

Faculty of Business Administration,
University of Macau

ANNUAL REPORT

2022/2023



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



AACSB
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2022/2023

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Message from the Dean

I'm proud to share the ways in which the Faculty of Business Administration (FBA) has made its impact on both business and society in this inaugural Academic Year Annual Achievement Report.

The FBA is an energised business school, leading the way in the business sphere with a unique approach to the integration of research, practices, teaching, and business impacts. In terms of teaching and learning, we are committed to instilling in our students strong analytical problem-solving capabilities and an entrepreneurial mind-set. This academic year gave me many chances to see such values effectively put in action and instilled in me optimism about the future of business education at our school. For example, the EMBA and DBA programmes have been active in providing additional activities to achieve their education values, such as EMBA study trips to Singapore, Hong Kong and Zhuhai, the DBA Programme residential workshop in Hainan, China and the United Kingdom, the opening and graduation ceremonies, etc. Our curriculum design of these two programmes not only proved shockproof, but it assured us yet another year of strong enrolments. In addition, the FBA co-operated with the School of Economics at the Fudan University in launching the BSc in Finance 2.5 + 2.5 Dual-Degree Programme. To ensure that students have both theoretical and applied knowledge, industry engagement remains key to curriculum development and student learning experiences with both undergraduate and postgraduate programmes actively engaged with industry outreach which has included site visits, industry speakers, and career days at the FBA. Thanks to all these efforts made by our faculty staff, the FBA has successfully received re-accreditation for five years from the Association of MBAs (AMBA), and maintained its triple crown accreditation from the AACSB, AMBA and EQUIS.

In 2022 and the first half of 2023, we made significant improvements in research as well. The FBA attained remarkable results in the latest ShanghaiRanking's Global Ranking of Academic Subjects 2022, with its Hospitality & Tourism Management discipline ranked 22nd globally, a steady climb from 25th place last year. The FBA ranked within the top 100 globally in the 2023 QS World University Rankings in the 'Hospitality and Leisure Management' subject, with a ranking range of 51-100. There has been significant progress in research publications by our faculty members in 2022. The numbers of publications in ABS3 or higher journals rose by 32% when compared with 2021, among which publications at ABS4 or higher increased by 67%. Publications in UTD24

or FT50 journals increased from two in 2022 to 10 in the first half of 2023. Compared with 2021, the citations as measured by the World of Science (WoS) and Scopus had an impressive year-on-year increase of 57% and 70% respectively. The FBA staff have received 39 internal research grants, two external research funds and 21 conference grants in the last academic year. 30 faculty members served as editors, associate editors or editorial board members for high-ranking academic journals (covering ABS3 and ABS4 journals), with two serving on the editorial boards of UTD24 or FT50 journals. Another important achievement in research is that we held many more research activities in the 2022/23 academic year. We launched two brand new academic salon forums – the FBA FinTech Academic Salon Forum and the FBA Management & Marketing Academic Salon Forum. With the innovative idea of holding the forums at the FBA Lobby, the forums successfully became an open platform that aims to promote collaborative and interdisciplinary research in related areas among FBA faculty and students. In addition, we have held five high-standard international conferences, 57 FBA Seminar Series and 11 FBA distinguished scholar seminars, whose numbers increased significantly compared to the last academic year.

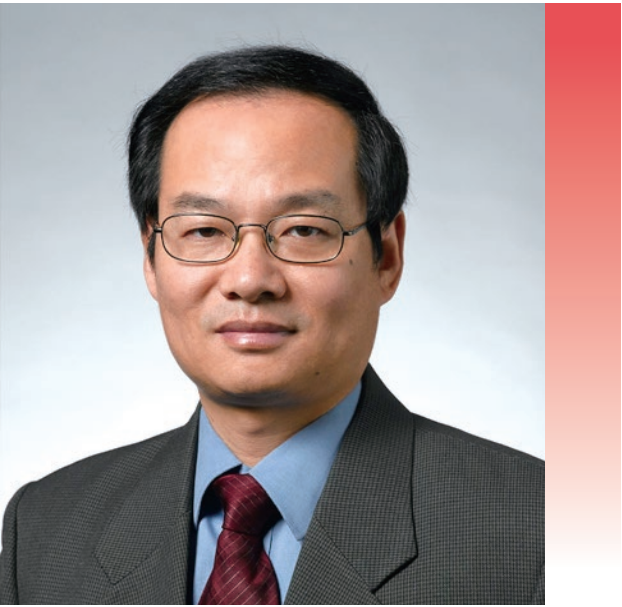
The FBA has been actively engaged with the business sector and society as a means of nurturing talent and delivering social and economic impacts. We have always been active in participating in different types of influential outreaching events and activities to establish amicable relationships with businesses and the community, such as SME forums, the FinTech Forum, Sustainability Day, alumni activities, etc. We have also provided social services to local society, including organising a series of responsible gambling promotions and engaging in seven consulting projects with the Macao government and other business associations. In addition, we have organised 15 executive

training programmes and courses for students and professionals, in the areas of management, hospitality and entrepreneurship, in the 2022/23 year.

Given all this, it's easy to see how we have lived up to the FBA values of relentless advancement, boundless curiosity, unwavering humanity, and vibrant global outlook. Simply put: we turn intention into reality, put our mission and vision into practice, and we build for the future. I believe we share with you the opportunity to make the world a better place through business. I hope you find our achievement report inspiring and energising.

Thank you and my best wishes.

Prof. Wei Ge,
Interim Dean of FBA
Vice Rector (Research)



01 Highlights of the Year



Teaching

- + The FBA launched the BSc in Finance 2.5 + 2.5 Dual-Degree Programme with the Fudan University, expecting to send the first batch of students to the Fudan University in 2024.
 - + Enrolments and revenues have continued to grow with both our undergraduate and postgraduate programmes.
- The fourth cohort of the Doctor of Business Administration (DBA) received 92 applications, while 78 applications were received for the third cohort of the Executive Master of Business Administration (EMBA) in AY22/23. The enrolments of the DBA and EMBA programmes have increased from 20 to 28, and from 29 to 31 respectively in comparison with AY21/22.
- The first cohort of the Bachelor of Science in Business Intelligence and Data Analytics consisted of 62 students, with some graduates having furthered their studies at the University of Cornell in the United States and the Fairleigh Dickinson University in Canada.
- + Active student activities provided by EMBA and DBA programmes included EMBA study trips to Singapore, Hong Kong and Zhuhai, DBA students' visit to the State Key Laboratory of Internet of Things For Smart City (SKL-IOTSC), DBA graduation round-table discussion, DBA Programme residential workshops in Hainan, China and the United Kingdom, opening and graduation ceremonies, a DBA programme information session in Shanghai, China, a DBA dinner in celebration of the Chinese New Year, etc.
 - + Innovations in teaching includes several career days held at the faculty building including GEG x UM-FBA Exclusive Career Day; JW Marriott Hotel Macau & The Ritz-Carlton x UM-FBA Career Talk; and a W Hotel, Studio City career talk; as well as other student activities including a summer camp for outstanding mainland Chinese undergraduates, TDM Canal Macau programme 'Our People, Our Life'.
 - + The 4th Mastering Cotai event, sponsored by Sands China, saw seven postgraduate students present their tourism and hospitality research to over 100 industry executives at the Londoner Macao.



Research

- + 78 research papers were published in different academic areas in 2022, meeting the ABS3 or higher criteria. This represents a 67% increase from 2021.
- + Publications in UTD24 or FT50 journals increased from two in 2022 to 10 in the first six months of 2023, among which four papers were published in UTD24 journals.
- + In 2022, the citations measured by the World of Science (WoS) and Scopus had an impressive year-on-year increase of 57% and 70% respectively.
- + Received 39 internal research grants and two external research funds.
- + 21 conference grants have already been approved and colleagues have presented their research works at 13 different conferences located in 11 different countries.
- + 30 FBA faculty members served as editors, associate editors or editorial board members for high-ranking academic journals (covering ABS3 and ABS4 journals).
- + Held five high-standard international conferences and forums, including the AIM Research Day, Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium, 2022 GBA Accounting Alliance Annual Conference, Conference On Opportunities for Post-Epidemic Development In Macau, and the 6th International Conference on Computers in Management and Business.
- + Held 57 FBA academic seminars online and 11 FBA distinguished scholar seminars.
- + Launched two academic salon forums – the FBA FinTech Academic Salon Forum and the FBA Management & Marketing Academic Salon Forum.
- + Expanded the recruitment of high-quality PhD students: For the intake of AY2022/2023, the programme received 302 applications and the number of applications for the AY2023/2024 intake has increased to 350.

External Engagement

- + The FBA has officially received re-accreditation for five years from the Association of MBAs (AMBA), and maintained its triple crown accreditation from the AACSB, AMBA and EQUIS.
- + The FBA has attained remarkable results in the latest ShanghaiRanking's Global Ranking of Academic Subjects 2022, with its Hospitality & Tourism Management discipline ranked 22nd globally, a steady climb from 25th place last year. The FBA ranked within the top 100 globally in the 2023 QS World University Rankings for the 'Hospitality and Leisure Management' subject, with a ranking range of 51-100.
- + The BSc and MSc in Accounting continue to provide a comprehensive curriculum to meet the requirements of five international professional accounting bodies, the ACCA (UK), CIMA (UK), CPA Australia, AIA (UK), and HKICPA (HK), which have granted exemptions from their professional exams to our accounting students.
- + The FBA strengthened cooperation with higher education institutions in the United Kingdom.
- + The FBA has always been active in participating in different types of influential outreaching events and activities to establish amicable relationships with businesses and the community, such as SME forums, the FinTech Forum, Sustainability Day, and alumni activities.

Staff Development

- + Five academic staff received FBA Awards.
- + 11 academic staff and four administrative staff received FBA Dean's Awards.
- + One academic staff member received a UM Teaching Excellence Award.
- + Increased transparency and information sharing at the FBA by publishing 49 bi-weekly FBA Newsletters and launching a FBA academic WeChat group and a WeChat account.
- + 14 new academic staff were hired through global recruitment, in addition to five offers for research assistant professors and post-doctoral fellow under the University's Talent Programme.

Social Services

- + Provided social services to Macao society, including organising a series of responsible gambling promotions and engaging in seven consulting projects with the Macao government and business associations.
- + Organised 15 executive training programmes and courses for students and professionals, in the areas of management, hospitality and entrepreneurship.



02 Key Facts and Figures (as at 8 August 2023)

Our Vision

To be a model world-class business faculty and create significant impact on the business community and society we serve.

Our Mission

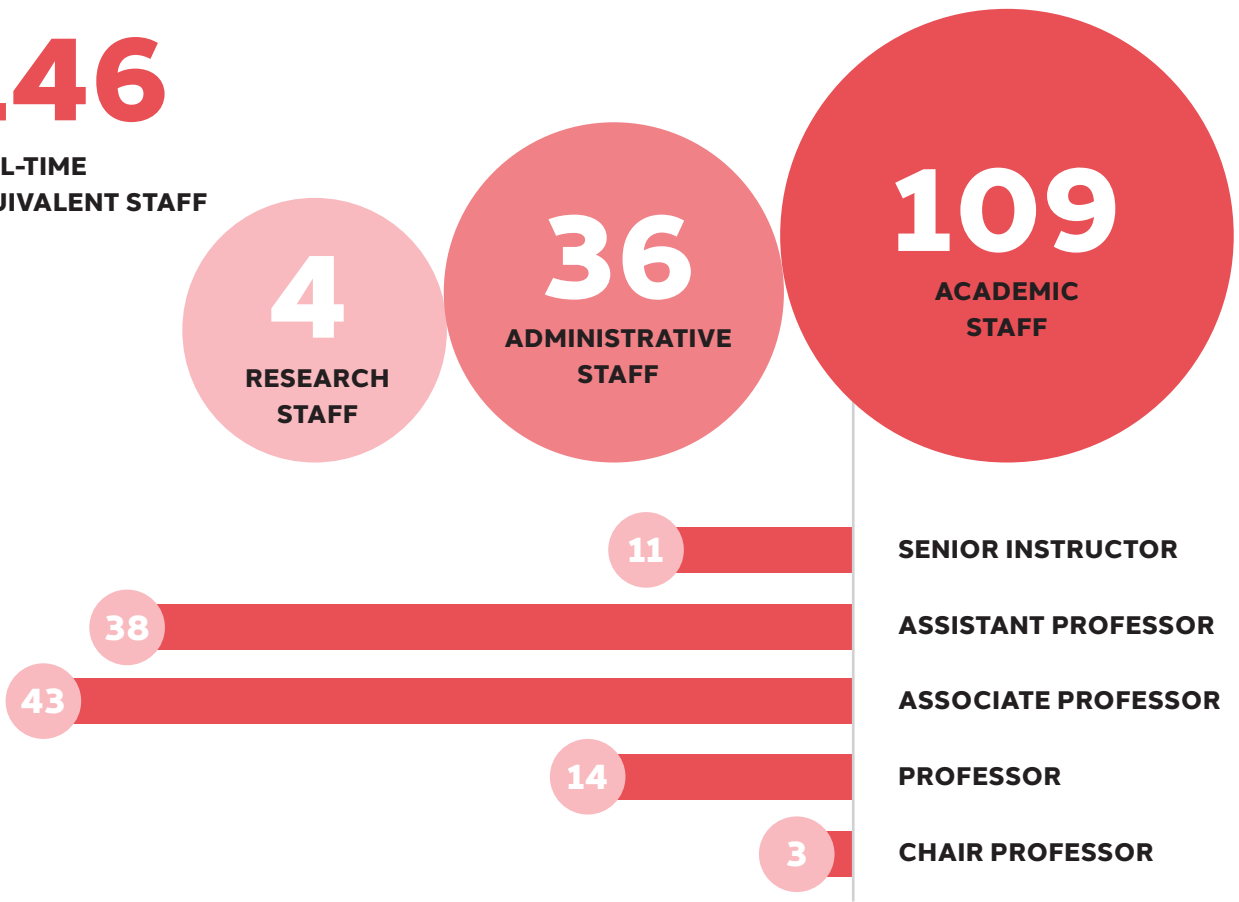
To contribute to the economic and sustainable development of Macao and beyond by providing leadership in business education.



