



NEWSLETTER

22 May 2024

ISSUE 108

RESEARCH FOCUS

PUBLICATION

1 RESEARCH PAPERS THAT RANKED ABS3 OR ABOVE

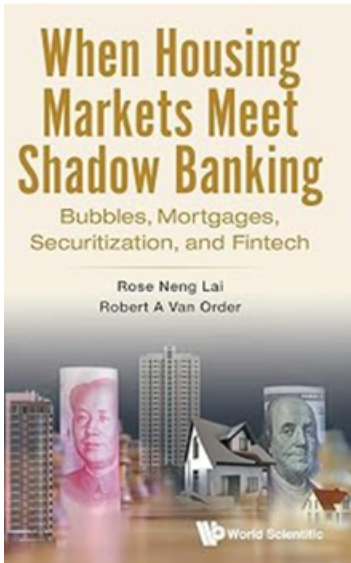
- Li, S., **Huang, H.**, Liu, X., Chen, Z., (2024). The power of visuals in destination advertising: candid vs. posed. *Annals of Tourism Research*, Forthcoming (ABS4)
- **Hu, T.**, Yu, S., & Delios, A. (2024). Extradition treaties and emerging market firms' host country location choice [Article]. *Journal of World Business*, 59(4), Article 101542. (ABS4)
<https://doi.org/10.1016/j.jwb.2024.101542>
- **Miao, L.**, **Yang, F. X.**, Hu, J., Wang, K. Y., & Zhang, Q. (2024). Sense of place of tourism destinations in a metaverse paradigm. *Tourism Management*, 105, 104958. (ABS4)
<https://doi.org/10.1016/j.tourman.2024.104958>
- Gao, S., **Lin, X.**, & **Lam, L. W.** (2024). How learning-goal-oriented newcomers develop leader-member exchange (LMX): From agentic and communal behavior perspectives. *Journal of Business Research*, 176, 114569. (ABS3)
<https://doi.org/10.1016/j.jbusres.2024.114569>
- Xiao, H., Gong, M., **Lian, Z. T.**, & Nip, K. (2024). Joint promotional effort and assortment optimization under the multinomial logit model. *Naval Research Logistics* (ABS3)
<https://doi.org/10.1002/nav.22187>



- **Wong, I. A.,** Huang, J. W., & Lin, Z. W. (2024). Understanding smart service failure: The case of smart restaurants. *International Journal of Hospitality Management*, 119, Article 103714. (ABS3)
<https://doi.org/10.1016/j.ijhm.2024.103714>
- Feng, H. Q., Wang, Q. W., & **Xiao, J. Z.** (2024). Venture capital and stock price informativeness: Evidence from China. *Financial Review*. (ABS3)
<https://doi.org/10.1111/fire.12392>
- Li, Z., & **Lai, R. N.** (2024). Are “too big to fail” banks just different in size? – A study on systemic risk and stand-alone risk. *International Review of Financial Analysis*, 93, 103163. (ABS3)
<https://doi.org/10.1016/j.irfa.2024.103163>
- Shi, S., **Yu, J.**, Zhang, C., ‘Fractional Gaussian Noise: Spectral Density and Estimation Methods’(previously titled Finite Sample Comparison of Alternative Estimators for Fractional Gaussian Noise). *Journal of Time Series Analysis*, forthcoming. (ABS3)
- Wei, J. Y., **Chan, S. H. J.**, & Lin, F. Z. (2024). Ambition and subjective career success: A nonlinear relationship. *Personality and Individual Differences*, 222, Article 112600. (ABS3)
<https://doi.org/10.1016/j.paid.2024.112600>
- Zhang, I. D., **Lam, L. W.**, Zhu, J. N. Y., & Lee, J. (2024). Why Do Employees Perform Better Under Paradoxical Leaders? The Mediating Role of Group Harmony. *Journal of Business and Psychology*. (ABS3)
<https://doi.org/10.1007/s10869-024-09942-x>

Source: According to indexed dates, records are generated from Web of Science (WoS), Scopus, and the FBA full-time academic staff webpage as of 17 May 2024 and are listed in no particular order.

