



# NEWSLETTER

24 Apr 2024

ISSUE 106

INDUSTRY FOCUS

## SPOTLIGHT

### 1 UM RANKED TOP 100 IN 2024 QS WORLD UNIVERSITY RANKINGS FOR HOSPITALITY AND LEISURE MANAGEMENT

Teaching and Learning

Business Engagement

Research

Service

On April 11, 2024, QS released their latest ranking results, and The University of Macau (UM) is once again ranked within top 100 globally in the QS World University Rankings by Subject 2024 for Hospitality and Leisure Management, with a rank of 51-100, maintaining its strong standing in the field of tourism and hospitality management.

For the second consecutive year, UM's Department of Integrated Resort and Tourism Management (DRTM) at the Faculty of Business Administration has secured a prestigious placement within the prestigious 50-100 range in the QS subject rankings, which is a manifestation of the department's unwavering dedication to advancing knowledge and fostering innovation in tourism and hospitality management. As a young and vibrant department established in March 2019, DRTM has already solidified its position as a hub of expertise and excellence in the global academic landscape. With a multidisciplinary approach that integrates theoretical insights with practical applications, the department continues to push the boundaries of research and education, equipping students with the skills and knowledge needed to excel in the dynamic world of tourism and hospitality management.

For more details, please refer to:

<https://fba.um.edu.mo/good-news%ef%bd%9cum-ranked-top-100-in-2024-qs-world-university-rankings-for-hospitality-and-leisure-management/>



UM ranked top 100 in the 2024 QS World University Rankings for Hospitality and Leisure Management



The Department of Integrated Resort and Tourism Management

# 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

**王文字先生**，於2021年入讀澳門大學工商管理博士（DBA）學位課程，現任歐宇達集團董事長、清E資本CEO，並在市（區）工商聯、政協、青聯、商協會等組織中擔任社會職務。王文字多次受邀作為創業導師參加北青報“創青春”沙龍活動，做客鳳凰網《鳳凰講堂》節目，接受中國人民廣播電台、《中國商人》雜誌、《中國經濟時報》、《今日資訊報》等媒體採訪。2021年7月1日，作為青年企業家代表在天安門廣場參加中國共產黨成立100周年大會並觀看《偉大征程》文藝匯演，2021年12月，其創業事蹟被收錄在中華工商聯合出版社出版的《築夢京華》一書。

### 學無止境，澳大教有良方

王文字始終將“知識”作為促進意識創新和企業發展的源動力。澳門大學先進的教學理念、全球化的師資背景為學習交流提供了強有力的平台支撐，澳大DBA課程設置注重理論和實踐相結合，強調學術水準和專業能力的兼備，對於提高管理水準，提升企業核心競爭力大有裨益。

DBA學習期間，王文字十分注重學思踐悟、以知促行。他結合金融管理和公司治理的議題，將金融風險管理作為研究重點，以提升清E資本的風險管理能力及體系升級；他組織清華大學EMBA同學與澳大教授深入交流、聆聽講座，將澳大DBA精神以及澳門美好的發展前景和文化理念傳遞給更多的人。

### 創業創新，緊抓時代脈搏

大學畢業後，王文字從電腦維修入手，先後開闢了三星電子售後、集中空調清洗、商業及工業地產、互聯網+實體金融服務平台、專業股權投資等多種業務領域，創立、管理多家企業，憑藉精準的眼光和堅韌的毅力，實現了企業“跨越式、規模化”發展的成長格局。

從最開始的一家企業3名員工，到如今管理著多家企業幾百名員工，王文字回顧自己的創業歷程：第一步利用自己的所學所長，做能力可控的事；第二步研究市場需求和政策導向，發現並抓住機會做事；第三步合作共贏、增大實力，疊加式發展。靠著腳踏實地的“三步真經”，王文字一步一個腳印走出了成功的印記。

### 善念善行，投身社會公益

王文字一直把回饋社會作為一種責任，積極參加扶殘助學、賑災防疫、公共衛生、文化傳播等志願活動，並先後以企業和個人名義捐款捐物。此外，他還宣導健康積極的生活方式，成立“歐宇達”足球俱樂部、籃球俱樂部，舉辦“歐宇達杯”籃球聯賽等。

2021年，王文字無償為北京市海澱外國語實驗學校捐贈10000棵觀賞油松，2023年10月“王君贈我萬棵樹，我報國家百年才——見證公益林成林儀式”在校區松林隆重舉行。十年樹木百年樹人，松林承載著王文字對校園的熱愛和對未來的無限憧憬，更承載著他對祖國教育事業的關心關注和無私奉獻。



Mr. Wengyu WANG,  
FBA, DBA 2021 intake



Group Photo of DBA Students



Mr. Wengyu WANG



**Mr. Wengyu WANG**, admitted to the Doctor of Business Administration (DBA) Programme of the Faculty of Business Administration (FBA) of the University of Macau (UM) in 2021. He is currently the Chariman of Beijing Ouyuda Economic and Trading Co.,Ltd.. Throughout his career, he has consistently recognized the significance of "knowledge" as a catalyst for fostering conscious innovation and driving corporate development. The University of Macau's advanced teaching concepts and diverse faculty background on a global scale offer a robust platform for learning and knowledge exchange.