Number of Full-time Staff

146

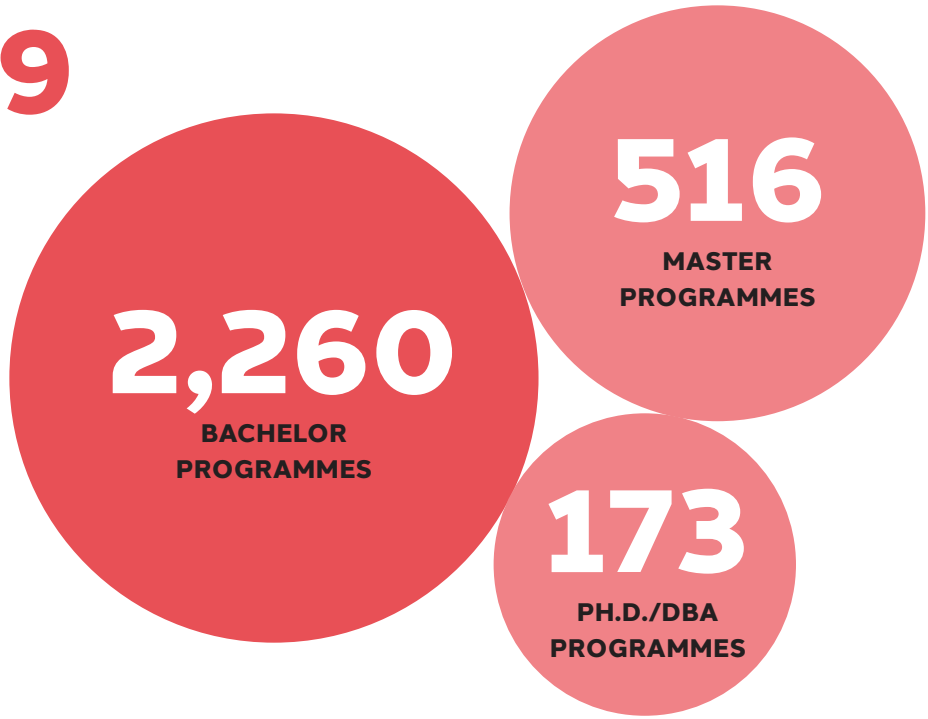
FULL-TIME
EQUIVALENT STAFF



Student Numbers by Qualifications

2,949

STUDENTS IN
AY2022/23



03 Teaching and Learning



In AY2022/2023, the removal of COVID-19 restrictions marked a return to a normal physical classroom setting. We have reflected on strategies to integrate more technologies into the classroom to enhance students’ learning experiences. With student-centred learning at the core of our teaching philosophy, we remain aware of the importance of preparing students for future career success in the industry.

We continue to develop and enhance our course and programme content to ensure its relevance to the evolving needs of businesses, society, and the environment, offering more internship opportunities, with industry and community engagement a key aspect of it.

Growth of Enrolments and Revenues

The FBA continues to attract large numbers of applications and enrolments. Subsequently, undergraduate programmes generated MOP105.23 million (US\$12.83 million) in revenue in the 2022/23 academic year, marking an increase of 23.52 % from the previous year (2021/22). Postgraduate programmes have consistently witnessed an upward trajectory in revenue, driven by a substantial increase in enrolments. The revenue of FBA Master programmes was MOP39.17 million (US\$4.78 million) in 2022/23, an increase of 23.83%. The DBA and PhD programmes experienced revenue growth in the 2022/23 academic year, reaching MOP12.30 million (US\$1.50 million) and MOP1.87 million (US\$0.23 million) respectively, a year-on-year increase of 30.56% and 62.35% respectively.

Increase in Income Generation

Income (million MOP)	2020/21	2021/22	2022/2023
Undergraduate Programmes	55.33	85.19	105.23
Postgraduate Programmes	26.56	41.05	53.34
----DBA Programme	6.29	9.42	12.30
---- Ph.D. Programmes	1.30	1.15	1.87
---- Master Programmes	18.97	31.63	39.17
TOTAL	81.89	126.24	158.57

DBA Admission Stat (As of 31 July 2023)

	AY 2019/20	AY 2020/21	AY 2021/22	AY 2022/23	AY 2023/24
Number of Applications (1st choice only)	83	68	80	92	129
Number of Admissions (Registered)	19	19	20	28	32
No. of Graduates	-	-	15	18	N/A

EMBA Admission Stat (As of 31 July 2023)

	AY 2019/20	AY 2020/21	AY 2021/22	AY 2022/23	AY 2023/24
Number of Applications (1st choice only)	-	66	78	78	79
Number of Admissions (Registered)	-	29	29	31	32
No. of Graduates	-	-	29	30	N/A



New Programme Development – UM FBA launched BSc in Finance 2.5 + 2.5 Dual-Degree Programme with Fudan University

The purpose of the Programme is to cultivate top local talent, especially a local generation of professionals, for the development of Macao’s modern financial industry. The Programme was collaboratively designed by the FBA at the University of Macau (UM) and the School of Economics at the Fudan University (Fudan). The Programme adopts a ‘2.5+2.5’ mode. Selected UM BSc in Finance students (Students) will study at the UM in the first 2.5 years to obtain at least 81 credits to fulfill the requirements of the BSc in Finance at UM, before further studying at the Fudan for another 2.5 years to obtain at least 78 credits, in order to fulfill graduation requirements there. Upon fulfilling the graduation requirements of both the UM and the Fudan, students will be awarded two degrees: a Bachelor of Science in Finance from the UM and a Bachelor in Economics from the Fudan.



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FUDAN UNIVERSITY

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EMBA and DBA Programme Activities

The fourth cohort of the Doctor of Business Administration (DBA) received 92 applications, while 78 applications were received for the third cohort of the Executive Master of Business Administration (EMBA) in AY22/23. The enrolments of DBA and EMBA programmes increased from 20 to 28, and from 29 to 31, respectively, compared with AY21/22.

The EMBA and DBA programmes offered by the FBA at the UM aim to enhance entrepreneurial and managerial capabilities among high-potential executives and senior managers. In the 2022/2023 academic year, the EMBA and DBA programmes remained active in providing additional activities to achieve their education values. These activities offered participants enhanced opportunities to further develop their professional expertise, combining academic rigour with the unique business and multicultural environment of Macao and the region. They serve as the natural progression for executives ready to culminate their career accomplishments, seeking to delve deeper into research and expand their knowledge and skills. These programmes offer the highest academic distinction in the field of management.

EMBA Programme Activities

Opening Ceremony for Students taking DBA and EMBA Programmes

The Faculty of Business Administration received new DBA and EMBA students in September 2022. Guests from various industry sectors were invited to deliver speeches to welcome our new cohort of students.



First DBA and EMBA Graduation Ceremony

In November 2022, the Faculty of Business Administration (FBA) held the 'First Doctor of Business Administration (DBA) and Executive Master of Business Administration (EMBA) Programme Graduation Dinner' to congratulate graduates on their accomplishments.



EMBA Programme Study Trip to Singapore

In March 2023, a group of 30 students from the 2021 intake of the Executive Master of Business Administration (EMBA) programme embarked on a visit to Singapore. It was the inaugural overseas study trip for the EMBA programme. During the four-day trip, which was part of the compulsory course 'Study Trip Group Report I' in the programme, students gained insights into Singapore's national industrial development and urban construction through mobile classrooms. Additionally, they had the opportunity to study successful business models implemented by renowned universities and companies in Singapore.

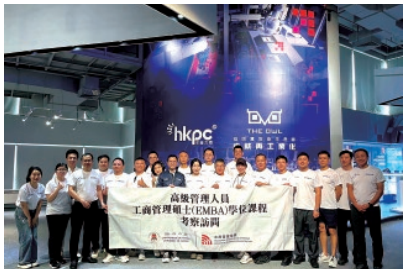
They visited the Nanyang Technological University, the Singapore University of Social Sciences, state-owned water company 'NEWater', and the 'Tiger Beer' brewery. In addition, there are many urban constructions in Singapore, and they learnt about the achievements of historical urban conservation and urban greening there. The students were deeply impressed by the development and progress that Singapore had made. The enterprises and organisations in Singapore expressed hope to continue their collaborations with relevant programmes of the UM to promote industry-academia cooperation.



EMBA Programme Study Trip in Hong Kong and Zhuhai

The students of the 2021 intake for the Executive Master of Business Administration (EMBA) programme successfully organised a study trip to Hong Kong in May 2023. This study trip was a compulsory course of the EMBA programme. During the three-day trip, which was part of the compulsory course ‘Study Trip Group Report II’ in the programme, students visited the University of Hong Kong, the Chinese University of Hong Kong, the Stock Exchange of Hong Kong and the Hong Kong Productivity Council. The EMBA students were given the chance to deepen their understanding of the latest technological trends and meet with executives and scholars through mobile classrooms, as well as the successful business models of well-known universities and companies.

For students who missed the visit, a study trip to Zhuhai was organised in June 2023. The EMBA students visited the Zhuhai campus of the Sun Yat-Sen University, Industry New Space 5.0”, Zhuhai Zhong Xu Cheng, Zhuhai Fitlens Medical Technology, Crystone Technology and Gokin Solar. Overall the trip provided us with a valuable experience of organising such a trip in the future as a compulsory course of the EMBA curriculum.



UM EMBA Programme Badminton Team Joined Global Business School EMBA Badminton Alliance

The EMBA Badminton Team of the University of Macau officially joined the Global Business School EMBA Badminton Alliance on 1 April, 2023. The Global Business School EMBA Badminton Alliance was collectively initiated by the Peking University Guanghua School of Management, Cheung Kong Graduate School of Business, Tsinghua University School of Economics and Management, China Europe International Business School, Zhejiang University School of Management, Renmin University Business School, and Xiamen University School of Economics, with members including 37 business schools in mainland China, Taiwan and Macao. Since 2013, the alliance has organised the EMBA badminton team competition every year, aiming to provide a networking occasion for EMBA students within the alliance, and promote a healthy and joyful fitness atmosphere among EMBA students. Ms. Jin Ma, an EMBA alumna, attended the alliance event on behalf of the UM EMBA badminton team.



First UM EMBA Programme Team for 17th Xuanzang Road Gobi Challenge

Nine UM EMBA programme students teamed up to compete in the 17th Xuanzang Road Gobi Challenge (第十七届玄奘之路戈壁挑战赛) for the first time, with the four-day competition held between 1 and 4 May, covering a distance of 121 kilometres. This year’s edition was held in Dunhuang, Gansu province. The team consisted of one team leader, six members for Team B, and two members for Team C, and all of them completed the competition successfully.

As the sole representative team from Macao, the EMBA team was the first from the UM to participate in the challenge. It represented Macao’s inaugural participation in the Gobi competition and further enhanced overall involvement in the Greater Bay Area. The team successfully completed the competition and won a Shackleton Award. Through practical actions,

the team explored and experienced the motherland, fostering a deep appreciation and understanding. They also engaged in profound exchanges with prominent universities, sharing their love for and comprehension of the motherland.

The ‘Xuanzang Road Gobi Challenge’ traces its roots back over 2,000 years to the prototype of the Silk Road trade. This multi-day run involves top business schools and renowned brand companies as its primary participants. In 2006, the first competition was held in Dunhuang and Guazhou, China. The Gobi Competition has garnered significant attention over the past 16 years, drawing participants from 80 of the top Chinese business schools. A total of 134 teams have since taken part, with over 30,000 ‘Gobi Friends’ leaving footprints.



DBA Programme Activities

Release of DBA Student Handbook

To allow DBA students to better understand the 3-year DBA programme, a DBA student handbook was released, covering a range of topics including a programme introduction, administrative procedures, IT resources and facilities available to students at the university. This handbook is an essential guide for new students.



DBA Programme Organised Visit to State Key Laboratory of Internet of Things For Smart City (SKL-IOTSC)

In October 2022, the students of the 4th intake Doctor of Business Administration (DBA) Programme, along with Prof. Maggie Fu, Programme Director of DBA, and Prof. Raymond Loi, a representative of programme instructors, visited the State Key Laboratory of Internet of Things for Smart City (SKL-IOTSC) of the University of Macau (UM).



DBA Students Receive Accreditation From CSCSE Of Ministry Of Education

The first batch of DBA graduates officially received the Degree Accreditation Certificate from the Chinese Service Center for Scholarly Exchange (CSCSE) of the Ministry of Education (MOE) of the People's Republic of China. The CSCSE is the only official organisation entrusted by MOE with delivering overseas credential recognition services. Its primary purpose is to assist scholarly exchanges between China and other parts of the world.



