



NEWSLETTER

10 Apr 2024

ISSUE 105

NEWS

1 FBA AWARDS 2023/2024

Teaching and Learning

Research

Service

Business Engagement

Each year the FBA Faculty Level Awards are presented to recognize faculty members with excellent performance in the areas of teaching, research, service. Moreover, the Faculty would like to recognize its outstanding administrative staff. Please join us in congratulating the following recipients of 2023/2024.

- FBA Outstanding Teaching Award
Prof. Rachel Xiaorong MA (馬笑蓉教授) (FBE)
- FBA Outstanding Research Award
Prof. Duncan Jiancheng LIU (劉鍵程教授) (AIM)
- FBA Outstanding Research Award
Prof. Lawrence Hoc Nang FONG (馮學能教授) (DRTM)
- FBA Outstanding Research Award
Prof. Jing XIE (謝靜教授) (FBE)
- FBA Outstanding Research Award
Prof. Fangyuan CHEN (陳方圓教授) (MMI)
- FBA Outstanding Internal Service Award
Prof. Lianjie SHU (舒連杰教授) (AIM)
- FBA Outstanding External Service Award
Prof. Lida Lingling ZHANG (張玲玲教授) (MMI)
- FBA Excellent Administrative Staff Recognition Scheme
Ms. Jennifer LAO (劉嘉雯小姐)

FBA AWARDS 2024

澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

工商管理學院
FACULDADE DE GESTÃO DE EMPRESAS
FACULTY OF BUSINESS ADMINISTRATION

CONGRATULATIONS

- FBA Outstanding Teaching Award
Prof. Rachel Xiaorong MA (FBE)
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- FBA Excellent Administrative Staff Recognition Scheme
Ms. Jennifer Ka Man LAO



DBA students visited Fullerton Fund Management Company Ltd



A group photo at the Singapore Exchange



A group photo at Google headquarters in Singapore

2 澳大DBA 博士生赴新加坡考察

UM DBA STUDENTS ATTEND RESIDENTIAL WORKSHOP IN SINGAPORE

Teaching and Learning

Business Engagement

澳門大學工商管理博士（DBA）學位課程與中金國際財富管理合作，組織2021級博士學生赴新加坡參加“邁向未來：以韌性成就可持續發展”專題考察工作坊，訪問當地多間頂尖高校和企業，拓展國際視野。

考察為期一周，學生訪問了富敦資金管理有限公司（淡馬錫旗下大型資管公司）、新加坡交易所、中國國際金融（新加坡）有限公司（中金新加坡）、勝科集團（領先的可再生能源與城鎮解決方案提供商）、Google新加坡總部、南洋理工大學和新加坡管理大學，期間聆聽了多位著名商業領袖和學者的精彩演講。

是次考察讓學生進一步了解到國際領先機構在環境保護、社會責任與公司治理（ESG）方面的最新發展和實踐，並深刻認識到優秀企業家怎樣在實現韌性增長的前提下，構建可持續為核心的企業戰略和商業模式。

是次考察是澳大工商管理博士學位課程的重要內容之一，由該課程主任傅曉青教授和行政人員黃錦榮帶隊。

Students of the 2021 intake of the Doctor of Business Administration (DBA) programme at the University of Macau (UM) attended a residential workshop titled 'Achieving a Resilient and Sustainable Future' in Singapore. The workshop was jointly organised by the DBA programme and the wealth management team of China International Capital Corporation Limited (CICC). During the one-week workshop, the students visited several top universities and enterprises, including Fullerton Fund Management Company Ltd, Singapore Exchange, China International Capital Corporation (Singapore) Pte Ltd (CICC Singapore), Sembcorp, Google headquarters in Singapore, Nanyang Technological University, and Singapore Management University. The workshop enabled the students to learn about the latest developments and practices of leading international organisations in environmental protection, social responsibility, and corporate governance (ESG). They also gained deeper insights into how outstanding entrepreneurs develop sustainable corporate strategies and business models while achieving resilient growth.

For more details, please visit: <https://www.um.edu.mo/news-and-press-releases/press-release/detail/57863/>

3 MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Research

Service

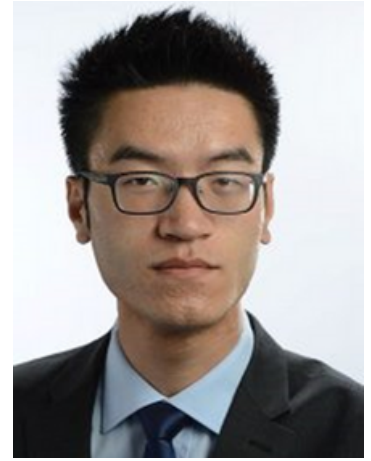
We are very glad to introduce our new faculty member - **Prof. Haitao YU (余海濤教授)**, Assistant Professor in Management, who recently joined the Department of Management and Marketing in the Faculty of Business Administration in April 2024.