2 BOOK



Rose Neng LAI and Robert A. Van Order (2024). *When Housing Markets Meet Shadow Banking - Bubbles, Mortgages, Securitization, and Fintech*, World Scientific Publishing Company, April 2024. ISBN: 978-981-128-387-1

This book contends that the housing markets and shadow banking have been involved in a kind of "dance" over the last two decades. It traces this dance to be between the roles of mortgage markets since the 1980s in both the US and China and the developments of securitization and "shadow banks." It gives side-by-side comparisons between the two and suggests that house price dynamics have been similar, but also quite different. Both had booms. The US had a bubble that burst around 2007 – after prices became quite high relative to rents and then crashed. However, Chinese housing markets, which had a similar run-up, did not have a burst bubble. Rather, the rising property values appear to have been from space becoming more valuable as reflected in rent growth. In the US, prices chased prices; in China, prices chased rents.

Mortgage markets were more complicated, beginning with the securitization in the US, and the rise of shadow banks that both led and followed. The US used shadow banks to hold pieces of securitization deals and funded them with deposit-like debt. These pieces were fragile and their collapse caused "silent runs," which were instrumental in the ensuing crash. China's shadow banks were more like traditional intermediaries, unattached to securitization. Their liabilities were mostly not short-term, as was the case with US shadow banks. So, runs were not a problem, but getting the market to work efficiently was. The markets have evolved. And while the music has changed, the dance is not over.

If more details are needed, please visit the publisher website:
<https://www.worldscientific.com/worldscibooks/10.1142/13611#t=aboutBook>

3 OTHER PUBLICATION

- **Henry Chun Kwok LEI, "NEGÓCIOS TÊM DE SE "RENOVAR" COM "APOIO DO GOVERNO" PARA SOBREVIVER À INTEGRAÇÃO REGIONAL [Plataforma] 2024-03-22 P8-10**

The Macao government, in collaboration with local chambers of commerce and gaming operators, has launched promotional campaigns to boost consumption in non-tourist areas. Agnes LAM, director of CMS, and Henry LEI, believe that the promotion of digitalisation is crucial to preventing the closure of local businesses.

For details: <https://www.plataformamedia.com/2024/03/22/negocios-tem-de-se-renovar-com-apoio-do-governo-para-sobreviver-a-integracao-regional/>

- **Matthew Ting Chi LIU, "學者：美容與醫療各有賣點" [澳門日報] 2024-03-25 A14 經濟 學者分析**

Matthew LIU, discusses business strategies for a beauty medical centre in Macao.

For details: http://macaodaily.com/html/2024-03/25/content_1743978.htm

- **Glenn James MCCARTNEY, “Associações acreditam na recuperação plena do setor do turismo” [Hoje Macau] 2024-03-28 P08**

According to Glenn McCartney, the performance of Macao's tourism sector during Easter will largely depend on the number of tourists who choose to stay overnight in the city. Increased overnight stays can lead to more spending and create a wider economic impact.

For details: <https://hojemacau.com.mo/2024/03/28/associacoes-acreditam-em-recuperacao-plena-do-turismo/>

- **Matthew Ting Chi LIU, “孫子兵法營銷戰 九變篇” [澳門日報] 2024-04-07 A11 經濟 多元面面觀**

Matthew LIU, discusses marketing and business management by quoting Sun Tzu's Art of War.

For details: http://macaodaily.com/html/2024-04/07/content_1746713.htm

- **Matthew Ting Chi LIU, “學者：突出品牌故事 多元促銷” [澳門日報] 2024-04-08 A10 經濟 學者分析**

Matthew LIU, discusses business strategies for a coffee and cake shop in Macao.

For details: http://macaodaily.com/html/2024-04/08/content_1746877.htm

- **Henry Chun Kwok LEI, “Inflação | Macau e HK cada vez mais caros, diz economista” [Hoje Macau] 2024-04-08 P05**

According to Henry LEI, the cost of living in Macao and Hong Kong is becoming increasingly high for residents in both cities.