DBA Student Participated in First Fintech Forum

In November 2022, DBA students attended the first Fintech Forum organised by the FBA. The forum invited Prof. Ba Shusong, Managing Director, Chief China Economist of the Hong Kong Exchanges and Clearing (HKEX) and Chief Economist of the China Banking Association (CBA); and Chen Kun Te, Chief Digital Transformation Officer of Global Financial Industry, to deliver keynote speeches on financial regulation technology and digital transformation trends in the financial industry.



DBA Graduation Round-table Discussion

In November 2022, graduates of the first intake DBA programme attended a round-table discussion with the Rector and an invited guest from the industry, focusing on the theme of 'Opportunities and challenges in the post-pandemic era'. The discussion centred around topics such as strategic innovation, digitalisation, and diversification of enterprises under the new normal in the post-epidemic era.



DBA Programme Organised Visit to State Key Laboratory of Quality Research in Chinese Medicine (SKL-QRCM)

In December 2022, DBA students visited the State Key Laboratory of Quality Research in Chinese Medicine (SKL-QRCM) at the UM. Prof. Xin Chen, Director of Institute of Chinese Medical Sciences, Prof. Anna Cheang, Assistant Professor of SKL-QRCM, and Jeff Pong, Administrative Staff of SKL-QRCM, warmly received the delegation. Prof. Xin Chen introduced to them the vision and mission of the laboratory, as well as the latest scientific research and innovation achievements. After listening to Prof. Xin Chen's insightful introduction, the students found themselves inspired by the UM's high-level scientific research.



DBA Students Organised Dinner Gathering For Chinese New Year

In February 2023, DBA students from the 2021 and 2022 intakes organised a dinner gathering at Marmeleira Seafood Restaurant to celebrate the Chinese New Year. Prof. Wei Ge, Interim Dean of the FBA, and Prof. Maggie Fu, Programme Director of the DBA, together with the representatives of DBA alumni and students from the 2019 and 2020 intakes, were invited to the gathering. In addition, a special birthday celebration was arranged for all UM DBA students whose birthdays fell in February. A lively and joyful atmosphere permeated the whole event.



DBA and EMBA Student Stories and Achievements Featured on FBA WeChat Account

Special columns highlighting the success stories of DBA and EMBA students have regularly been published on the FBA WeChat account and in the FBA newsletter, with the aim of showcasing their remarkable entrepreneurial and managerial accomplishments.



DBA Programme Information Session in Shanghai, China

The Doctor of Business Administration (DBA) programme Information Session was successfully held in Shanghai on 26 March, 2023. The session was designed to offer interested applicants pursuing the DBA programme comprehensive information regarding the University of Macau (UM) and provide them with the latest updates on courses and the programme. Around 80 senior entrepreneurs and executives attended this event, including participants recommended by current students. The management team of the Faculty of Business Administration highlighted the UM's academic and research achievements, as well as its internationalisation advantages, and emphasised the DBA programme's unique features, structure, and advantages.



DBA Programme Residential Workshop in Hainan, China

41 students from the 2020 and 2021 intakes of the Doctor of Business Administration (DBA) programme visited Hainan province in February 2023. During the four-day trip, which was part of the compulsory course 'Residential Workshop I' in the programme, the students learnt more about the history and the latest policy developments of the Hainan Free Trade Port, as well as the successful business models employed by leading enterprises in Hainan. They visited the Hainan University, the National Institute for South China Sea Studies, Hainan Yedao (Group), the Haikou International Duty Free City, and Zhonghe Group. The enterprises and organisations in Hainan expressed hope to continue their collaborations with relevant programmes of the UM to promote industry-academia cooperation.



DBA Programme Residential Workshop in UK

The 2020 intake students of the Doctor of Business Administration (DBA) programme successfully held a residential workshop entitled 'Leading the Future: Reshaping Entrepreneurship in the Post-Pandemic Era' in the United Kingdom in May 2023. The overseas workshop was a compulsory course of the DBA programme. Through visits to leading universities and business organisations, such as the University of Cambridge, the London School of Economics and Political Science, ARM Global Headquarters, the CBRE Group, Morgan Motor Company, the Cambridge Science Park, and the China-Britain Business Council, the students had the opportunity to interact with well-known scholars and business leaders to learn about the latest theories and practices in business management. One highlight of the workshop was a high table dinner at the King's College of the University of Cambridge, with guests including George Pippas, former councillor and former mayor of Cambridge. The students exchanged views with the guests on the cultural characteristics, traditions, and emerging industries of both China and the United Kingdom.



First Cohort of Graduates from BSc in Business Intelligence and Data Analytics Programme

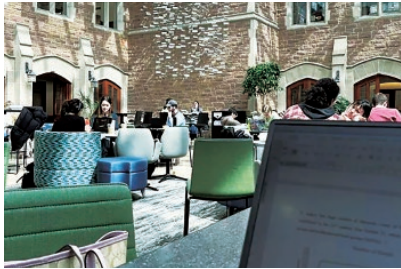
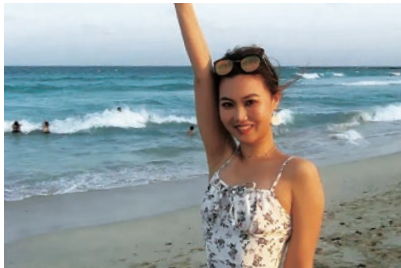
Since the launch of the Bachelor of Science in Business Intelligence and Data Analytics (BSc in BIDA) programme in 2019, the first cohort of the BSc in BIDA programme saw 62 graduates, with some of them having furthered their studies at the University of Cornell in the United States, and the Fairleigh Dickinson University in Canada. Among the graduates was one of the founders of the UMSU Business Analytics Association who was happy to share their study experiences at the UM.

According to the globalisation strategy of the University of Macau, one of the important aims is to allow students to exchange and study in different countries in order to develop their international perspective and immerse themselves in a foreign culture. The experience gives student incredible opportunities and memories that last forever.

More than 35 FBA students participated in an outgoing exchange programme in AY22/23 organised by the Global Affair Office and the FBA. They participated in student exchange programmes with partner universities located in China (Fudan University), the United States (Washington University in St. Louis), Belgium (Université Catholique De Louvain), Finland (University of Turku), France (IESEG School of Management), Germany (WHU Otto Beisheim School of Management), Republic of Korea (University of Seoul), etc.

Amy Huang, a BSc in International Integrated Resort Management student, went to the Washington University in St. Louis in the 2nd semester of AY22/23. She first arrived on campus in the midst of winter, during early January. She described the campus as a 'quiet old castle' with an architectural style similar to Hogwarts in Harry Potter. With the arrival of spring, the campus came alive and radiated with vitality. She said that the campus had transformed from an old castle into a vibrant hub. "One can frequently see students lounging on the grass, basking in the sunshine, studying outdoors, playing football, Frisbee, and having picnics," she recalled.

This exchange experience not only provided her with a profound immersion into different cultural lifestyles but also aided her in planning her future career. "From the teachers' simple and easy-to-understand teaching style, their humorous and engaging approach, the meticulous and practical design of the course content, to the lively classroom atmosphere, I enjoyed my class time and became more certain about my future career path," said Huang. She further expressed, "Although each class carried significant academic pressure and required immense effort, the knowledge I had acquired ultimately equipped me with a better understanding of how to address challenges in the real workplace."



Innovations in Teaching and Student Activities

Blended learning, with the mixed use of classrooms and technology, has been integrated into our undergraduate and postgraduate programmes as a means to improve course delivery, student experiences, and enhance learning outcomes. Industry engagement remains key to curriculum development and student learning experiences with our programmes actively engaging with industry outreach which includes site visits, industry speakers, and career days at the FBA.

AMCM and UM Co-organised Seminar on 'Macao's Modern Financial Industry Development and Career Exploration'

A seminar entitled 'Macao's Modern Financial industry Development and Career Exploration' co-organised by the Monetary Authority of Macao (AMCM) and the Faculty of Business Administration (FBA) at the University of Macau (UM) was successfully held in the Multi-function Hall of the UM Guest House on the evening of 10 November. The seminar aimed to enable students to better understand the profile and employment prospects of Macao's financial industry, make career planning, and grasp the development opportunities of the financial industry in the Guangdong-Macao In-Depth Cooperation Zone in Hengqin. The seminar attracted nearly 200 UM students majoring in finance, law, IT and other disciplines who were interested in learning more about the financial industry.



4th 'Mastering Cotai' Seminar Held at Londoner Macao

Organised by the Faculty of Business Administration (FBA), University of Macau (UM) and sponsored and hosted by Sands China, the 4th Mastering Cotai Seminar was held at the Londoner Macao on Wednesday, 9 November, 2022. Since the first successful 'Mastering Cotai' event in 2016, it has been focused on bridging the gap between academic research and the integrated resort industry. It also provided a valuable opportunity for UM students at postgraduate level and local industry executives to exchange ideas regarding current topics. Seven postgraduate students from the FBA were chosen to present their final research projects to executives from the local tourism, hospitality and gaming industries, with most in attendance being from IR properties in Cotai. Around 150 local industry leaders, educators, professionals and students attended the event.



2023 Summer Camp for Outstanding Year 3 & 4 Mainland Chinese Students successfully held

The Faculty of Business Administration (FBA) of the University of Macau (UM) successfully organised the '2023 Summer Camp for Outstanding Undergraduate and Postgraduate Students' between 24 and 27 July, 2023, aiming to expand the influence of our university in the Greater Bay Area, the rest of mainland China and beyond, and attract more outstanding students pursuing postgraduate studies and inspire their research potential at the UM. Over 150 applications were received from the undergraduates and postgraduates of the top mainland and overseas universities for the summer camp. After a comprehensive review, a total of 30 students from prestigious universities worldwide were admitted, including the University of Hong Kong, the Fudan University, the Hong Kong University of Science and Technology, the Wuhan University, the University of Sheffield, and the University Putra Malaysia.

The four-day summer camp programme featured a faculty and programme introduction, a research project sharing, an outstanding alumni and industry sharing, and a campus tour. The event began with a welcome speech from Prof. Wei Ge, Vice Rector (Research) of the UM and Interim Dean of the FBA, followed by a faculty introduction from Prof. Raymond Loi, Associate Dean (Research and Development) of the FBA. Additionally, Prof. Li Miao, Prof. Jacky Hong, Prof. Philip Law, and Prof. Henry Lei provided introductions during the programme.

After the 4-day summer camp, the students expressed that they had gained a deeper understanding of the master's and doctoral programmes offered by the FBA and had developed a strong interest in studying at the UM. They acknowledged the university's international educational background, academic reputation, industry connections, and conducive learning environment. They eagerly anticipated the opportunity to pursue their studies at the UM.



Series of Career Development Activities Organised for FBA Students

This year the FBA organised a series of career talks and events, including GEG x UM-FBA Exclusive Career Day 2023 on 12 April, 2023, JW Marriott Hotel Macau & The Ritz-Carlton x UM-FBA Career Talk 2023 on 15 March, 2023, Sands China Ltd. x UM-FBA Career Day 2023 on 22 February, 2023, W x UMFBA Campus Casting Day 2023 on 30 January, 2023, PwC Macau x FBA Career Talk on 16 November, 2022, W x UM Pop Up Casting Day 2022 on 25 October, 2022, Deloitte virtual campus recruitment talk on 21 Sept, 2022, EY virtual campus recruitment talk on 21 Sep, 2022, a PwC virtual campus recruitment talk on 19 Sep, 2022, and a KPMG virtual campus recruitment talk on 14 Sep, 2022.



Internship Programmes

In the 2022/23 academic year, the FBA provided three credit bearing internship programmes, including the Bachelor of Science in International Integrated Resort Management Internship programme, the Master of Science in International Integrated Resort Management Internship programme, and the Bachelor of Science in Accounting Internship programme, by organising career/internship briefings by partner companies and seeking additional internship opportunities from reputable companies in Macao and the Great Bay area. In addition, the FBA also continued to cooperate with the BNU to provide non-credit bearing internship programmes for FBA students during the summer recess.

Nine internship partners from Macao and mainland China delivered internship talks to FBA students.



The Department of Integrated Resort and Tourism Management held the charity exhibition ‘Thousands Sides Of Macau Tourism’ in April 2023. The exhibition raised more than MOP20,000, which was donated to the charity organisation Caritas.



The Department of Integrated Resort and Tourism Management Alumni Gathering 2023 ‘Solar Stellar’ took place successfully.



‘PwC Macau Cyber x BIDA’ Talk Successfully Held for Graduating Students

Representatives from PricewaterhouseCoopers China Holding (PwC) visited the FBA in October 2022 to introduce practices in the technical service industry and to support the Year 4 students of the Business Intelligence and Data Analytics programme seeking career opportunities in top business firms. Mr. Alex Leong, Manager of Cybersecurity & Privacy at PwC, gave a talk on various aspects of regulatory technology (Regtech), which refers to a regulatory management process in the financial industry through technology. PwC shared its efforts in utilising Regtech to address inefficiencies and ineffectiveness in regulatory reporting processes. Over 70 Year 4 BIDA students attended the talk. Students commented that the talk helped them learn more about up-to-date business technologies and acquire recruitment information about top business firms before graduation.