Prof. YU holds a PhD degree in General Management from the Ivey Business School at Western University (also known as the University of Western Ontario) in Canada and a MSc degree in Sustainable Development from HEC Paris in France. Prior to joining UM, he served as an Assistant Professor in the Management & Society Department at IESEG School of Management from 2022 to 2024. He also worked as Research Fellow at the Emlyon Business School in France from 2021 to 2022. Prof. YU's research interests focus on business sustainability, place, space, organizational theory, international business, and qualitative methods.

Prof. YU was the runner-up of the Best Dissertation Award in AoM ONE Division 2022 and was a finalist for the Best Paper Award in the Group for Research on Organizations and the Natural Environment. Prof. YU published papers in reputable academic journals, such as Journal of International Business Studies, Organization & Environment, and Strategic Organization. In 2014, Prof. YU took a leadership role in initiating a social entrepreneurship project, which was specially mentioned by Bill Clinton in at the Clinton Global Initiative.

Let's welcome Prof. Haitao YU and we highly appreciate your support to Prof. YU.

For more information of Prof. YU, please visit: <https://fba.um.edu.mo/zh-hant/faculty/haitaoyu/>



Prof. Haitao YU



FBA Academic Mentoring Scheme

4 SECOND FORMAL GROUP MEETING FOR FBA ACADEMIC MENTORING SCHEME

Research

Service

FBA organized its second formal group meeting for the FBA Academic Mentoring Scheme on 27 March 2024. **Prof. Jun YU (余俊教授)**, Dean of FBA, facilitated the group meeting on the topic 'Research Development' for the academic staff paired as mentors and mentees by their Department Head.

Each of the Mentors in turn then shared their experiences on how to select journals to publish in, as well as other issues on conducting research. The gathering also provided a good opportunity for the Mentees to ask questions.

5 GUEST TALK BY MR. CHARLES ELLIS OF DELOITTE HONG KONG & MACAU

Teaching and Learning

Business Engagement

Mr. Charles ELLIS, Partner of Deloitte Hong Kong & Macau, delivered a guest talk "Key ingredients in being an effective Consultant" to our MBA Business Consultancy Methods class on 27 March 2024. Mr. Ellis has over 27 year of professional experience in providing advisory service to clients from a variety of industries such as public sector, education, manufacturing, integrated resorts, gaming, health-care and consumer business.

This guest talk is organized to help students understand more about the consultancy industry and life as business consultants.

For more details, please visit: <https://fba.um.edu.mo/guest-talk-by-mr-charles-ellis-of-deloitte-hong-kong-macau/>



Group photo



Group photo

6 DEPARTMENT OF INTEGRATED RESORTS AND TOURISM MANAGEMENT INVITED SEVERAL GUESTS FROM THE MACAU MICE INDUSTRY TO SHARE THE CURRENT STATE AND FUTURE PROSPECTS OF THE INDUSTRY WITH STUDENTS

Teaching and Learning

Business Engagement

Recently, **Prof. Amy SO (蘇小恩教授)**, Assistant Dean (International and External Relations) of the FBA, Director of the Center for Tourism and Integrated Resort Studies, and Associate Professor of DRTM, on behalf of the Department, invited several guests from the MICE industry in Macau to share with students the current situation and prospect of the MICE industry in Macau. The main objective of the seminar was to help students better understand the MICE industry and the future career opportunities, and at the same time to provide a platform for enterprises to showcase their strengths and attract outstanding talents.