For details: <https://hojemacau.com.mo/2024/04/08/inflacao-macau-e-hk-cada-vez-mais-caros-diz-economista/>

- **Matthew Ting Chi LIU, “學者：減菜單專注產品 擴團客推廣 [澳門日報] 2024-04-15 A14 經濟 學者分析**

Matthew LIU, discusses business strategies for a local teppanyaki restaurant.

For details: http://macaodaily.com/html/2024-04/15/content_1748375.htm

- **Henry Chun Kwok LEI, “深合區新政吸引澳銀行赴琴拓業務 學者：助澳門現代金融產業發展 [力報] 2024-04-18 A02 要聞**

The Measures for the Administration of Multi-functional Free Trade Accounts in the Guangdong-Macao In-depth Cooperation Zone in Hengqin will come into force on 6 May. Henry LEI, says that the new measures will not only make it easier for Macao residents to study, work, start businesses, and live in the Cooperation Zone, and attract more Macao-funded enterprises to the Cooperation Zone, but also attract Macao banking institutions to expand their businesses in the Cooperation Zone, which will enhance the level of liberalisation and facilitation of trade and investment, and promote Macao's economic diversification.

For details: <https://www.exmoo.com/article/232727.html>

- **Matthew Ting Chi LIU, “孫子兵法營銷商戰 行軍篇 [澳門日報] 2024-04-21 A15 經濟 多元面面觀**

Matthew LIU, discusses marketing and business management by quoting Sun Tzu's Art of War.

For details: http://macaodaily.com/html/2024-04/21/content_1749697.htm

- **Matthew Ting Chi LIU “學者：提供會展業甜品到會服務” [澳門日報] 2024-04-22 A10 經濟 學者分析**

Matthew LIU, discusses business strategies for a dessert shop in Macao.

For details: http://macaodaily.com/html/2024-04/22/content_1749939.htm

- **Henry Chun Kwok LEI, “學者：中葡合作新舉措 強化澳平台角色” [澳門日報] 2024-04-23 A14 經濟**

Henry LEI, says that the new initiatives in economic and trade cooperation jointly launched by China and Portuguese-speaking countries focus on Macao's '1+4' development strategy for economic diversification, including cooperation in areas such as modern financial services and high technology. Macao's role will be to support the cooperation projects between the mainland and Portuguese-speaking countries, especially by providing comprehensive support services at the financial and technological levels, so as to strengthen the development of and investment in the relevant industrial projects between China and Portuguese-speaking countries.

For details: http://macaodaily.com/html/2024-04/23/content_1750166.htm

- **Matthew Ting Chi LIU, "學者：提高顧客體驗 優化商品" [澳門日報] 2024-04-29 A14 經濟 學者分析**

Matthew LIU, discusses business strategies for a smart souvenir shop in Macao.

For details: http://macaodaily.com/html/2024-04/29/content_1751418.htm

- **Davis Ka Chio FONG, "學者：六措施助澳經濟提質" [澳門日報] 2024-04-30 A15 經濟**

Davis FONG, says that six categories of talent can apply for a talent exit endorsement to travel to Hong Kong and Macao, and the extension of the talent exit endorsement to Beijing and Shanghai will have an important influence on talent exchange in the future.

For details: http://macaodaily.com/html/2024-04/30/content_1751700.htm

- **Davis Ka Chio FONG, "四月賭收185億 學者：五月或190億" [澳門日報] 2024-05-02 A14 經濟**

Davis FONG, says that Macao's current gaming revenue is basically linked to the number of visitors to the city; in other words, the more visitors there are, the higher the gaming revenue will be. He adds that the gaming revenue for April was MOP 18.5, which is quite good.

For details: http://macaodaily.com/html/2024-05/02/content_1752175.htm

- **Matthew Ting Chi LIU, "孫子兵法營銷戰 地形篇 [澳門日報] 2024-05-05 A11 經濟 多元面面觀**

Matthew LIU, discusses marketing and business management by quoting Sun Tzu's Art of War.