Guest lecture by CPA Australia

Ms. Cora Cheung, Senior Business Development Manager of CPA Australia (CPAA) was invited to deliver a talk to year 3 and year 4 students in March 2023 in order to introduce and promote the CPA Programme to our accounting students. The CPAA is also pleased to offer scholarships to potential students with academic merits and career determination.



FBA Students Won CFA Institute Research Challenge - Eastern Asia Sub-regional 2022-23

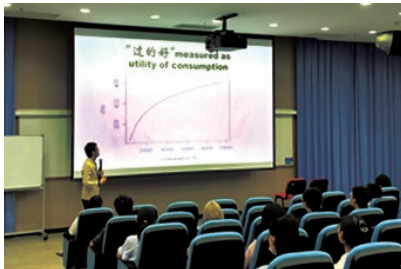
The UM FBA team, comprised of four FBA students – Li Xinjue, Cheryl (BSc in Finance), Sun Jiachen, Simon (BSc in Finance), Teng Meih, Tina (BSc in Accounting), and Du Yuanchi, Alisa (BSc in Finance) - emerged as the winners of the CFA Institute Research Challenge - Eastern Asia Sub-Regional held on 31 March, 2023. They achieved this victory after winning the Hong Kong final in February 2023. As a result, they advanced to the Asia-Pacific Regional Semi-finals, scheduled to take place between 6 and 7 April, 2023. The UM FBA team also competed against three other winning teams from the China Foreign Affairs University, the Taiwan University, and the Shanghai Jiao Tong University.



UMSU Finance Society Successfully Held Talk as Part of Finance Week Series in April 2023

With the strong support of the Faculty of Business Administration, the event invited Prof. Brenda Zhang, Associate Professor in Business Economics, and Prof. Tony Qin, Assistant Professor in Finance, as guest speakers, who delivered lectures and shared their insights with students.

During the talk, Prof. Zhang and Prof. Qin explained the current economic landscape in simple terms, discussing the chain reaction of the Ukraine conflict and the continuing negative factors caused by high inflation and rising interest rates. They also shared practical investment concepts and methods, including investment objectives, the characteristics of investment tools, and their usage and effects.



Food and Beverage Management Class Visited Wynn Palace

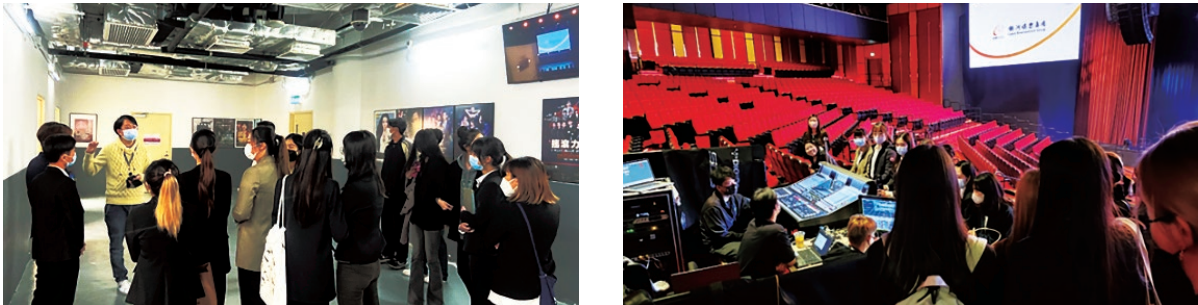
In March 2023, led by Prof. Jacey Choe, Assistant Professor of the Department of Integrated Resort and Tourism Management, the students of the ‘Food and Beverage Management’ course visited Wynn Palace. The visit was specially designed to raise students’ awareness of food sustainability issues in the tourism industry and strategies about how to integrate safety, quality and sustainability elements into luxury guest experiences.

In order to match the theme of the visit, Ruby O, Executive Director of Sustainability and ESG at Wynn Palace, meticulously planned the entire experience using the food life cycle approach. Around 60 students and the professor visited several sites, including the Vertical Garden equipped with an aquaponics system, SW Steakhouse, the Nordaq 2000 automatic water bottling plant, a food laboratory, and the Winnow food waste management system.



Festival and Event Management Class Visited Broadway Theatre

In February 2023, led by Prof. Jacey Choe, Assistant Professor of the Department of Integrated Resort and Tourism Management, the students of the ‘Festival and Event Management’ course visited Broadway Theatre at the Galaxy International Convention Center. Under the kind guidance of Ms. Fiona Soo, Assistant Vice President of Theatre Operation & Programming at Broadway Theatre, the students had the opportunity to explore both the front and back areas of the theatre, gaining insights into its brand culture and operational details. This visit laid a solid foundation for their further theoretical learning in this course. Ms. Soo enthusiastically shared her professional journey in the events sector and provided the students with captivating examples of concert operations during a post-site tour session. The engaging Q&A session and positive conversations served as clear indications that everyone thoroughly enjoyed the tour.



Food and Beverage Management Class Visited Venetian Macao

In November 2022, led by Prof. Amy So, Associate Professor of the Department of Integrated Resort and Tourism Management, the students of the ‘Food and Beverage Management’ course visited the Venetian Macao. The purpose of the visit was to broaden the group’s perspectives and provide them with a more immersive professional experience beyond traditional lecture instruction. Furthermore, the staff provided detailed explanations during the visit, setting a professional example for the students. The experience and skills they shared assisted students in enhancing their professional awareness and improving their overall quality for internship applications and practical experiences.



04 Research



In 2022 and the first half of 2023, the colleagues of the FBA made significant efforts to enhance the research culture and environment. These efforts can be reflected in the amount of research output released in the top-ranking academic journals, the measured research impacts in the form of the citations of the research work, the number of research seminars organised, the amount of approved research funding, and the high-quality PhD student recruitment.

Academic Publications and Citations

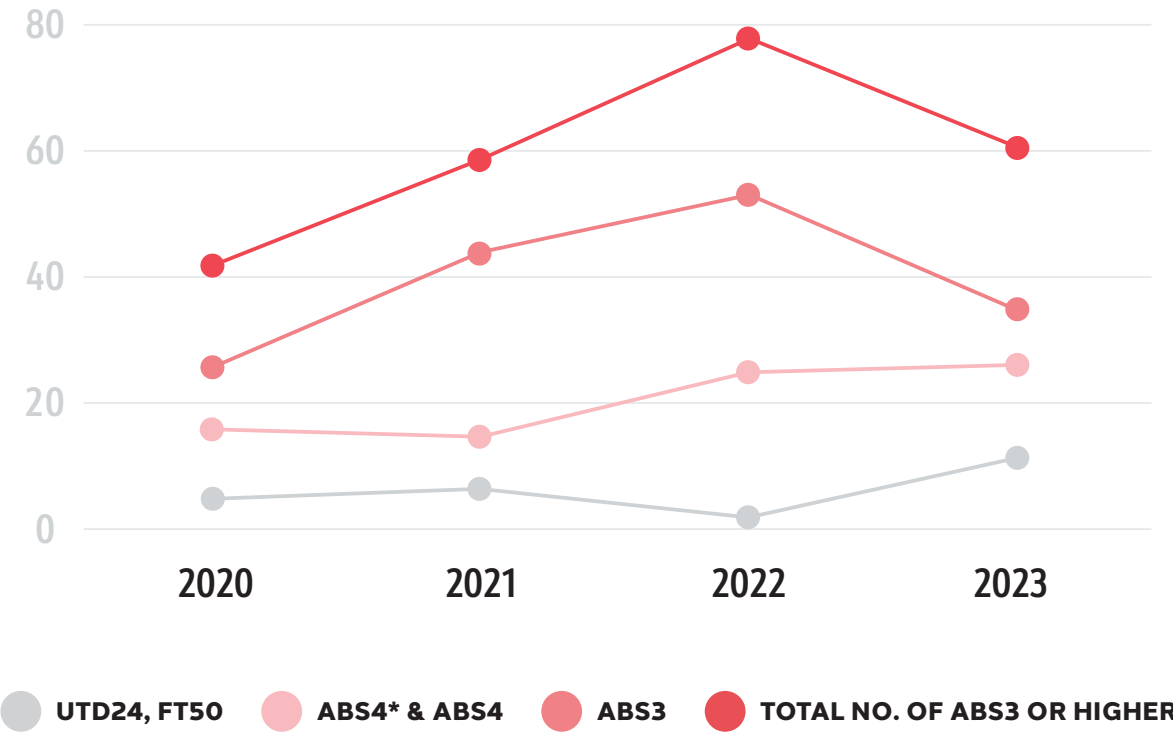
There has been significant progress in research publications by our faculty members. In 2022, the numbers of publications in ABS3 or higher journals rose by 32% compared with 2021, with publications at ABS4 or higher increasing by 67%. The year 2023 will see another leap as the publications at ABS4 or higher in the first half of 2023 already exceeded the

total number for the whole year of 2022. Our staff have published 10 articles in UTD24 and FT50 journals in the first 6 months of 2023, four of which were published in UTD24 journals. Such a significant increase reflects our concerted efforts to target top-ranking journals and achieve research excellence.

Numbers of Publications of the FBA

	UTD24, FT50	ABS4* & ABS4	ABS3	Total no. of ABS3 or higher
2023 (as of June)	10	26	35	61
2022	2	25	53	78
2021	6	15	44	59
2020	5	16	26	42

Publication data for the years were generated from the FBA staff web, WoS and Scopus.



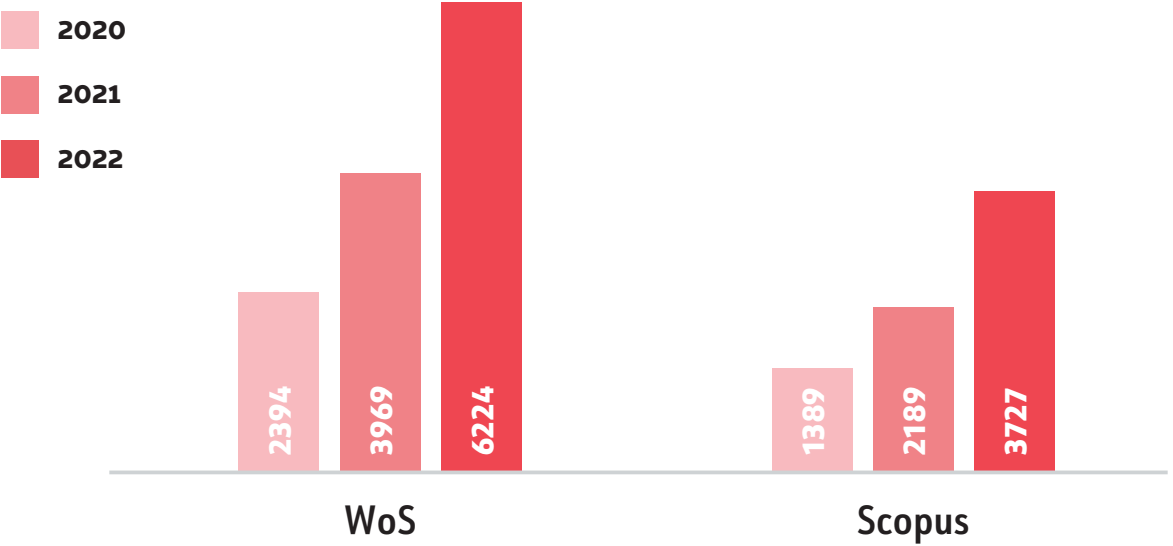
Citations in WoS and Scopus

The impact of our faculty's research output has shown significant growth, particularly in the years of 2022 and 2023. In 2022, the citations measured by the World of Science (WoS) and Scopus recorded an impressive year-on-year increase of 57% and 70% respectively. These numbers highlight the growing recognition and

influence of our faculty's research within the global scholarly community. For 2023, this upward trajectory is expected to continue as the half-year citations in WoS and Scopus have already reached 46% and 66% respectively, compared to the numbers in 2022.

Citations from WoS and Scopus

Items#	2020	2021	2022	2023 (as of June)
WoS	2394	3969	6224	2875
Scopus	1389	2189	3727	2459



Citations are based on publications for the 2013 to 2023 period (10 years) in WoS and Scopus, and only publications by academic staff (exclusive of PhD students) are included.

Staff Collaboration in Research

To foster a vibrant research culture and environment, the faculty promotes increased collaboration among colleagues both within and across FBA departments. In 2022, there were 12 research papers published, co-authored by FBA colleagues within departments, and seven research papers co-authored by colleagues from different departments. This collaborative effort has continued into 2023.

Publications featuring staff collaborations within and across departments in the FBA

Items	2021	2022	2023 (as of June)
Papers co-authored within departments	11	12	10
Papers co-authored across departments	3	7	3

Sources: Data generated from FBA staff web, WoS & Scopus

Research Funds

Research funding is another indicator that demonstrates the research efforts and achievements of faculty members. With the reopening of the application for the Multi-Year Research Grant (MYRG) of the UM in 2022, a total of 31 MYRG applications from our FBA colleagues were approved, with a total award amount of MOP6,741,716. Additionally, we successfully obtained one Research & Development Grant for Chair Professor (CPG) and seven Start-up Grants (SRG). Currently, in 2023, there are one CPG and 38 MYRG applications from our colleagues that are currently undergoing the approval process. The number of approved SRG applications has increased to 11. Furthermore, our faculty members have actively pursued external funding opportunities and successfully obtained one Guangdong Natural Science Fund Programme Grant and one Institute of European Studies of Macau (IEEM) Academic Research Grant.