Guest speakers included **Mr. Wang Chun LO**, president of the Macau Federal Commercial Association of Convention and Exhibition Industry, **Mr. Tin Tak WONG**, president of the Macau Federal Commercial Association of Convention and Exhibition Industry, **Mr. Fok Sang CHE**, director general of the Macau Federal Commercial Association of the Convention & Exhibition Industry, **Mr. Kam Fai LOU**, President of Association of Advertising Agents of Macau, and **Mr. Chi Hong CHAN** and **Mr. Yat Wah AU YEUNG**, Youth Committee members of the Macau Federal Commercial Association of Convention and Exhibition Industry

For more details, please visit: <https://fba.um.edu.mo/department-of-integrated-resorts-and-tourism-management-invited-several-guests-from-the-macau-mice-industry-to-share-the-current-state-and-future-prospects-of-the-industry-with-students/>

UPCOMING EVENT



FBA SEMINAR SERIES - 109

FBA SEMINAR SERIES

Research on technology innovation: Reshaping the realms of touristic experience



Dr. Youngjoon CHOI
Associate Professor
Ewha Womans University

Date: 15 April 2024 (Monday)
Time: 10:30 am to 12:00 pm
Venue: E22-G015
Host: Prof. Jacey CHOE, Assistant Professor in Integrated Resort and Tourism Management

Abstract

Technology innovation is a driving force that (re)shapes the realms of tourist experience. In the last two decades, many newly emerging technologies have been rapidly adopted in the tourism and hospitality industry. Among them, this seminar particularly focuses on three types of technology: 1) robotics and artificial intelligence, 2) metaverse, and 3) urban air mobility. A series of current research projects is presented to discuss how various methodological approaches can be adopted to gain insight into foreseeing the future of tourism. This seminar demonstrates how technology innovation provides tourists with new experiences and possibilities by facilitating human-robot interactions and expanding temporal and spatial boundaries.

Speaker

Dr. Youngjoon Choi is an Associate Professor in the Department of International Office Administration, College of Science and Industry Convergence at Ewha Womans University (Seoul, Korea). He also serves as the Director of the Research Center for International Conventions and Exhibitions. Prior to his current affiliation, Dr. Choi worked as an Assistant Professor in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University for six years until August 2019. His research interests include technology innovation, event tourism, and destination marketing. His work has been published in *Annals of Tourism Research*, *Journal of Travel Research*, *Tourism Management*, and *International Journal of Hospitality Management*. Dr. Choi currently serves on the editorial board of the *Journal of Travel Research*.

All are welcome!

1 FBA Seminar Series 109

- Title: Research on technology innovation: Reshaping the realms of touristic experience
- Speaker: Dr. Youngjoon CHOI, Associate Professor, Ewha Womans University
- Date: 15 April 2024 (Monday)
- Time: 10:30 am to 12:00 pm
- Venue: E22-G015
- Host: Prof. Jacey CHOE, Assistant 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-109/>

2 FBA SEMINAR SERIES 110

- Topic: Do firms respond to calls for environmental improvements made by retail investor? Evidence from pollution appeals on investor platforms in China
- Speakers: Prof. Shubo ZHANG, Assistant Professor, Antai College of Economics and Management, Shanghai Jiaotong University
- Date: 18 April 2024 (Thursday)
- Time: 10:30 am to 12:00 pm
- Venue: E22-G015
- Host: Prof. Rubin HAO, Assistant Professor in Accounting

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-110/>



FBA SEMINAR SERIES - 110

FBA SEMINAR SERIES

Do firms respond to calls for environmental improvements made by retail investor? Evidence from pollution appeals on investor platforms in China



Prof. Shubo ZHANG
Assistant Professor
Antai College of Economics and Management, Shanghai Jiaotong University

Date: 18 April 2024 (Thursday)
Time: 10:30 am to 12:00 pm
Venue: E22-G015
Host: Prof. Rubin HAO, Assistant Professor in Accounting

Abstract

Retail investors have become more vocal in pressuring firms to improve their environmental performance, yet little is known about whether and when firms respond to these pressures. We conduct a field experiment on investor online platforms where we inject investor pressure by posting requests for environmental improvement among firms found in violation of pollution standards in China. We find that retail investor pressure can reduce subsequent violations by 4.2%. Amplifying the publicity of the appeal through social media leads to greatest reduction in subsequent violations, while calling for more disclosure has no incremental effect on violation reduction. We find significant within-firm spillover effect to other establishments and to other pollutant sources. The finding suggests that retail investor pressure can lead to improvements by changing firms' perception of investor's demand for environmental performance.

Speaker

Prof. Shubo ZHANG is an Assistant Professor of Accounting at Shanghai Jiaotong University (SJTU). Prior to joining SJTU, he obtained his PhD degree from the Chinese University of Hong Kong, and his master's and bachelor's degrees in accounting from Renmin University. His main research area is Chinese capital market and field experiment.

All are welcome!