For details: http://macaodaily.com/html/2024-05/05/content_1752850.htm

- **Matthew Ting Chi LIU, "學者：通過比賽展覽打造知名度" [澳門日報] 2024-05-06 A10 經濟 學者分析**

Matthew LIU, discusses business strategies for an education centre in Macao.

For details: http://macaodaily.com/html/2024-05/06/content_1753085.htm

- **Jun YU, "余俊：政策助澳經濟適度多元" [澳門日報] 2024-05-10 A08 澳聞/特刊**

Jun YU, said that since the implementation of the separate customs regime in the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, the Macao SAR Government, with the support of the central government, has actively explored financial innovation initiatives in the Cooperation Zone.

For details: http://www.macaodaily.com/html/2024-05/10/content_1753976.htm

- **Glenn James MCCARTNEY, "QUOTAS DE TURISMO DESCARTADAS [Plataforma] 2024-05-10 P5-6**

Speaking about the tourism data recorded during the Labour Day Golden Week in Macao, Glenn McCartney, said that while the numbers were encouraging, they fell short of the expectations set by MGTO and did not yield benefits for the entire city. McCartney suggests the government implement a limit on tourist numbers to ensure that tourism becomes economically meaningful while reducing the impact on the city's resources.

For details: <https://www.plataformamedia.com/2024/05/10/quotas-de-turismo-descartadas/>

- **Davis Ka Chio FONG, "學者倡結合團進團出補航線空白" [澳門日報] 2024-05-12 A10 經濟**

Eight more cities on the Chinese mainland will be eligible to issue individual travel endorsements for trips to Hong Kong and Macao. Davis FONG, believes that Macao's distinctive travel offerings can help boost the city's retail industry. For details: http://www.macaodaily.com/html/2024-05/12/content_1754490.htm

- **Matthew Ting Chi LIU, "學者：善用專業儀器提高效果形象" [澳門日報] 2024-05-13 A14 經濟 學者分析**

Matthew LIU, discusses business strategies for a clinic that offers both Chinese and Western medical services.

For details: http://www.macaodaily.com/html/2024-05/13/content_1754697.htm

- **Davis Ka Chio FONG, "內地增八市自由行助澳經濟多元" [澳門日報] 2024-05-14 A05 澳聞 來論**

This article written by Davis FONG, discusses how allowing eight more cities in mainland China to issue individual travel endorsements can help promote Macao's economic diversification.

For details: http://www.macaodaily.com/html/2024-05/14/content_1754951.htm

STORY OF THE ISSUE

1 HIGH QUALITY RESEARCH OUTPUT

FBA encourages and supports high quality research. Our colleagues continue to publish their research in leading journals. We would like to share with you the following works of our researchers who recently published ABS4*, ABS4, FT50, UTD articles.

Prof. Li MIAO (苗莉教授), Professor in the Department of Integrated Resort and Tourism Management and **Prof. Fiona Xi YANG (楊曦教授)**, Assistant Professor in the Department of Integrated Resort and Tourism Management, published an article titled "Flexwork and flextravel" in collaboration with Prof. Jinyoung IM and Ms. Qiao ZHANG, in Annals of Tourism Research (ABS4).

Paper abstract:

Flexwork—flexible work arrangements that depart from the standard in-office, nine-to-five schedule—has become a staple in the post-pandemic era. The inherent flexibility of place and time in flexwork has significant implications for the travel and tourism sectors. This flexibility gives rise to adaptable travel/tourism arrangements, further blurring the boundaries between work and travel/tourism. Consequently, it creates a potential state where productivity and leisure are seamlessly interwoven. A theoretical framework is developed to encapsulate the temporality, spatiality, and liminality of this flexwork–flextravel state. This conceptualization, as a response to the increasingly indistinct demarcation of time–space dimensions and work–travel domains, carries implications for emerging travel patterns and the potential transformation of tourism landscapes and travel-related activities.

For details: <https://doi.org/10.1016/j.annals.2024.103763>



Annals of Tourism Research



Prof. Li MIAO



Prof. Fiona Xi YANG

MEET OUR DBA/EMBA STUDENTS

The Doctor of Business Administration (DBA) programme and the Executive Master of Business Administration (EMBA) programme are executive degree programmes that aim to assist middle to senior business executives to strengthen their entrepreneurial and managerial capabilities. This section is dedicated to introduce outstanding students from these two programmes and share their stories with you.