Number of internal and external research grants approved in 2021, 2022 and 2023

Grant Type	Grant Name	2021	2022	2023 (as of June)
Internal	Research & Development Grant for Chair Professor (CPG)	1	1	1
Internal	Start-up Grant (SRG)	-	7	11
Internal	Multi-Year Research Grant (MYRG) Level 1 & 2	-	31	38
External	Guangdong Natural Science Fund Programmes	-	1	1
External	Institute of European Studies of Macau (IEEM) Academic Research Grant 2022-23	-	-	1

Conference Trips

In addition to journal publications and research grant applications, the FBA also supports faculty members in actively participating in high-level international conferences via the faculty conference grant. As of June 2023, 21 conference grants had already been approved and colleagues had presented their research work at 13 different conferences located in 11 different countries.

- 2023 Asian Meeting of the Econometric Society in East and Southeast Asia, in Singapore
- 2023 Asian Meeting of the Econometric Society, in Beijing, China
- 2023 The Accounting and Finance Association of Australia and New Zealand (AFAANZ) Conference, in Gold Coast in Queensland, Australia
- 45th Annual Congress of the European Accounting Association, in Espoo, Finland
- 45th ISMS Marketing Science Conference (2023 INFORMS Marketing Science Conference (ISMS)), in Miami, the United States
- 98th Annual Conference of Western Economic Association International (WEAI), in San Diego, California, the United States
- 2023 Academy of International Business (AIB) Annual Meeting, in Warsaw, Poland
- APacCHRIE 2023, in Clark, Pampanga, the Philippines
- 35th Asian Finance Association Annual Conference, in Ho Chi Minh City, Vietnam
- 2023 International Association of Chinese Management Research (IACMR) Conference, in Hong Kong SAR, China
- 31st Annual Conference on Pacific Basin Finance, Economics, Accounting, and Management, in Taiwan, China

Editorial Positions

As of June 2023, 30 FBA faculty members served as editors, associate editors, or editorial board members for high-ranking academic journals, which included ABS3 and ABS4 journals. Additionally, two academic staff members are serving on the editorial boards of UTD24 or FT50 journals. Among them, 80% are providing services for more than one academic journal, with four of them serving for more than five journals within their respective professional areas, such as accounting, management, and hospitality and tourism management. These editorial positions not only represent the contributions of FBA colleagues to various academic societies but also enhance the global reputation of the FBA in terms of research excellence.

List of academic staff on editorial boards of UTD24, FT50

Michael King Man HUI, Journal of Marketing (2012 – present)	ABS4*, UTD24, FT50
Rico Long Wai LAM, Journal of Management Studies (2021 - present)	ABS4, FT50

High-Level Academic Conferences and Forums

Aside from encouraging colleagues to attend international conferences, the FBA also organised various research conferences, seminars, and forums in AY22/23.

Five Academic Conferences Organised, and Chance to Organise One Important International Academic Event for Next Year was won.



October 2022, the Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium attracted over 250 participants, including scholars, researchers, top management team members, faculty members, and students from around the world in the fields of hospitality and tourism management.

The inauguration ceremony for the China Tourism Education alliance was held during the Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium, witnessed by Lei Wai Nong, Secretary for Economy and Finance of the Macao SAR, government officials, and industry executives. The alliance was jointly initiated and established by the University of Macau, the Fudan University, the Nankai University, and the Sun Yat-sen University. The alliance aims to leverage the teaching and research strengths of its members in the field of tourism management to foster the development of tourism professionals and facilitate research exchanges and cooperation within the field.



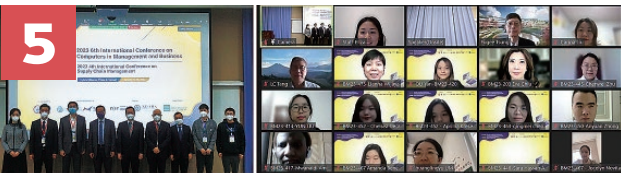
September 2022, the AIM Research Day was held, with speakers from around the world invited to share their research results.



November 2022, 2022 GBA Accounting Alliance Annual Conference – Corporate Governance in the Information Era



The DAIM co-organised the 'Conference On Opportunities For Post-Epidemic Development In Macau' with the Accounting Professional Committee (Macao Region) of the Council for the Promotion of Guangdong-Hong Kong – Macao Cooperation and the Union of the Associations of the Professional Accountants of Macau.



The 6th International Conference on Computers in Management and Business (ICCMB) was successfully held.

* Asian Finance Association Annual Meeting 2024

The Finance group represented the FBA in presenting a bidding proposal to host the Asian Finance Association Annual Meeting 2024 at the University of Macau and has successfully won the opportunity to organise this significant international academic event.

FBA Seminar Series

To facilitate and exchange innovative ideas and latest information with invited young scholars from renowned universities, the FBA has launched a series of seminars known as the FBA Seminar Series on a regular basis since September 2022. At least two seminars are held each week on Wednesdays or Fridays. As of June 2023,

57 seminars had been held, with 42 being held online and 15 being conducted on campus. In addition to external speakers, FBA academics who had published AB4* journal papers were also invited to share their research insights and valuable experiences as guest speakers.

1	FBA Seminar Series: "Timing of Equity Splits on Venture Team Relational Norms and Behaviors" by Prof. Jared NAI, 7 Sept, 2022
2	FBA Seminar Series: "Population Aging and Corporate Asymmetric Cost Behavior: Evidence from China" by Dr. Qingbo YUAN, 7 Sept, 2022
3	FBA Seminar Series: "Mortgage, Monitoring, and (Non-complying) Mandatory Flood Insurance" by Prof. Zhongchen HU, 14 Sept, 2022
4	FBA Seminar Series: "Indebted or Indifferent? Consumers' Reaction to Online Help Is Contingent on Helpers' Anonymity" by Prof. Leilei GAO, 16 Sept, 2022
5	FBA Seminar Series: "Do Impressions Matter? Evidence from Bank Loan Contracting" by Prof. Feida ZHANG, 21 Sept, 2022
6	FBA Seminar Series: "Consumer Patience and Product Promotions" by Prof. Han GONG, 21 Sept, 2022
7	FBA Seminar Series: "Terrorist Attacks and Household Consumption Smoothing through Credit Cards" by Prof. Xin ZOU, 28 Sept, 2022
8	FBA Seminar Series: "Influencing Diversity Beliefs Through a Personal-Testimonial, Promotion-Focused Approach" by Prof. Pisitta VONGSWASDI, 28 Sept, 2022
9	FBA Seminar Series: "The Token-Effort Effect: How Minimal Redemption Effort Increases Price Promotion Effectiveness Over Straight Discounts" by Prof. Kuangjie ZHANG, 12 Oct, 2022
10	FBA Seminar Series: "The Effect of Regulatory Change for 8-K Disclosures on Corporate Innovation" by Prof. Yangyang CHEN, 12 Oct, 2022
11	FBA Seminar Series: "There's no going back? A time-sensitive theory on the influence of entrepreneurial experience on voluntary turnover in subsequent wage employment" by Dr. Siran ZHAN, 19 Oct, 2022
12	FBA Seminar Series: "Responsible investing in the gaming industry" by Prof. Maggie FU, 19 Oct, 2022
13	FBA Seminar Series: "The Stability Effect for Weight Judgments" by Prof. Dengfeng YAN, 26 Oct, 2022
14	FBA Seminar Series: "Non-executive Employee Stock Options and Product Quality: Evidence from Product Recalls" by Prof. Rui GE, 26 Oct, 2022

15	FBA Seminar Series: "Abusive CEOs Kill Firm Innovation in Turbulent Environment: A Moderated Mediation Model of the CEO-TMT Interface" by Prof. Ho Kwong KWAN, 9 Nov, 2022
16	FBA Seminar Series: "Closing Pressure, Predatory Trading, and the Negative Price of Oil" by Prof. Wenjin KANG, 9 Nov, 2022
17	FBA Seminar Series: "The Effect of Social Jetlag on Conspicuous Consumption" by Prof. Zhongqiang HUANG, 16 Nov, 2022
18	FBA Seminar Series: "The Influence of Supply Chain Analysts on Supplier Innovation" by Prof. Wenming WANG, 16 Nov, 2022
19	FBA Seminar Series: "Return of the Movie Night? Analyzing the Impact of Netflix Subscriptions on Offline Movie Spending" by Prof. Hyeokkoo Eric KWON, 23 Nov, 2022
20	FBA Seminar Series: "The Impact of Patent Troll on R&D Disclosure Policy" by Dr. Limin XU, 30 Nov, 2022
21	FBA Seminar Series: "When Expectations of Implicit Government Debt Guarantees Diminished, Do Retail Stock Investors Run Away?" by Prof. Joe Hong ZOU, 30 Nov, 2022
22	FBA Seminar Series: "Human and Robotics Copresence and Coproduction in The Contemporary Service Encounter" by Prof. Laurie WU, 7 Dec, 2022
23	FBA Seminar Series: "The Housing Affordability Revolution" by Prof. Thies LINDENTHAL, 7 Dec, 2022
24	FBA Seminar Series: "Expressions of Humility in Organizations: New Research Directions" by Prof. Michael DANIELS, 1 Dec, 2023
25	FBA Seminar Series: "Filling in the Governance Void: The Voice of Individual Investors" by Prof. Shufang LAI, 1 Feb, 2023
26	FBA Seminar Series: "The Impact of Co-Branded Credit Card Adoption on Customer Loyalty" by Ms. Nan ZHAO, 8 Feb, 2023
27	FBA Seminar Series: "Salience theory and the cross-section of stock returns: The role of recency effects" by Prof. Xin CHEN, 8 Feb, 2023
28	FBA Seminar Series: "The evolving landscape of the sharing economy: Looking back and moving forward" by Prof. Kevin Kam Fung SO, 15 Feb, 2023
29	FBA Seminar Series: "Social Media Moderation and Content Generation: Evidence from User Bans" by Prof. Qianzhou DU, 16 Feb, 2023
30	FBA Seminar Series: "Crossing the Domain: Unintended Consequences of Safety and Service Climates" by Prof. Ruixue ZHANG, 22 Feb, 2023
31	FBA Seminar Series: "How does R&D investment drive firm innovations and value creation?" by Prof. Kevin OW YONG, 22 Feb, 2023

32	FBA Seminar Series: “Stakes and Investor Behaviors” by Prof. Baolian WANG, 1 March, 2023
33	Guest Lecture Recap FBA Seminar Series: “The evolving landscape of the sharing economy: Looking back and moving forward” by Prof. Kevin Kam Fung SO, 3 Mar, 2023
34	FBA Seminar Series: “Machine Learning and Artificial Intelligence Research in Tourism and Hospitality” by Prof. Yang YANG, 3 Mar, 2023
35	FBA Seminar Series: “Big Brother and a Green Society: Information Privacy Concerns Promote Green Behavior” by Prof. Boyoun CHAE, 8 Mar, 2023
36	FBA Seminar Series: “Tax Cuts, Firm Growth, and Worker Earnings: Evidence from Small Businesses in Canada” by Mr. Yige DUAN, 9 Mar, 2023
37	FBA Seminar Series: “Resource Sharing Beyond Firm Boundaries: An Examination of Mobile Operators’ Decisions to Host Virtual Networks” by Prof. Siddharth NATARAJAN, 15 Mar, 2023
38	FBA Seminar Series: “The Effect of Anti-subsidy Actions on Corporate Disclosure of Subsidy Information” by Prof. Cheng ZENG, 15 Mar, 2023
39	FBA Seminar Series: “New Entrants and Redaction” by Prof. Miaomiao YU, 22 Mar, 2023
40	FBA Seminar Series: “Hooked: Consumer addiction and digital product design” by Prof. Xing ZHANG, 22 Mar, 2023
41	FBA Seminar Series: “The Fundamental Recruitment Error: Candidate-Recruiter Discrepancy in Their Relative Valuation of Innate Talent versus Hard Work” by Prof. Kao SI, 23 Mar, 2023
42	FBA Seminar Series: “Mobile Targeting of Product Inventory Searches: A Field Experiment” by Prof. Le WANG, 29 Mar, 2023
43	FBA Seminar Series: “Leveraging the power of video analytics – the case of pro-environmental tourism videos” by Prof. Mingming CHENG, 29 Mar, 2023
44	FBA Seminar Series: “Genetics, Personality, and Leadership: Implications for Leader Development and Well-Being” by Prof. Wendong LI, 14 Apr, 2023
45	FBA Seminar Series: “Do Managers Strategically Time Investor Mood?” by Prof. Yashu DONG, 14 Apr, 2023
46	FBA Seminar Series: “In-Store Social Crowdedness and Customer Behaviors” by Prof. Dai YAO, 17 Apr, 2023
47	FBA Seminar Series: “Speed or Skip: How Consumers’ Fast-forwarding Behaviors for Efficiency Influence Video Evaluations” by Prof. Yixia SUN, 20 Apr, 2023
48	FBA Seminar Series: “Minimum Wages, State Ownership, and Corporate Environmental Policies” by Prof. Tao CHEN, 21 Apr, 2023