## NEWS

### 1 UM-FBA SCHOLARS RECOGNIZED AT THE 5TH "ZHUHAI PHILOSOPHY AND SOCIAL SCIENCE OUTSTANDING ACHIEVEMENT AWARDS"

Business Engagement

Research

We are delighted to share the remarkable achievement of scholars from the Faculty of Business Administration (FBA) at the University of Macau, who have been honored at the 5th "Zhuhai Philosophy and Social Science Outstanding Achievement Awards," organized by the **Zhuhai Social Science Federation (珠海市社會科學界聯合會)**. The awards were officially announced on 15 April 2024, with FBA faculty and students clinching the second prize in the paper category.

The awarded publication, titled "Cooperator or supporter: how can cross-boundary Macau–Zhuhai metropolis promote regional tourism together?" was collaboratively authored by **Xi SONG (宋曦)** (joint Ph.D. student of the University of Macau and Shenzhen University), **Prof. Ziyin MO (莫紫瑩教授)** (Assistant Professor at Jinan University), **Prof. Matthew Ting Chi LIU (劉丁己教授)** (Professor at the University of Macau), **Prof. Ben NIU (牛奔教授)** (Professor at Shenzhen University), and **Li HUANG (黃利)** (Ph.D. student at the University of Macau at that time). The paper analyzes empirical data from over a million comments on mainstream travel websites regarding tourism in the Macau-Zhuhai region. Furthermore, the article was published in an international English journal in 2022.

The "Zhuhai Philosophy and Social Science Outstanding Achievement Awards" represent the highest honor in the field of philosophical and social science research in Zhuhai. Established by the municipal government, these awards recognize outstanding contributions to various disciplines including innovation theory research, party history and construction, philosophy, political science, economics, and more. This year, a total of nine first prizes and eighteen second prizes were awarded, making a total of twenty-seven awards.

For more details, please visit:

[https://www.zhuhai.gov.cn/zw/fggw/qtwj/ztzfwj/content/post\\_3653628.html](https://www.zhuhai.gov.cn/zw/fggw/qtwj/ztzfwj/content/post_3653628.html)



Xi SONG (The second from right) received the award on behalf of the team at the award ceremony



A team formed by UM-FBA and Shenzhen University students and professors have been honored for the second prize in the paper category at the 5th "Zhuhai Philosophy and Social Science Outstanding Achievement Awards"



Prof. Amy SO

2

## "ENHANCING TOURIST EXPERIENCE AND PROTECTION: RECOMMENDATIONS FOR THE HISTORIC CENTRE OF MACAU" BY PROF. AMY SO, MACAU BUSINESS

Business Engagement

Service

**Prof. Amy SO (蘇小恩教授)**, Assistant Dean (International and External Relations) and Associate Professor in Integrated Resort and Tourism Management, shared a collaborative opinion with **Prof. Wanhuan ZHOU**, Associate Dean of FST and Head of Department of Civil and Environmental Engineering, and **Prof. Dingqi YANG**, Associate Professor in Computer Science of FST entitled "Enhancing Tourist Experience and Protection: Recommendations for the Historic Centre of Macau" in Macau Business on 18 April 2024.

Article sharing:

Macau, as a travel destination, is world-renowned for its vibrant entertainment gambling, rich cultural heritage, and fusion of Chinese and Portuguese cultures. According to disclosures from the Macau Tourism Bureau, the number of tourists exceeded expectations during the Lunar New Year holiday, with preliminary statistics indicating that nearly 1.36 million tourists visited Macau during the period, marking the second highest single-day record since collection of such data began, with an average daily visitor count of nearly 170,000, 1.6 times higher than the average level during last year's Lunar New Year holiday, and close to the level during the 2019 holiday period (171,702 people).