1 STUDENT SHARING

Teaching and Learning

【澳大DBA傑出學員】武廷方：安得廣廈千萬間

武廷方，於2022年入讀澳門大學工商管理博士（DBA）學位課程，今年68周歲，是迄今為止澳門大學DBA學位課程錄取的最年長的博士生，現任中國房地產估價師與房地產經紀人學會副會長、貴州省房地產交易市場董事長、貴州省安居社會公租房中心有限公司董事長，以及中共貴州省委服務決策專家。

基於多年對房地產業理論研究和運營實操，武廷方發明了房地產市場經營的“房屋銀行”模式。2011年李克強總理對房屋銀行收儲配租模式作了專門批示，並指示向全國推廣該模式，貴州省人民政府辦公廳專門發出當年第5號紅頭文件在全省實施該模式。2012年6月武廷方以該模式為基礎，與貴陽市政府合資成立了貴陽市公共租賃住房服務中心有限公司，當年就收儲了公共租賃住房7300多套投入運營。2016年武廷方又獨資成立了全國第一家民營的貴州省安居社會公租房中心有限公司，收儲了租賃住房3766套。十餘年來一共為5萬多大中專畢業生和貴陽市中低收入家庭實現了住有所居，為此中央電視台新聞聯播節目專題採訪了武廷方。

讓公租房成為大家，願百姓住有所居

來到位於貴陽市大十字的太平洋大廈五樓，一條高掛牆上的標語讓人動容，“您生活在詩意盎然的貴陽，你還沒有能放下一張床的地方，那一定是我們的努力不夠”。房屋銀行收儲配租模式的基本思路是房地產業經過二十多年的粗放型發展，開發商手裡的空置房約占市場份額的20%。買房即富的誤導下，購房人買了不住的“空關房”約占市場份額的10%，這為租房租賃市場提供了強勁充分房源供給，近年湧入城市的新市民們75%買不起房，這為房屋租賃市場帶來了巨大的需求。如何做到資訊對稱，供需平衡是一個很大的難題。2012年武廷方委員向貴州省政協提交了《關於落實李克強總理批示，辦好貴陽公共租賃服務中心做好公租房收儲配租工作的題案》53號題案。題案得到了省市各部門的大力支持，貴陽市人民政府還做了正式答覆，使房屋銀行收儲配租工作得到了發展。

扶貧攻堅，住房為先

2019年在扶貧攻堅的關鍵階段，武廷方承擔了貴州省社會治理創新高端智庫的重點課題。他創造性地向省委省政府提出了“扶貧攻堅，住房為先”的建議，他在課題中指出易地扶貧搬遷是一項從根本上斬斷窮根，解決脫貧攻堅中“一方水土養不了一方人”問題的治本之策，一個國家或地區不管貧困到什麼程度，要想真正地消除貧困，阻斷返貧，最重要的路徑就是主動地製造市井，創造繁榮，在最不可能的地方創造繁榮。既然一方水土養不起一方人，那就實施易地扶貧搬遷，尋求新的機會主動地在新的場景中創造富裕和繁榮。貴州省實施易地扶貧搬遷後建成安置專案946個，建設安置住房453900套，水、電、路、氣、網、學校、醫院、商場等基礎設施同步完善，讓貴州省來自深山老林的188萬極貧人口住到了縣城以上的城市。易地搬遷量全國第一，貧困戶搬遷兩年後每戶家庭財富增長了5.49倍，其中戶均房屋價值是搬遷前的2.24倍，從根本上實現了脫貧致富。

