



NEWSLETTER

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ISSUE 112

NEWS

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THE FACULTY OF BUSINESS ADMINISTRATION OF THE UNIVERSITY OF MACAU SUCCESSFULLY HELD THE 2024 SUMMER CAMP

Teaching and Learning

Research

Business Engagement

Service

The Faculty of Business Administration (FBA) of the University of Macau (UM) successfully held the "2024 Summer Camp for Outstanding Postgraduate Students and Undergraduate Students" between 21 and 24 July 2024, aiming to continue expanding the influence of our university in the mainland, the Greater Bay Area and beyond, and attracting more outstanding master and doctoral degree students pursuing their postgraduate studies and inspiring their research potential in UM.

This year our summer camp was associated with four main themes namely "Introduction to Departments and Postgraduate Programs", "Cutting-edge Scientific Research Projects Sharing", "Visit the Faculty's Teaching and Research Facilities" and "Alumni/Guest Sharing Session". We invited the targeted students to come to our campus and experience our teaching, research, learning and living facilities in-person on campus. The study camp kicked off with a welcome speech by **Prof. Jun YU (余俊教授)**, Dean of the Faculty of Business Administration of the University of Macau, followed by the introduction of Doctor of Philosophy (Business Administration) degree program from **Prof. Susan REN (任錦娟教授)**, and department introductions and staffing information from **Prof. Philip LAW (羅建勛教授)**, **Prof. Henry LEI (李振國教授)**, **Prof. Jacky HONG (洪福來教授)**, **Prof. Cheris CHOW (周詠芝教授)** and **Prof. Robin CHARK (翟智恆教授)**. The students had a chance to visit FBA's facilities including the Currency Museum, Thomson Reuters Trading Room, ISCG Laboratory (Mock Casino), Hospitality Laboratory, Café Laboratory, and Mock Hotel Room; and also visited the State Key Laboratory in the Internet of Things for smart city and the Intelligent Supercomputing Center.

We received a total of more than 500 applications from bachelor and master students, and even working professionals from well-known universities in the mainland and overseas, and the number of applicants hit a new high. The committee had conducted comprehensive selection and selected a total of more than 40 students to participated in this summer camp.

For more details, please visit: <https://fba.um.edu.mo/the-faculty-of-business-administration-of-the-university-of-macau-successfully-held-the-2024-summer-camp/>



Group photo



Welcome speech by Prof. Jun YU, Dean of FBA



Introduction to Departments and Postgraduate Programmes



Visit to Currency Museum



Visit to Intelligent Supercomputing Center



Research Posters Sharing Session



Research Posters Sharing Session



Alumni/Guest Sharing Session by Ms. Canny HO, the Director of Arts and Culture of MGM



Alumni/Guest Sharing Session by Mr. Bin WANG, founder of Hestia Robotics



Alumni/Guest Sharing Session by Dr. Rui CHEN, associate researcher at South China Normal University



Mock Lecture

2 MEETING OUR NEW FACULTY MEMBER

[Teaching and Learning](#)[Research](#)[Service](#)

We are very glad to introduce our new faculty member - **Prof. Shen ZHAO (趙坤教授)**, Associate Professor of Finance, who recently joined the Department of Finance and Business Economics at the Faculty of Business Administration in August 2024.

Prof. ZHAO holds a PhD degree in Finance from the Hong Kong University of Science and Technology. Before joining UM, she served as an Assistant Professor of Finance at the Chinese University of Hong Kong Shenzhen from 2016 to 2024. Prior to the academic position, Prof. ZHAO accumulated more than 10 years of industry experiences by serving as an Investment Analyst at the Reinsurance Group of America, U.S.A. from June 2004 to July 2010 and a Credit Analyst at the Industrial and Commercial Bank of China Headquarter Chin from June 1997 to November 2001. Prof. ZHAO's research interests focus on Asset Pricing, Macroeconomics, Information Diffusion, Uncertainty, Predictability, and Behavioral Finance.

Prof. ZHAO published papers in reputable academic journals, such as *Journal of Financial Economics*, *Journal of Monetary Economics*, etc. She is currently the Member of Global Association of Risk Professionals and the Member of CFA Institution and Society.

Let's welcome Prof. Shen ZHAO and we highly appreciate your support to Prof. ZHAO.

For more information of Prof. ZHAO, please visit:
<https://fba.um.edu.mo/faculty/shenzhao/>



Prof. Shen ZHAO



Prof. Yingzhen JIANG

We are very glad to introduce our new faculty member - **Prof. Yingzhen JIANG (江穎臻教授)**, Assistant Professor of Accounting, who recently joined the Department of Accounting and Information Management at the Faculty of Business Administration in August 2024.