FBA SEMINAR SERIES - 111

FBA SEMINAR SERIES
Limited liability and legal entities



Prof. NG Ka Ho, Travis
Associate Professor, the Chinese University of Hong Kong
Date: 18 April 2024 (Thursday)
Time: 3:00 pm to 4:30 pm
Venue: E22-G015
Host: Prof. Adrian Cheuk Hung LEI, Associate Professor in Finance

Abstract

In *United States v. Bestfoods*, the U.S. Supreme Court seemed to let a corporate parent get away with its subsidiary's pollution. The decision to uphold limited liability might have prevented judgment-proof arbitrage - sale of a business not for economic reasons but for the buyer's ability to better judgment-proof itself than the seller. Businesses do change hands. The gains from trade can come from non-uniform treatment of limited liability among different types of shareholders. Judgment-proof arbitrage defeats the purpose of internalizing externalities by holding corporate parents liable for their subsidiaries' pollution. Victims are not better off if buyers' capital costs are the same as those of the corporate parents. Victims are worse off if buyers face higher capital costs; in those cases, misallocation of capital results. An example and a formal model help illustrate these undesirable consequences.

Speaker

Prof. Travis NG teaches at the Chinese University of Hong Kong Department of Economics. He taught financial economics at the University of Toronto Scarborough where he earned his Bachelor of Commerce degree. He earned his PhD in economics from the University of Toronto and has published in the areas of finance and industrial organization. His research interest now centers around corporate legal issues. He directs the Economic Research Centre at the Hong Kong Institute of Asia-Pacific Studies.

All are welcome!

3 FBA Seminar Series 111

- Title: Limited liability and legal entities
- Speaker: Prof. NG Ka Ho, Travis, Associate Professor, the Chinese University of Hong Kong
- Date: 18 April 2024 (Thursday)
- Time: 3:00 pm to 4:30 pm
- Venue: E22-G015
- Host: Prof. Adrian Cheuk Hung LEI, Associate Professor in Finance

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-111/>

4 FBA SEMINAR SERIES 114

- Topic: The Interplay of Ad Headline-Keyword Congruence and Ad Position in Consumers' Responses to Search Advertisements and Promoted Brands
- Speakers: Prof. Daniel LEUNG, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Date: 26 April 2024 (Friday)
- Time: 3:00 pm to 4:30 pm
- Venue: E22-G015
- Host: Prof. Soey LEI, Assistant 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-114/>



FBA SEMINAR SERIES - 114

FBA SEMINAR SERIES
The Interplay of Ad Headline-Keyword Congruence and Ad Position in Consumers' Responses to Search Advertisements and Promoted Brands



Prof. Daniel LEUNG
Associate Professor, School of Hotel and Tourism Management
The Hong Kong Polytechnic University
Date: 26 April 2024 (Friday)
Time: 3:00 pm - 4:30 pm
Venue: E22-G015
Host: Prof. Soey LEI, Assistant Professor in Integrated Resort and Tourism Management

Abstract

Search advertising is widely known as being the most efficacious method for reaching and converting prospective consumers. In pace with hospitality and tourism marketers' increasing adoption of search advertising, the body of research about this topic has proliferated in recent decades. But still, even though a plethora of studies on this topic have been conducted and the past research findings had contributed substantially to knowledge and practices, several information gaps remain. In this seminar, the speaker will present a study that aims to elucidate the interplay of ad headline-keyword congruence and ad position on consumers' responses to the ads and the promoted brands. Drawing on the findings derived from multiple experimental studies, the speaker and his team found that personalizing an ad headline to make it congruent with consumers' search keywords can enhance the consumers' attitudes toward the ad displayed and the brand promoted. The impact of ad headline-keyword congruence differs when the search ad is placed in different positions of a search engine results page.

Speaker

Daniel Leung is an Associate Professor at the School of Hotel and Tourism Management of The Hong Kong Polytechnic University. Before joining the SHTM as a faculty, Daniel earned his Doctoral degree (Doctor of Philosophy in Business and Socioeconomic Sciences) from MODUL University Vienna and completed his Master degree (Master of Philosophy in Hotel and Tourism Management) at The Hong Kong Polytechnic University. Daniel has authored/co-authored a number of research articles in first-tier academic journals including *Tourism Management*, *Cornell Hospitality Quarterly*, and *International Journal of Hospitality Management* and *International Journal of Contemporary Hospitality Management*. He has also served as editorial board members and reviewers for different academic journals and international conferences. Daniel's research interests include: 1) Technology management; 2) Electronic marketing; 3) Social media marketing.

All are welcome!