因依老宿發心初，半學修心半讀書

武廷方15歲參軍，17歲軍校畢業，率部隊參加過1975年河南水庫潰壩，1976年唐山大地震搶險救災和1979年邊境自衛反擊戰，多次立功受獎。幾十年來把讀書學習當成人生大事，他說歲月無情，讀書學習是有情義的，它能讓你受到永遠的滋養，得到內心的充盈和愉悅。軍校畢業後在解放軍政治學院學習了兩年，2015年60歲時到浙江大學學習，取得了碩士學位，2022年被澳大錄取為DBA博士生。他現在邊讀書邊承擔了國家不動產權證制度和住房租賃市場發展的研究課題。儘管等他完成學業達到澳大的要求獲得博士學位已經七十歲了，但是他相信人生的意義在於為這個社會做了點什麼，他願意為了追求這個人生目標而不斷學習、不斷進步。



Mr. Tingfang WU, FBA, DBA 2022 intake



Group Photo of DBA Students and Prof. Jason XIAO
(middle of front row)

Mr. Tingfang WU was admitted to the Doctor of Business Administration (DBA) Programme of the Faculty of Business Administration (FBA) of the University of Macau (UM) in 2022. He currently serves as the Vice President of the "貴州省房地產交易市場" and "貴州省安居社會公租房中心有限公司". He is the oldest doctoral student to be admitted into the DBA program to date. Despite his advanced age by the time he finishes his degree, Wu believes the purpose of life is to keep contributing to society. He is determined to keep learning and improving himself to achieve this goal. His unwavering commitment to lifelong learning and making a positive impact is truly inspiring.

NEWS

1 UM HOLDS CHINA ECONOMIC AND BUSINESS FORUM

Research

The Faculty of Business Administration (FBA) of the University of Macau (UM) held the 2024 China Economic and Business Forum on May 14, 2024 which brought together more than 200 esteemed scholars, business elites and UM students to engage in insightful discussions on the future development of China's economy and business.

At the opening ceremony, **Prof. Yonghua SONG (宋永華教授)**, Rector of UM, stated that UM has been committed to nurturing high-calibre talents who love the country and Macao and contributing to the building of a strong educational system. He pointed out that the forum not only aimed to promote the prosperous development of China's business and economy, but also contributed to the development of outstanding talent with innovation and international outlook.

The forum featured keynote speeches delivered by distinguished speakers, including Prof. Justin Yifu LIN, Prof. Jun ZHANG, Prof. Zhenhua MAO, as well as six esteemed industry leaders' engagement in insightful discussions on the latest developments, challenges, and opportunities in China's economy. During the forum, the speakers discussed the innovation and application of the theories of new structural economics in the process of modernization, the uniqueness of China's economic development, the complexity and multidimensionality of the Chinese economy, the impact of the changes in the China-US relations on the Chinese economy, and China's financial policy in the context of global industrial transformation. The keynote speeches and discussion sessions were moderated by **Prof. Jun YU (余俊教授)**, **Prof. Maggie FU (傅曉青教授)**, **Prof. Steven ZHANG (張旭教授)**, and **Prof. Jia YUAN (袁嘉教授)**, who played crucial roles in the success of the forum.

Business elites shared their insights into the challenges and opportunities facing China's economy and their experiences in entrepreneurship. The forum not only provided participants with the latest news on China's economy and business, but also offered in-depth insights into China's economic development.

For details: <https://www.um.edu.mo/zh-hant/news-and-press-releases/campus-news/detail/58334/>



Prof. Yonghua SONG



Group photo



2024 China Economic and Business Forum

2 CTIRS SUCCESSFULLY HELD THE HOSPITALITY STUDENT MANAGEMENT TRAINEE PROGRAM GRADUATION CEREMONY 2024

Teaching and Learning

The Centre of Tourism and Integrated Resort Studies (CTIRS) under the Faculty of Business Administration (FBA) successfully held the Hospitality Student Management Trainee Program Graduation Ceremony 2024. The Hospitality Student Management Trainee Program is aimed at equipping students with the practical skills required in real hospitality operations. The objective of the program is to provide students with practical courses and hands-on skills that supplement our regular FBA curriculum. Through knowledge training and practicum opportunities, students who completed this program will have more solid knowledge to pursue a relevant internship in the field of hospitality management upon graduation. The program is composed of theoretical and practical training. The whole program consists of 60 hours of course training and another 40 to 50 hours of practicum training. The practicum is conducted at the CTIRS such as the Macao Sustainable Tourism Development Workshop, formerly named as the Integrated Resort Career Simulation Program (IRCSP).

