaching and Learning

Business Engagement

Recently, **Prof. Amy SO (蘇小恩教授)**, Assistant Dean (International and External Relations), Director of the Centre for Tourism and Integrated Resort Studies (CTIRS) and Associate Professor of the Department of Integrated Resort and Tourism Management (DRTM), on behalf of the department, invited a number of large corporations in the leisure, entertainment and hospitality industries to conduct several unique internship talks for the students who are going to participate in the internship program.

The main purpose of the internship talks was to help students better understand internship opportunities and to provide a platform for companies to showcase their strengths and attract talents. Dozens of companies from all over China introduced their corporate culture, business scope, as well as the job content and requirements of internships through online and offline presentations, laying a solid foundation for student's future job search. These include Macao-based enterprises Artyen Grand Lapa Macau, Crowne Plaza Macau, Galaxy Entertainment Group, Sands China Ltd, SJM Resorts Limited, Wynn Resorts (Macao) S.A., as well as Mainland China-based enterprises Amanfayun, Four Seasons Guangzhou and Zhuhai Chimelong Investment and Development Company Limited. (In alphabetical order of names, regardless of precedence).

For more details, please visit: <https://fba.um.edu.mo/the-department-of-integrated-resort-and-tourism-management-invited-a-number-of-large-corporations-to-conduct-internship-talks-for-students-of-the-department/>



Group photo



Students interacted and engaged actively during the internship talk



Prof. Maggie FU

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PROF. MAGGIE FU WAS INVITED TO SHARE HER INSIGHT ON "RESPONSIBLE INVESTING IN THE GAMING INDUSTRY" AT THE 17TH UM SCHOLAR RESEARCH FORUM (澳大學人研究講壇)

Teaching and Learning

Service

Research

Prof. Maggie FU (傅曉青教授), Programme Director of Doctor of Business Administration (DBA) Programme and Professor in Finance and Business Economics, was invited to share her insights titled "Responsible Investing in the Gaming Industry" at the 17th UM Scholar Research Forum held by Research Services and Knowledge Transfer Office (RSKTO).

During the talk, Prof. FU discussed the transformation of responsible investment from a portfolio strategy that typically excludes investments in specific industries (such as tobacco, alcohol, and gaming) to an investment process that integrates environmental, social, and corporate governance (ESG) issues into investment decision-making in order to manage risk better and generate sustainable, long-term returns. She mentioned that this transformation raised the question of whether social responsibility would affect the investment decisions of institutional investors in the gaming industry.

For more details, please visit: <https://www.um.edu.mo/news-and-press-releases/press-release/detail/57765/>

UPCOMING EVENT

University of Macau Doctor *honoris causa* Lecture
澳門大學榮譽博士講座

Supply Chain Renaissance
**後疫情及全球大環境下的
供應鏈復興**

Keynote Speaker 主講嘉賓
Prof. Hau Leung LEE
李效良教授

The Thoma Professor of Operations,
Information & Technology
Stanford Graduate School of Business
史丹福大學商學院
運營·資訊及科技Thoma講座教授
The Father of Modern Supply Chain
現代供應鏈之父

Date & Time 日期及時間
25/03/2024 (Monday 星期一) 2:30 p.m. - 3:45 p.m.

Language 語言
English 英語

Venue 地點
E31-G001 Theatre, Student Activity Centre (E31 building), University of Macau
澳門大學學生活動中心音樂劇場 (E31-G001)

Online Registration/網上報名
<https://go.um.edu.mo/hcv049rj>

1 University of Macau Doctor *honoris causa* Lecture

- Topic: Supply Chain Renaissance
- Speaker: Prof. Hau Leung LEE
- Date: 25 March 2024 (Monday)
- Time: 2:30 pm – 3:45 pm
- Venue: E31-G001 Theatre, Student Activity Centre (E31 building), University of Macau
- Language: English

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

For more details, please visit:

<https://fba.um.edu.mo/university-of-macau-doctor-honoris-causa-lecture-supply-chain-renaissance/>