49	FBA Seminar Series: “Emotional complexity and its implications for business” by Prof. Zengxiang CHEN, 4 May, 2023
50	FBA Seminar Series: “From CEO humility to women career management: Studying pressing issues for a better society” by Prof. Amy OU, 5 May, 2023
51	FBA Seminar Series: “Global Evolution of ESG Disclosure in Annual Reports” by Prof. Rui SHEN, 5 May, 2023
52	FBA Seminar Series: “From the Stars to the Stock Market: Calendar Superstition and IPO Returns” by Prof. Jing ZHAO, 12 May, 2023
53	FBA Seminar Series: “Boosting Strengths or Fixing Weaknesses? A Preference Mismatch between Product Providers and Choosers in Product Improvement Decisions” by Prof. Yanping TU, 12 May, 2023
54	FBA Seminar Series: “Fly with Us When They Cancel Your Flight: An Innovative Model to Utilize Perishable Capacity” by Prof. Rowan Yu WANG, 15 May, 2023
55	FBA Seminar Series: “The rise of visible embodied service robots: Some practical insights for the hospitality and tourism industry” by Prof. Lisa Chun Ying WAN, 19 May, 2023
56	FBA Seminar Series: “The Effect of Stock Market Indexing on Option Price Efficiency” by Prof. Rachel MA, 21 May, 2023
57	FBA Seminar Series: “Unintended Consequences of Country-by-Country Reporting: Evidence from Auditor Behaviour” by Prof. Duncan LIU, 23 May, 2023





11 FBA Distinguished Scholar Seminar Series,
Organised by Business Research and Training Center (BRTC)

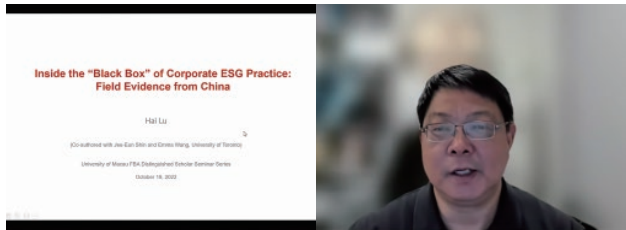
21 September, 2022



How to Strengthen Corporate Control in the Dispersed Shareholding Era? —Evidence from Chinese Listed Companies Times

Prof Zhigang ZHENG
Professor of Finance, Renmin University of China

19 October, 2022



Inside the “Black Box” of Corporate ESG Practice: Field Evidence from China

Prof. Hai LU
McCutcheon Professor in International Business and
Professor of Accounting, University of Toronto

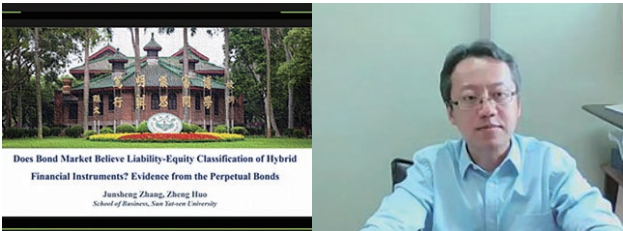
9 November, 2022



Network Positions and Exporter Exit

Prof. Ziliang DENG
Professor in International Business,
Renmin University of China

30 November, 2022



Does Bond Market Believe Liability-Equity Classification of Hybrid Financial Instruments? Evidence from the Perpetual Bonds

Prof. Junsheng ZHANG
Professor in Accounting, Sun Yat-Sen University

23 February, 2023



Cash in the Darkness

Prof. Bohui ZHANG
Presidential Chair Professor of Finance,
Chinese University of Hong Kong, Shenzhen

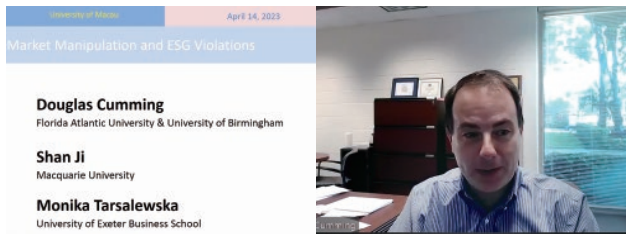
2 March, 2023



Re-conceptualisation of ‘distance’ in tourism demand analysis: A comparison before and after the emergence of COVID-19

Prof. Gang LI
Professor of Tourism Economics, University of Surrey, UK

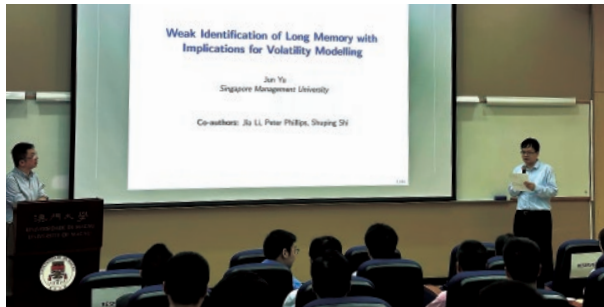
14 April, 2023



Market Manipulation and ESG Incidents

Prof. Douglas CUMMING
DeSantis Distinguished Professor of Finance and Entrepreneurship, Florida Atlantic University

20 April, 2023



Weak Identification of Long Memory with Implications for Volatility Modelling

Prof. Jun YU
Lee Kong Chian Professor of Economics and Finance, Singapore Management University

5 May, 2023



Estimating Capital-Labor Substitution in China: Evidence from Firm-Level Data

Prof. Yifan ZHANG
Professor in the Department of Economics, Chinese University of Hong Kong

10 May, 2023



Serving Customers with Feeling AI

Prof. Ming-Hui HUANG
Editor-in-Chief of Journal of Service Research (JSR)

27 June, 2023



How Labor Market Competition Shapes Workplace Information on Social Media: Evidence from Glassdoor Reviews

Prof. Liandong ZHANG
Lee Kong Chian, Professor of Accounting, Singapore Management University

Launch of Two Academic Salon Forums



In AY22/23, in order to cultivate and facilitate the academic research atmosphere, to explore advanced knowledge and expertise, and to discuss potential applications in the business school context at the FBA. The FBA launched two Academic Salon Forums. The first was the FBA FinTech Academic Salon Forum launched in February 2023. It consisted of a series of six research work presentations by FBA colleagues in the field and PhD students, delving into the emerging trend in the Fintech development. This valuable event marked the FBA's commitment to fostering inspiring idea exchanges on this Fintech research topic.



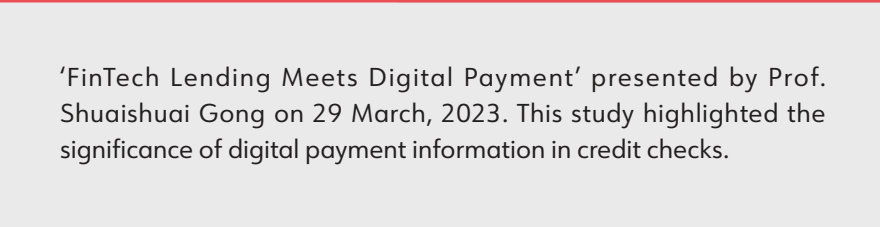
Self-collateral and Crypto Run' presented by Prof. Wenjin Kang on 15 February, 2023. This study explored the intricacies of cryptocurrency exchanges and how a sudden collapse could lead to a 'crypto run'.



'The Impact of Government Outsourcing Contracts on High-tech Vendors' presented by Prof. Jing Xie on 1 March, 2023. This study examined how government outsourcing contracts affected the valuation of high-tech companies.



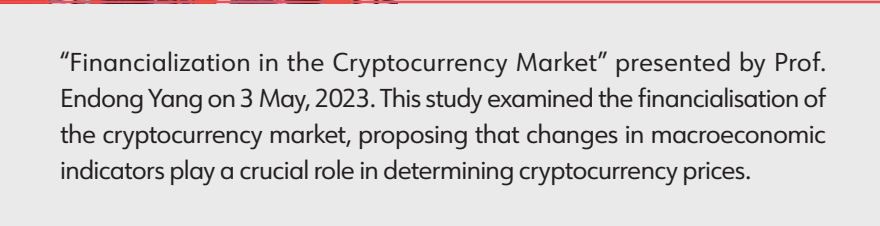
'Factor Modeling for Volatility' presented by Prof. Yi Ding on 15 March, 2023. This study provided a framework for examining the factor structure in stock variance.



'FinTech Lending Meets Digital Payment' presented by Prof. Shuaishuai Gong on 29 March, 2023. This study highlighted the significance of digital payment information in credit checks.



'Fintech and Green Finance in Banking' and 'Improving high-dimensional portfolio selections through robust hedge regression' presented by Ph.D. students Zhaoyan Liu and Wenliang Ding respectively on 12 April, 2023.



"Financialization in the Cryptocurrency Market" presented by Prof. Endong Yang on 3 May, 2023. This study examined the financialisation of the cryptocurrency market, proposing that changes in macroeconomic indicators play a crucial role in determining cryptocurrency prices.



The second Academic Salon Forum was the FBA Management & Marketing Academic Salon Forum, which commenced on 11 May, 2023. The forum also celebrated the tenth-year anniversary of the Department of Management & Marketing brown bag seminars series, which served as the predecessor to the forum. It was an open platform with the aim of sharing and promoting research in the Management and Marketing areas. Four FBA faculty members and PhD students presented their research work at the Salon Forum.



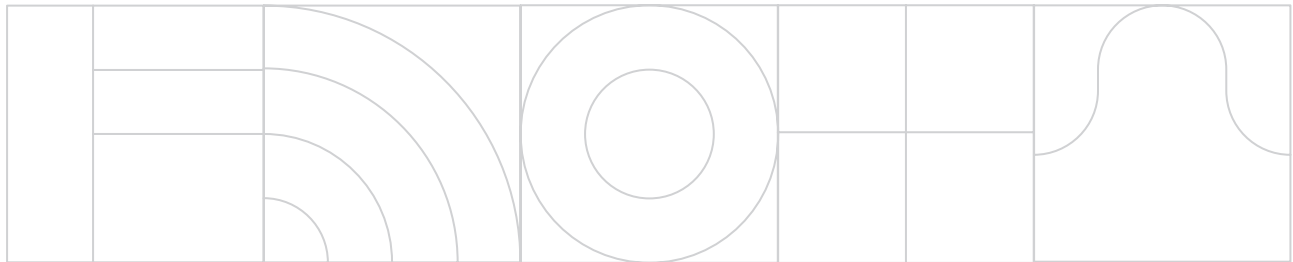
“Consumer Reactions to Brand Alliance Termination” presented by Prof. Fangyuan Chen on 11 May, 2023. This study investigated how consumers reacted when brands terminated their alliances.

‘Repatriate Knowledge Transfer and Headquarter-Centered Capability Upgrading in Chinese Multinational Enterprises: The Case of Haier’ presented by Ms. Neve Yixin Sun on 25 May, 2023. This study explored how headquarter staff absorbed, assimilated, and were inspired by repatriates’ experience and knowledge.



‘Mastery and Helpless Responses to Proactivity Setbacks: The Role of Implicit Theory’ presented by Prof. Lida Lingling Zhang on 8 June, 2023. This study examined resilient and vulnerable proactivity in the workplace.

‘Perceived Autonomy and Satiation Recovery’ presented by Ms. Freda Jing Hu on 21 June, 2023. This study explored how consumers’ perceived autonomy affected the process of their recovery from satiation.



Progress of the Ph.D. Programme

As an essential part of supporting the faculty’s research, the FBA continues to expand its recruitment of high-quality PhD students in AY2022/2023. At the same time, the FBA also obtained support from the UM by expanding the admission quota to offer more seats to qualified PhD students. For the intake of AY2022/2023, the programme received 302 applications and the number of applications for the AY2023/2024 intake has increased to

350. Graduates from the PhD programme in recent few years have been successfully recruited by universities and companies both locally and on the mainland, such as the Tsinghua University, the Hong Kong University of Science and Technology (Guangzhou), the Macau University of Science and Technology, Haitong Bank, Wynn Macau, and Chongwa (Macao) Financial Asset Exchange.

Development of Ph.D. Programme (data as of 4 July 2023)

	AY2019/20	AY2020/21	AY2021/22	AY2022/23	AY2023/24
Number of Applications (1st choice only)	190	237	306	302	350
Number of Offers	20	23	27	39	48
Number of Principal Supervisors	28	25	37	42	48
Number of Graduations	9	11	9	11	N/A

05

Staff
Development



The FBA organised staff activities to cultivate a transparent and harmonious working culture, stimulating communication by sharing information through different channels.

Strengthening of academic team
through global recruitment and the
University’s Talent Programme

Despite the COVID-19 pandemic situation, the FBA managed to recruit 14 fulltime academic staff across all four departments (the AIM, DRTM, FBE & MMI) for the academic year 2022/2023 This includes one Chair professor, one Distinguished Professor, one Full professor, two Associate Professors, and nine Assistant Professors. In addition to departmental expansion and headcount replacement, 40% of the newly recruited staff members aim to support the newly established degree programme: Master of Science in Business Analytics and the existing Bachelor of Science in Business Intelligence and Data Analytics.