During the ceremony, **Prof. Amy SO (蘇小恩教授)**, Assistant Dean (International and External Relations) of the FBA and Director of CTIRS at UM encouraged the graduates and highlighted the importance of preparing students for their future career. Certificates were presented to the graduated students, and the Best Student Leaders Awards were also presented to Annie, Brandy and Alex witnessed by our Faculty Members including **Prof. Li MIAO (苗莉教授)**, Head of Department of Integrated Resort and Tourism Management, **Prof. Lawrence FONG (馮學能教授)**, Associate Professor in Integrated Resort and Tourism Management and **Prof. Stella LIU (劉星教授)**, Assistant Professor in Integrated Resort and Tourism Management of the FBA. Congratulations again to all of our graduated students.

For details, please visit: <https://ctirs.fba.um.edu.mo/ctirs-successfully-held-the-hospitality-student-management-trainee-program-graduation-ceremony-2024/>



Group photo



Best student leaders

3 CCE AND BRTC CO-ORGANISE A TRAINING COURSE ON BUSINESS AND MANAGEMENT FOR STUDENTS OF GUANGZHOU INSTITUTE OF SCIENCE AND TECHNOLOGY

Teaching and Learning

The University of Macau (UM) Centre for Continuing Education (CCE) and the Business Research and Training Centre of UM's Faculty of Business Administration (BRTC) jointly held a training course on Business and Management for 39 students from Guangzhou Institute of Science and Technology during May 6 to 10. We received positive feedback from students.

The five-day training course consisted of a series of lectures delivered by UM professors. The course covered many themes and gave the students a good understanding of business and management in Macao. Moreover, students joined campus tour and also visited Currency Museum and Thomas Reuters Trading Room in FBA. The students expressed that they gained a lot from the training course.

Guangzhou Institute of Science and Technology (GZIST) is a university approved by China's Ministry of Education (MOE). The school was established in 2000, and was renamed as Guangzhou Institute of Science and Technology in 2020. Appraised by the Department of Education of Guangdong Province and the Ministry of Education for the status of an independent private-owned non-profit undergraduate college since 2019, GZIST has been offered numerous honors such as "Top Ten Independent Undergraduate Colleges of Guangdong Province" and "Advanced Institution for Employment".

To strengthen cooperation between UM and universities in the Bay Area, CCE and BRTC are continuing to provide training programs for college students in the future.

For details, please visit: <https://brtc.fba.um.edu.mo/cce-and-brtc-co-organise-a-training-course-on-business-and-management-for-students-of-guangzhou-institute-of-science-and-technology/>



Training course on Business and Management for students of Guangzhou Institute of Science and Technology

4 DELEGATION OF SCHOOL OF MANAGEMENT, CHINA UNIVERSITY OF MINING AND TECHNOLOGY-BEIJING VISITED FBA

Business Engagement

A delegation led by Prof. Yang YANG, Associate Dean of School of Management, China University of Mining and Technology-Beijing, visited FBA on 9 May 2024. They were warmly received by Prof. Raymond LOI (雷智豪教授), Prof. Rose LAI (黎寧教授), Prof. Matthew LIU (劉丁己教授), Prof. Steve ZHANG (張旭教授), Prof. Morris LIU (劉明教授) and Prof. Anthony TANG (唐恒教授). The visit was followed by a tour of the Mock Casino and University Gallery.