For more details, please visit: <https://www.macaubusiness.com/opinion-enhancing-tourist-experience-and-protection-recommendations-for-the-historic-centre-of-macau1/>

3

## "PROMOTING CONCERTS IN A CONTINUOUS AND PRAGMATIC MANNER BENEFITS MACAU ECONOMIC DEVELOPMENT IN MANY WAYS" (持續務實推動澳門演唱會經濟好處多) 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 concerts in a continuous and pragmatic manner benefits Macau economic development in many ways" at Macao Daily on 13 March 2024.

Article sharing:

持續務實推動澳門演唱會經濟好處多

澳門疫情之後頻繁舉辦演唱會，演唱明星與主題均頗為多元，成績不俗，引起全城熱議。根據統計，光二〇二三年澳門就舉辦了一百八十一場演唱會，幾乎每個周末都有多場演唱會可供選擇。實事求是的說，多舉辦演唱會的確對澳門有很多好處，除了增加澳門城市知名度，還吸引不少遊客訪澳，帶動了酒店住宿、餐飲、交通運輸、零售消費等非博彩元素的效益，為澳門經濟注入新的活力。演唱會好處多多，已有不少專家學者分析，以下進一步總結相關好處。展望未來，建議本澳相關業者宜持續、務實地推動演唱會經濟，並且進一步優化部分配套措施與管理工作，以利可持續發展。

For more details, please visit: [http://www.macaodaily.com/html/2024-03/13/content\\_1741169.htm](http://www.macaodaily.com/html/2024-03/13/content_1741169.htm)



Prof. Matthew LIU



Prof. Glenn MCCARTNEY

4

## “TOWARDS A NIGHTLIFE TOURISM STRATEGY FOR MACAU” BY PROF. GLENN MCCARTNEY, MACAU BUSINESS

Business Engagement

Service

Prof. Glenn MCCARTNEY, Associate Dean (Curriculum and Teaching) and Associate Professor in Integrated Resort and Tourism Management, shared his opinion entitled “Towards a nightlife tourism strategy for Macau” in Macau Business on 10 March 2024.

Article sharing:

‘City needs to work on its night-time economy’, a headline from mid-2023 on my talk I presented on analyzing Macau’s diversification path. Night-time tourism adds more reasons and motives for tourists to stay longer and spend more across a range of products and services – these may be an extension of day-time offerings as well as the creation of new features. Having a sustained nightlife can enhance the international city image, attracting new leisure and business visitation. The Macau authorities are conducting a night-time tourism feasibility study at the Rua da Felicidade historical street and seeking feedback from the community given its proximity within neighbourhood districts.

For more details, please visit: <https://www.macaubusiness.com/opinion-towards-a-nightlife-tourism-strategy-for-macau/>

## 5 “SPECIAL REPORT – IS IMMIGRATION THE SOLUTION FOR LOW BIRTH RATE?” INTERVIEW WITH PROF. HENRY LEI, MACAU BUSINESS

Business Engagement

Service

**Prof. Henry LEI (李振國教授)**, Associate Head of Department of Finance and Business Economics and Associate Professor in Business Economics, was invited to share his opinion in the article entitled “Special Report – Is immigration the solution for low birth rate?” on Macau Business on 26 February 2024.

Article sharing:

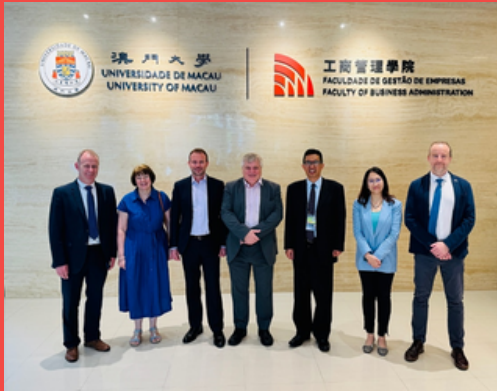
Prof. Henry Lei is not “pessimistic towards the ageing population issue faced by Macau, especially knowledge economy is the direction of development, and we are also able to import non-local workers to compensate for our labor shortage.” Professor Lei believes that “in the process of digitalisation and automation, we are able to have solutions that help to reduce the demand for labor on the one hand, to solve the ageing-led labor shortage problem at the same time. Together with imported workers, the issue is not as significant as we think.”

For more details, please visit: <https://www.macaubusiness.com/special-report-is-immigration-the-solution-for-low-birth-rate>



Prof. Henry LEI





Group photo

## 6 DELEGATION OF COLLEGE OF BUSINESS, PUBLIC POLICY AND LAW, UNIVERSITY OF GALWAY, IRELAND VISITED FBA

### Business Engagement

A delegation led by **Prof. Geraint Howells**, Dean of College of Business, Public Policy and Law, University of Galway, Ireland, visited FBA on 11 April 2024. They were warmly received by **Prof. Jun Yu (余俊教授)**, **Prof. Glenn McCartney (默希濂教授)**, and **Prof. Amy So (蘇小恩教授)**. Followed by a visit to the Thomson Reuters Trading Room, Currency Museum, and Mock Casino.