Moreover, with the support of the University’s Talent Programme, initiated in AY 22/23, The FBA has offered six positions of research assistant professors in the fields of finance, management, marketing, and integrated resort and tourism management. These six research assistant professors bring a valuable influx of young and knowledgeable professionals to the Faculty, serving as an essential talent pool for team development in teaching, research, and services.



Incentive Mechanism

The FBA Award and Dean’s Award Ceremony 2022/2023 was successfully held at the Staff General Meeting on 5 June, 2023. Professors were awarded for their excellent contributions in the areas of teaching, research, and service, as well as administrative staff for their support. During the ceremony, Prof. Wei Ge, Interim Dean of the FBA, presented a certificate to each awardee.

FBA Academic Awards 2022/2023

Award	Winner
FBA’s Outstanding Teaching Award	Prof. Fiona YANG (DRTM)
FBA Outstanding Research Award for research track	Prof. Toro CHEN (DFBE)
FBA Outstanding Research Award for balanced track	Prof. Brenda ZHANG (DFBE)
FBA Outstanding Internal Service Award	Prof. Lawrence FONG (DRTM)
FBA Outstanding External Service Award	Prof. Henry LEI (DFBE)

FBA Dean’s Awards 2022/2023

Award	Winner
Dean’s Award for Teaching Excellence	Prof. Feng TANG (DAIM)
	Prof. Henry LEI (DFBE)
Dean’s Award for Research Excellence	Prof. Morris LIU (DAIM)
Dean’s Award for Service Excellence	Prof. Anthony TANG (DAIM)
	Prof. Tony QIN (DFBE)
	Prof. Amy SO (DRTM)
Dean’s Award for Excellent Administrative Staff	Ms. Albee CHAN
	Mr. Joseph CHEANG
	Ms. Carla LEONG
	Ms. Sally MUI



At the Congregation 2023 held on 10 June, 2023, the University of Macau (UM) presented the Teaching Excellence Award, which recognised one faculty member with the most outstanding performance in teaching. The recipient for the 2022/2023 academic year is Assistant Professor Yang Xi, from the Department of Integrated Resort and Tourism Management of the Faculty of Business Administration (FBA).

The recipient of the Teaching Excellence Award is selected by a selection committee from nominees, who

are faculty-level teaching award recipients, through a rigorous process. Selection criteria include the following: teaching philosophy, depth of knowledge in the subject area, outstanding communication skills and teaching effectiveness, outstanding contributions to the quality of curriculum development, the ability to promote student learning by stimulating and sustaining the intellectual development of students, an innovative approach to teaching and learning, and leadership in promoting teaching excellence within and outside the university.

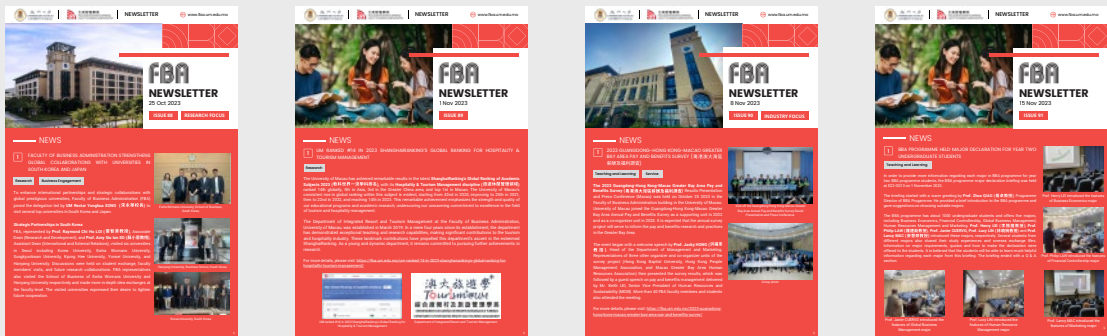


Increased Transparency and Information Sharing

Aiming to develop a harmonious organisational culture and increase information transparency, the FBA set up multiple channels to share information both internally and externally.

The FBA’s publications

The FBA launched the bi-weekly FBA Newsletter in June 2022, a significant change and improvement from the bi-monthly Research Newsletters and bi-annual FBA Newsletters in the past. Thanks to the great efforts by FBA staff, the FBA published 49 FBA Newsletters in the 2022/2023 academic year.



The FBA academic WeChat group

The FBA recently set up an academic WeChat group to share information with academic staff in a timely manner. 89 academic staff from the FBA have joined the FBA academic WeChat group.

The FBA’s WeChat account and Facebook channel

The FBA regularly updated the official WeChat account in order to maintain close relationships with stakeholders. 105 articles were posted on the WeChat account in 2022/23.



The FBA’s website

The FBA regularly updated its official website and the webpage of each department to release information to public.



06 External Engagement



International Accreditations

Faculty of Business Administration (FBA) from the University of Macau (UM) achieved AMBA Re-Accreditation



Following a rigorous assessment by the AMBA Panel members, the Faculty of Business Administration (FBA) of the University of Macau (UM) has officially received re-accreditation for five years from the Association of MBAs (AMBA), one of the world's leading authorities on post-graduate business education. AMBA accreditation denotes the highest standard of achievement in postgraduate business education. AMBA has accredited post-graduate business programmes at more than 260 business schools in more than 75 countries, with a philosophy focused on impact, employability and learning outcomes. The AMBA believes that accredited programmes should reflect changing trends and innovation in the postgraduate education sector.

With the AMBA re-accreditation, the FBA maintains its triple crown accreditation from the AACSB, the AMBA and the EQUIS. There are only 124 triple-accredited business schools in the world as of 21 June 2023. Professor Song, Rector of the University of Macau, said: "Congratulations on the excellent work achieved by the colleagues at the FBA! This good news has surely reflected the team's high degree of expertise and diligence. It's been a long time working towards accomplishing this, and I'm truly delighted to learn about the successful completion of the AMBA re-accreditation through the collaborative effort of the FBA team. Thank you and congratulations again!"

Professor Wei Ge, Interim Dean of the FBA, added: "With our AMBA re-accreditation, the FBA continues to be a triple accredited business faculty. This confirms the FBA's dedication to pursuing continuous improvement to provide excellent business education, nurture talent and contribute to the economic development of Macao."

"Prof. Glenn McCartney received the EQUIS Accreditation Award on behalf of the FBA during the EFMD Award Ceremony at the 2023 EFMD Annual Conference held in Lyon, France in June 2023. The EQUIS Accreditation Award was presented to the FBA following its successful EQUIS accreditation in June 2022. The European Quality Improvement System (EQUIS) is a leading international system of quality assessment, improvement, and accreditation of higher education institutions in management and business administration. It is acknowledged worldwide by potential students, faculty, employers, corporate clients and the media. The Faculty of Business Administration (FBA) of the University of Macau (UM) has officially received the EFMD Quality Improvement System (EQUIS) accreditation from the European Foundation for Management Development (EFMD) in June 2022. The FBA was the first and the only business school in Macao to receive the EQUIS accreditation.



FBA officially received EQUIS accreditation in June 2022 and was the first and the only business school in Macao to receive the EQUIS accreditation

International Accounting Accreditations

The BSc in Accounting programme has obtained maximum exemptions for professional examination papers from various prestigious international accounting bodies such as the ACCA, CIMA, AIA, CPA (Australia) and HKICPA. Similarly, the MSc in Accounting programme has also achieved maximum

exemptions for professional examination papers from the ACCA, CIMA, and CPA (Australia). The FBA is proud to be recognised as one of the top institutions in the Asia Pacific region for achieving major professional accreditations.

Accountancy Professional Accreditations

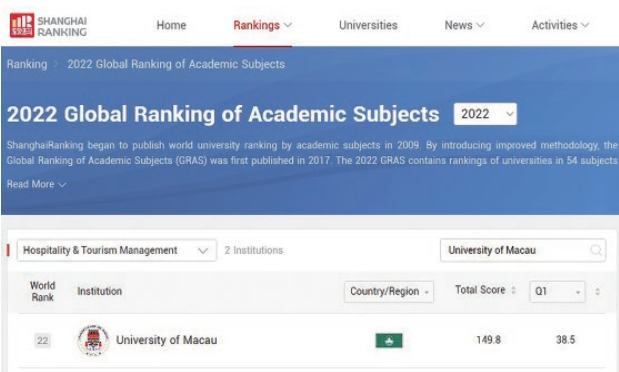
Programmes	Professional Accounting Bodies	Exemptions of Papers
BSc in Accounting	Association of Chartered Certified Accountants (ACCA)	Nine papers exempted out of 13 papers
	Chartered Institute of Management Accountants (CIMA)	Eight papers exempted out of 16 papers
	Association of International Accountants (AIA)	Nine papers exempted out of 13 papers
	Certified Practising Accountant (CPAA)	Full foundation exam exemption for free and direct entry to the CPA Program Professional Level examination, provided that the corresponding UM courses are completed
	Hong Kong Institute of Certified Public Accountants (HKICPA)	Direct entry to the Qualification Programme
MSc in Accounting	Association of Chartered Certified Accountants (ACCA)	Nine papers exempted out of 13 papers
	Chartered Institute of Management Accountants (CIMA)	Eight papers exempted out of 16 papers
	Certified Practising Accountant (CPAA)	Full foundation exam exemption



Subject Rankings

The FBA has been dedicated to reputation building in the AY2022/23 in a variety of ways. Thanks to the continued efforts of our staff members, the FBA has attained remarkable results in several world university subject rankings.

The FBA has attained remarkable results in the latest ShanghaiRanking's Global Ranking of Academic Subjects 2022, with its Hospitality & Tourism Management discipline ranked 22nd worldwide, a steady climb from 25th place last year. In particular, we are ranked #5 in Asia, #3 in the Greater China area, and top in Macao. Earning a high standing in this international ranking is a testament to the strength and quality of our academic research, and demonstrates our reputation for providing top-notch education in the area of tourism and hospitality management.



On 22 March, 2023, QS released its latest ranking results, and the University of Macau (UM) was ranked in the top 100 globally in the QS World University Rankings for the 'Hospitality and Leisure Management' subject, with a ranking range of 51-100. The ranking highlights the strengths and capabilities of the UM in the field of hospitality and leisure management.

The Department of Integrated Resort and Tourism Management (DRTM) at the Faculty of Business Administration, the University of Macau, was established in March 2019. As a thriving department, the DRTM has already demonstrated strong talent development and research capabilities and made landmark contributions to

the tourism and hospitality industries. The DRTM aspires to develop a new generation of leaders in integrated resort and tourism management, engage in quality and innovative academic research, and continuously contribute to the sustainable development of the industry and community locally, regionally, and globally.

In addition, the FBA achieved high rankings in two other subjects, Management and Business Administration, in the ShanghaiRanking's Global Ranking of Academic Subjects 2022. All these subject rankings are the highest in Macao. The Business & Economics subject was included in the Times Higher Education (THE) World University Rankings by Subject 2023.



Hospitality & Tourism Management

- + Improved from #25 globally in 2021 to #22 in 2022
- + Fifth in Asia, third in the Greater China area, and top in Macao

Management

- + Improved from #301-400 in 2021 to #201-300 in 2022
- + Top in Macao

Business Administration

- + Ranked #301-400 in 2022
- + Top in Macao



Business & Economics

- + Ranked #301-400 in 2023

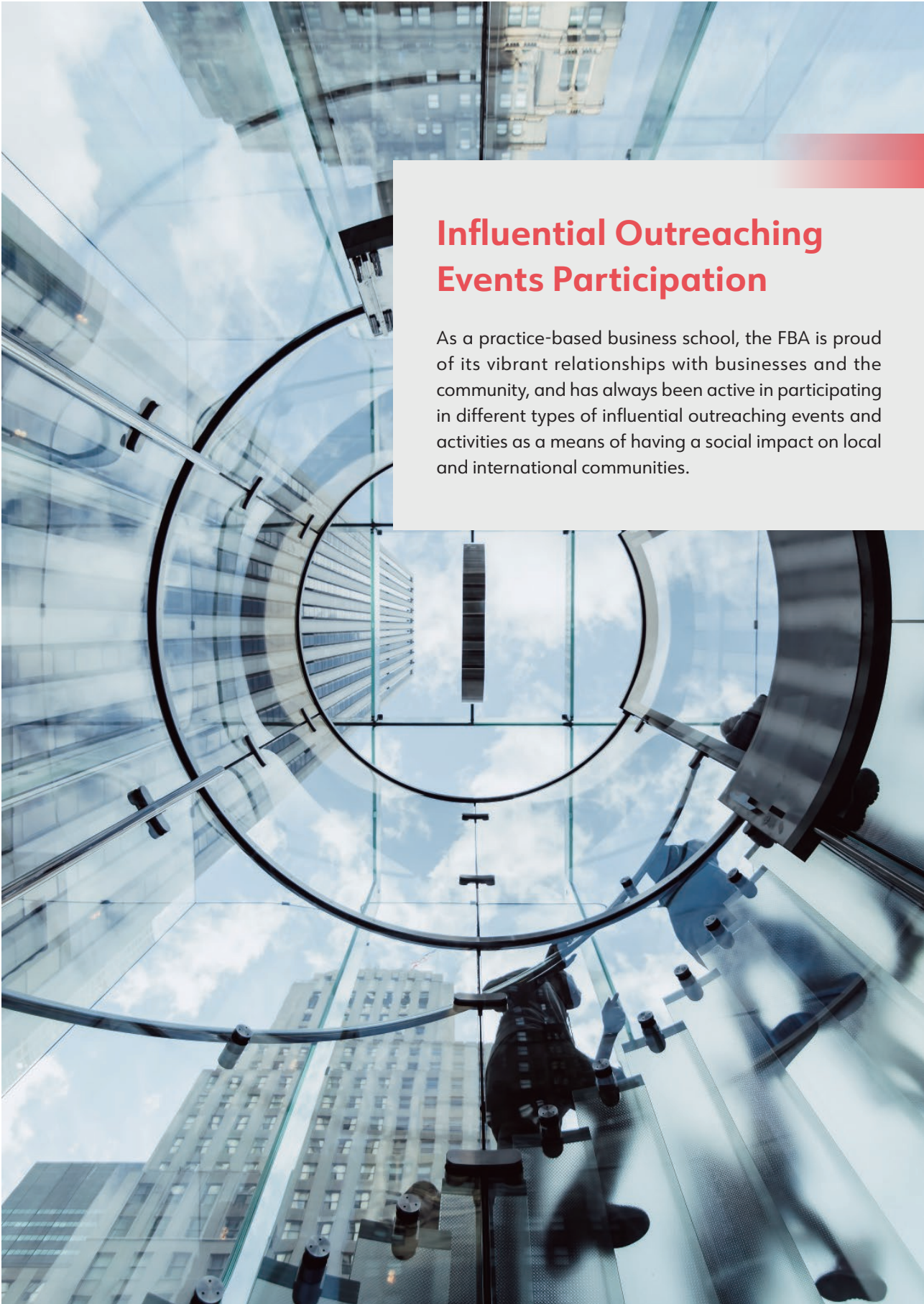


Hospitality & Leisure Management

- + Ranked #51-100 in 2023
- + Top in Macao

**Influential Outreaching
Events Participation**

As a practice-based business school, the FBA is proud of its vibrant relationships with businesses and the community, and has always been active in participating in different types of influential outreaching events and activities as a means of having a social impact on local and international communities.