Group photo

UPCOMING EVENT

- 1 FBA SEMINAR SERIES 120**
- Topic: The Paradox of a Pandemic: How Infectious and Restriction Saliences Shape Consumer Food Waste Behaviors
 - Speakers: Prof. Huachao GAO, Associate Professor, Gustavson School of Business, University of Victoria
 - Date: 24 May 2024 (Friday)
 - Time: 10:30 am – 12:00
 - Venue: E22-G015
 - Host: Prof. Fangyuan CHEN, Associate Professor in Marketing

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-120/>



FBA SEMINAR SERIES
The Paradox of a Pandemic:
How Infectious and Restriction Saliences Shape Consumer Food Waste Behaviors

Prof. Huachao GAO
Associate Professor, Gustavson School of Business, University of Victoria
Date: 24 May 2024 (Friday)
Time: 10:30 am – 12:00 pm
Venue: E22-G015
Host: Prof. Fangyuan CHEN, Associate Professor in Marketing

Abstract
Consumer food waste, with its vast social, economic, and environmental implications, has been spotlighted during the COVID-19 pandemic, which disrupted food supply chains and heightened food insecurity. This study delineates the contrasting effects of infectious salience and restriction salience on food waste behavior. We find that infectious salience tends to increase food waste due to a heightened safety mindset, whereas restriction salience reduces waste by inducing a scarcity mindset. To address these dynamics, we propose and evaluate interventions that leverage the notion of resource scarcity and the financial consequences of wasted resources to decrease food waste during pandemic conditions. Additionally, we introduce a safety-focused intervention designed to neutralize the excessive safety mindset driven by infectious salience. Our empirical investigation includes a comprehensive field study, analysis of a secondary dataset, a laboratory experiment focused on actual food waste behavior, and three auxiliary experiments, all of which substantiate our conceptual model. These varied methodologies highlight the effectiveness of safety interventions implemented through different mediums, such as table tents, napkins, and to-go containers. This research harmonizes conflicting views on pandemic-induced changes in food waste, deepens the theoretical understanding of pandemic-related food waste phenomena, and suggests practical approaches for marketers and policymakers to curb consumer food waste in the context of pandemics.

Speaker
Prof. GAO currently serves as an associate professor of marketing and international business at the Peter B. Gustavson School of Business, University of Victoria. Using consumer identity as a theoretical perspective, Huachao's research examines how various consumer identity (e.g., cross-cultural identity, global versus local identity, gender identity) impacts a wide range of consumer behaviors such as luxury consumption, acceptance of price increases, educational choices and food waste. His research articles have appeared in leading marketing journals including Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, and The Journal of Academy and Marketing Science. Huachao also contributes significantly to the academic community through his services on editorial review boards for the Journal of Marketing Research, Journal of Business Research, and Journal of Consumer Behavior.

All are welcome!



Smart Tourism Symposium 2024: International Collaboration
2024/05/29 (Wed) | 10:00 a.m. – 12:00 noon

Prof. Gang LI
Professor,
School of Information Technology,
Deakin University
10:05 – 10:30
"AI-based counterfactual reasoning for tourism research"

Prof. Sunny SUN
Associate Professor,
College of Sustainability and Tourism,
Ritsumeikan Asia Pacific University
10:30 – 10:55
"Impacts of mobile payment-related attributes on consumers' repurchase intention"

Prof. Robin CHARK
Associate Professor,
Faculty of Business Administration,
University of Macau
11:05 – 11:30
"The boundary of smart tourism? Evidence from neuroscience"

Language: English
On-site: UM E22-G015
Online: via Zoom
Q&A: 11:30 – 11:50
Moderator: Prof. Rob LAW
Deputy Director,
Asia-Pacific Academy of Economics and Management,
University of Macau

Registration
For enquiries, please contact
apaem_info@um.edu.mo

2 SMART TOURISM SYMPOSIUM 2024: INTERNATIONAL COLLABORATION

- Topic: Smart Tourism Symposium 2024: International Collaboration
- Speaker:
 - Prof. Gang LI, Professor, School of Information Technology, Deakin University
 - Prof. Sunny SUN, Associate Professor, College of Sustainability and Tourism, Ritsumeikan Asia Pacific University
 - Prof. Robin CHARK, Associate Professor, Faculty of Business Administration, University of Macau
- Date: 29 May 2024 (Wednesday)
- Time: 10:00 am – 12:00 noon
- On-site Venue: E22-G015
- Online: Zoom
- Host: Prof. Rob LAW, Deputy Director, Asia-Pacific Academy of Economics and Management

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

For more details, please visit:

<https://apaem.um.edu.mo/smart-tourism-symposium-2024-international-collaboration/>