## 7 DELEGATION OF SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY VISITED FBA

### Business Engagement

**Prof. Ninghua ZHONG (鐘寧樺教授)**, Vice Dean of School of Economics and Management, Tongji University, visited FBA on 10 April 2024. They were warmly received by **Prof. Jun YU (余俊教授)**, **Prof. Raymond LOI (雷智豪教授)**, **Prof. Grace FU (付琦教授)**, and **Ms. Jennifer LAO (劉嘉雯小姐)**. Followed by an academic exchange meeting, Prof. ZHONG paid a visit to the Currency Museum and Mock Casino.



Group photo



ACCA Information sharing session delivered by Ms. Kammi CHOI from ACCA Hong Kong



CPA Australia Information sharing session delivered by Ms. Cora CHEUNG from CPA Australia

## 8 CLASS VISITS BY ACCA AND CPA AUSTRALIA

### Teaching and Learning

### Business Engagement

The Department of Accounting and Information Management recently arranged class visits and information sharing sessions with representatives of the Association of Chartered Certified Accountants (ACCA) and CPA Australia for year 3 and 4 accounting classes in March 2024.

The regular visits from ACCA and CPA Australia have been instrumental in introducing our accounting students to potential career paths and offering them expert guidance. The representatives have shared valuable information about their respective programs, shedding light on the diverse opportunities available in the field of accounting. Students have had the chance to engage in meaningful discussions, ask questions, and gain insights from professionals who are actively involved in the profession.

For more details, please visit: <https://fba.um.edu.mo/class-visits-by-acca-and-cpa-australia-in-march-2/>

# UPCOMING EVENT

- 1
- 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 – 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**  
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!**



**FBA SEMINAR SERIES**  
What factors influence leader well-being?

**Prof. Burak OC**  
Associate Professor, Singapore Management University

Date: 2 May 2024 (Thursday)  
Time: 10:30 am – 12:00 pm  
Venue: E22-G015  
Host: Prof. Kraivin CHINTAKANANDA, Assistant Professor of Management

**Abstract**

This review article aims to address critical gaps in the literature on leader well-being, focusing on formal leaders across diverse contexts. Recent high-profile resignations underscore the urgency of examining the impact of formal leadership roles on leaders' well-being. Our interdisciplinary review comprehensively assesses predictors of leader well-being, explores dominant theoretical frameworks, examines intervention outcomes, and addresses methodological concerns. Our literature review reveals two significant concerns. First, there are substantial divisions in the understanding of leader well-being, with 50% of reviewed relationships focusing on how leaders influence their own well-being. Furthermore, a narrow focus on psychological outcomes, such as stress and burnout, hinders a comprehensive understanding of leader well-being. Second, the great majority of examined articles use non-experimental cross-sectional studies, failing to address internal validity concerns and resulting in uncertainties about how various factors truly impact leader well-being. To address these issues, our critical review quantitatively evaluates and consolidates diverse research findings. By synthesizing existing knowledge, our review is a valuable resource for leadership scholars and practitioners, fostering interdisciplinary insights and encouraging further research on leader well-being in diverse contexts.

**Speaker**

Prof. Burak OC is an Associate Professor at the Lee Kong Chian School of Business in Singapore Management University. In real life, he is troubled by the way powerful individuals in organizations exploit their power or status either to gain more power or to pursue their self-interest at the expense of others, thereby causing harm. In his research, he explores the antecedents and consequences of this phenomenon. His research has been published in the *Journal of Applied Psychology*, *Organizational Behavior and Human Decision Processes*, *Journal of Management*, *Leadership Quarterly*, and other top-tier journals. Currently, he serves on the editorial boards of the *Journal of Applied Psychology*, *Organizational Behavior and Human Decision Processes*, *Journal of Organizational Behavior* and is the current program chair of the Managerial and Organizational Cognition (MOC) division of the Academy of Management.

**All are welcome!**

2

**FBA SEMINAR SERIES 115**

- Topic: What factors influence leader well-being?
- Speaker: Prof. Burak OC, Associate Professor, Singapore Management University
- Date: 2 May 2024 (Thursday)
- Time: 10:30 am – 12:00 pm
- Venue: E22-G015
- Host: Prof. Kraivin CHINTAKANANDA, Assistant Professor of Management

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-115/>