FBA Strengthened Cooperation with Higher Education Institutions in United Kingdom

To strengthen cooperation in talent training and research with higher education institutions in English -speaking countries and promote the development of the university’s internationalisation strategy, delegations from the FBA have recently visited a number of top universities in the United Kingdom and explored opportunities for cooperation with experts and scholars in related fields.

In April 2023, the FBA and Honours College (HC) successfully concluded a trip to the United Kingdom with the objective of strengthening existing partnerships and exploring new collaboration opportunities for various degree programmes. During this visit, the delegation visited six renowned UK universities: University of Cambridge, Imperial College London, University of Bristol, University of Bath, University of Surrey, and Queen Mary University of London. Fruitful discussions were held with representatives from these universities, focusing on topics such as potential collaborations in research/study trips for executive education programmes, as well as research opportunities in Financial Technology and Hospitality and Tourism Management.



Meeting Representatives of University of Cambridge



Meeting Representatives of Imperial College London

The ‘ECF – Certified Retail Wealth Professional Macao (CRWP Macao)’ Virtual Launch Ceremony cum Information Session, jointly launched by the Macau Institute of Financial Services (MIFS), the FBA of the UM and the Hong Kong Institute of Bankers (HKIB), was successfully held virtually for participants from Hong Kong and Macao with guests from 17 local financial institutions on 22 August, 2022.



The Executive Education Office, in collaboration with the Department of Integrated Resort and Tourism Management of the Faculty of Business Administration at the University of Macau (UM), and the UM’s Centre for Continuing Education, recently co-organised a seminar focused on the metaverse and its potential in promoting smart tourism in Macao.



The FBA at the UM and three well-known mainland Chinese universities (the Fudan University, Nankai University, and Sun Yat-sen University), jointly established the China Tourism Education Alliance.



The FBA successfully held the FinTech Forum on 12 November, 2022.



The MMI department continued to host the SME Business Forum 2022 on 5 November under the theme of ‘SMEs and Corporate Social Responsibility’. The Forum served as a platform for local SMEs to exchange ideas about developing CSR initiatives and responsible practices in Macao.



The MMI department successfully organised the 2nd Sustainability Day in April 2023. The event commenced with a keynote speech by Ms. Ruby O, Director of Environmental, Social and Governance at Wynn Macau and Founder and Chairperson of the Society of Food & Environmental Health (Macao), shedding light on the importance of economic diversification and sustainability as a means of achieving that goal. The day's programme also featured an engaging student competition.



The DRTM invited the Macau Federal Commercial Association of Convention & Exhibition Industry to share industry prospects with over 130 FBA students and the faculty. Five industry executives delivered talks at the seminar about the development of the MICE industry in Macao.



MSc in Finance Guest Lecture 'CICC's Practice Of Wealth Management Transformation Empowered By Financial Technology' given by Mr. Diao Zhihai, Executive Director and Head of Overseas Business of the CICC Wealth Management Department.



UM FBA Currency Museum Featured on TDM Programme 'Our People, Our Life'

The UM FBA Currency Museum was featured on the TDM Canal Macau programme 'OUR PEOPLE, OUR LIFE', which introduced and promoted Macao's customs, culture and people's livelihoods. It has been running for more than 10 years since the programme was established, and Prof. Henry Lei, Associate Head of Department of Finance and Business Economics and Assistant Professor in Business Economics, was invited to introduce and share the background of the Currency Museum on 2 September, 2022.



FBA Signed MOU with Macau Hotel Association as One of Higher Education Institutions

The FBA jointly established two groups under the Guangdong-Hong Kong-Macao University Alliance in AY22/23 as one of the founding member: the Guangdong-Hong Kong-Macao University Alliance for Business Schools (粵港澳高校商學院聯盟) and the Guangdong-Hong Kong-Macao University Alliance for Marketing (粵港澳高校市場營銷研究聯盟).



In August 2022, the Guangdong-Hong Kong-Macao University Alliance for Business Schools was jointly established in cooperation with Sun Yat-Sen University and the Chinese University of Hong Kong. The FBA proudly stands as one of the three founding members of this alliance.



Its aim is to elevate the level of cooperation among business schools in Guangdong, Hong Kong and Macao. Bringing together the research strengths of elite universities in the three regions in related academic fields in terms of talent training, scientific research innovation, and social services.

In March 2023, the FBA became one of the nine founding members of the Guangdong-Hong Kong-Macao University Alliance for Marketing, jointly established with Sun Yat-Sen University, South China University of Technology, Shenzhen University, University of Hong Kong, Chinese University of Hong Kong, City University of Hong Kong, Hong Kong Baptist University, and Macau University of Science and Technology. This alliance aims to foster and enhance cooperation in the field of marketing by leveraging the research strengths of prestigious universities in Guangdong, Hong Kong, and Macao.



The Municipal Affairs Bureau (IAM) and the FBA jointly organised a student competition on innovative business plans for markets in 2023. The competition garnered participation from over 40 teams representing various higher institutions in Macao.



FBA Held Mini Alumni Reunion - Coffee Tasting Gathering

The FBA held the FBA Mini Alumni Reunion - Coffee Tasting Gathering at the Cafe in December 2022. Led by Prof. Amy So, Assistant Dean (International and External Relations), the gathering aimed to deepen links between departments and alumni through casual reunions on campus. Prof. Faye Chen, Prof. Anna Vong, Prof. Hung Wan Kot, Prof. Morris Liu, Prof. Anthony Tang, Mr. Derek Chan, Prof. Javier Cuervo, Prof. Lancy Mac hosted department gatherings with invited alumni. Around 25 alumni and academics attended the coffee tasting gathering.

During the event, they were presented with basic knowledge about coffee, tried various types of coffee and gained a sense of appreciation. It was truly invigorating to welcome our alumni back to the university, where they could discover its latest developments, enjoyed a delightful weekend at their alma mater, and reunited with old classmates and former teachers.



07 Social Services



To fulfill its obligation of serving society, the FBA has actively engaged in various kinds of public services, including organising Responsible Gambling Promotions annually, providing professional consultants to the government, and conducting executive training programmes for social good.

Responsible Gambling Promotions

In 2007, the Institute for the Study of Commercial Gaming was commissioned by the Macau SAR to conduct a consultancy project entitled the ‘Responsible Gambling Policy Study’. In 2009, the Institute for the Study of Commercial Gaming at the University of Macau, in collaboration with the Social Welfare Bureau of Macau SAR and the Gaming Inspection Coordination Bureau of Macau SAR, successfully launched the inaugural Responsible Gambling Promotions Week.

Responsible Gambling Promotions

The Responsible Gambling Promotions series of activities was launched in 2009 and has since become an annual event. In the 2022/2023 academic year, the series began on 21 September, 2022 and concluded in December 2022. It featured various events, including the Responsible Gambling Promotions 2022 Kick-off and associated promotional activities, the RG Facebook Quiz Game, the Responsible Gambling Community Activities 2022, and the Responsible Gambling Promotions 2022 Closing Ceremony. These events extended invitations to all stakeholders, including representatives of the Liaison Office, government officials, gaming operators, gambling disorder prevention agencies, academic institutions, and social service organisations.

Responsible Gambling Kiosks (RG Kiosks)

Similar to the previous academic year, the ISCG (Institute for the Study of Commercial Gaming) continued to provide technical support for the operations of the Responsible Gambling (RG) Kiosks. This included analysing usage patterns, updating content, inspecting newly delivered kiosks, providing training and support to RG ambassadors, and promoting the kiosks.

Report on Responsible Gambling Promotions

To further enhance our understanding of the achievements in responsible gambling promotions, the ISCG was commissioned by the Social Welfare Bureau to publish the first report on ‘Responsible Gambling Promotions 2009-2013’ in 2014. This initial publication received significant recognition from the public, with positive feedback. From 2015 to 2021, the Institute of the Study of Commercial Gaming continued to prepare reports for the Social Welfare Bureau. These reports aimed to review the implementation of responsible gambling promotion efforts contributed by various stakeholders over the years and served as essential reference for future planning in terms of gambling disorder prevention services. Starting in 2020, the organising committee decided to promote the same theme for three years and will publish the 2020-2022 report on the theme ‘Lost Control, Lose Family’ in 2023.

Consultancy Projects

In 2022/23, the FBA was involved in seven consulting projects in cooperation with the Macao government and other business associations.

Project Title	Commissioned by	Investigators
Continuous Development of the Responsible Gambling (RG) Kiosks 2022	Social Welfare Bureau, Macao	Prof. Davis FONG* Dr. Bernadete OZORIO* Ms. Kitty CHAN*
Continuous Development of the Responsible Gambling (RG) Kiosks 2023	Social Welfare Bureau, Macao	Prof. Davis FONG* Dr. Bernadete OZORIO* Ms. Kitty CHAN*
A Study of Macao People’s Participation in Gambling Activities 2022	Social Welfare Bureau, Macao	Prof. Davis FONG* Dr. Bernadete OZORIO* Ms. Donna LEONG* Mr. Mark LEI*
Brief Report on ‘1+4’ Industrial Development	Economic and Technological Development Bureau (DSED), Macao	Prof. Davis FONG* Dr. Tiffany LAM* Dr. Bernadete OZORIO* Mr. Raymond TUNG* Ms. Donna LEONG*
A Survey of Responsible Gambling Knowledge 2023	Social Welfare Bureau, Macao	Prof. Davis FONG* Dr. Bernadete OZORIO* Ms. Donna LEONG* Ms. Allie LIO*
IAM Citizen Satisfaction Survey 2023 市政署綜合性市民滿意度調查 2023	Instituto para os Assuntos Municipais (IAM), the Municipal Affairs Bureau of Macau	Mr. PC VONG
Pay and Benefits Survey in 2022	Hong Kong People Management Association (HKPMA)	

*ISCG Staff / Research Assistants

Executive Training Programmes

In 2020/21, the FBA organised 12 executive training programmes and courses for students and professionals, in the areas of management, hospitality and entrepreneurship.

List of Executive Development Programmes

The ISCG Gaming Laboratory provided four lectures for university students as well as the community

- + Macao Casino Dealer Training for Bachelor-degree students;
- + 'Table gaming operations' for the 'Intorduction to Gaming' course in the bachelor's degree programme
- + Responsible Gaming training courses for RG kiosk ambassadors

Advanced Diploma in Gaming Management

Executive Training Customised for Wynn Macau's Top Executives

Macao Casino Dealer Training

ECF on Retail Wealth Management Macao

The 3rd Professional Training on International Financial Reporting Standards (IFRS) for the Professional Committee of Accountants of Macau

The first workshop for the interpretation and analysis of the new gaming law of Macao in October 2022

The 'National and Regional Training under Macao Youth Professional Development Programme – Enhancement of Comprehensive of Management of Excellence Youth in Local Enterprises'

The 'Guangdong-Macao In-Depth Cooperation Zone in Hengqin 2022 Designated Training Course for Education Managers' held between 2 and 4 December

The training course on Business Communication and Leadership held for 38 Tongren University students between 16 and 24 February, 2023

The training course on Business Communication and Leadership for 58 Wuhan University students between 2 and 4 May, 2023

Integrated Resort Career Simulation Programme for secondary school students and university students

Seminar titled 'Gaming Entities' Connectivity with International Markets' in March 2023 for scholars and industry professionals

The Hospitality Student Management Trainee Programme




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

FACULTY OF BUSINESS ADMINISTRATION

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