Prof. JIANG holds a PhD degree in Accounting from the University of Hong Kong and a Master of Economics degree at the Sun Yat-sen University. Prof. JIANG's research interests focus on Voluntary Disclosure, Machine Learning, Big Data, Auditing, and Macro-accounting. He published academic journal paper in reputable academic journal *Contemporary Accounting Research*.

Let's welcome Prof. Yingzhen JIANG and we highly appreciate your support to Prof. JIANG.

For more information of Prof. JIANG, please visit:
<https://fba.um.edu.mo/faculty/yingzhenjiang/>

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CCE AND BRTC CO-ORGANIZED A TRAINING COURSE ON BUSINESS COMMUNICATION AND LEADERSHIP FOR STUDENTS FROM XIANGTAN INSTITUTE OF TECHNOLOGY AND HUNAN INDUSTRY POLYTECHNIC

Teaching and Learning

Service

During July 22 to 26, University of Macau (UM) Centre for Continuing Education (CCE) co-organized with Business Research and Training Centre of Faculty of Business Administration (BRTC), held a training course on Business Communication and Leadership for students from Xiangtan Institute of Technology and Hunan Industry Polytechnic, a total of 55 students joined the training.

The five-day training program included several lectures, taught in English by senior professors and instructors from UM. The topics included "Critical Thinking and Decision Making for Leaders", "How to cultivate future leaders of the 21st century", "Business Communication Skills for Leaders," and "Business Management and Leadership". In the final part, students were divided into groups to present their learning and understanding for the course. The course received positive feedback from the participants.

Xiangtan Institute of Technology, located in Xiangtan City, Hunan Province, is the first independently transformed ordinary undergraduate institution in Hunan Province approved by the Ministry of Education.

For more details, please visit: <https://brtc.fba.um.edu.mo/cce-and-brtc-co-organized-a-training-course-on-business-communication-and-leadership-for-students-from-xiangtan-institute-of-technology-and-hunan-industry-polytechnic/>



CCE co-organized with BRTC, held a training course on Business Communication and Leadership

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2024 GUANGDONG-HONG KONG-MACAO GREATER BAY AREA SALARY AND BENEFITS SURVEY SERIES ACTIVITY: "FOCUSING ON BAY AREA WORKFORCE DATA, EXPLORING AI-POWERED COMPENSATION INSIGHTS" SEMINAR AND SALARY AND BENEFITS SURVEY BRIEFING WAS SUCCESSFULLY HELD

Teaching and Learning

The "Focusing on Bay Area Workforce Data, Exploring AI-Powered Compensation Insights" (聚焦灣區人力數據，共論AI賦能薪酬探索) seminar and salary and benefits survey briefing was successfully held at the Venetian Macau on 31 July 2024. The event, co-organized by various HR associations and universities from the Greater Bay Area including Macau Greater Bay Area Human Resources Association, Hong Kong Baptist University Centre for Human Resources Strategy and Development, Hong Kong People Management Association, Talent Development and Management Association of Guangdong, School of Business of South China University of Technology and the University of Macau Faculty of Business Administration, aimed to discuss the opportunities and challenges facing the digital transformation of human resources in the region. **Prof. Lucy LIN (林曉婉教授)** was invited to attend the event on behalf of the Faculty of Business Administration at the University of Macau. The event is one of the series activities to promote the "2024 Guangdong-Hong Kong-Macao Greater Bay Area Salary and Benefits Survey".

The event attracted over 100 guests, including HR professionals and management from Sands China, providing a platform for insightful exchanges on the future of AI-powered HR in the dynamic Greater Bay Area.

For more details, please visit: http://www.macaodaily.com/html/2024-08/03/content_1772644.htm



The "Focusing on Bay Area Workforce Data, Exploring AI-Powered Compensation Insights" (聚焦灣區人力數據，共論AI賦能薪酬探索) seminar and salary and benefits survey briefing was successfully held

5 UNIVERSITY OF MACAU PROFESSOR AND STUDENTS ENGAGED THE 6TH AZHEKE STUDY SUMMER CAMP

Teaching and Learning

Business Engagement

From 10 July to 14 July on 2024, led by **Prof. Huiling HUANG (黃慧靈教授)**, Assistant Professor of DRTM, students from the Department of Integrated Resort and Tourism Management (DRTM) of the Faculty of Business Administration at the University of Macau (UM), participated in the 6th Azheke Study Summer Camp in Yuanyang County, Yunnan Province, China, hosted by School of Tourism Management of Sun Yat-sen University. Azheke Village is located at the heart of Honghe Hani Rice Terraces in Yuanyang County, Yunnan Province. It is one of the five key villages in the application for the Honghe Hani Terraces to be listed as a UNESCO World Heritage site.



Group photo of the professor and students from UM and professors from the Sun Yat-sen University in Azheke Village

On the first day of the camp, the team from School of Tourism Management of Sun Yat-sen University, guided the professor and students from the University of Macau into Azheke Village for field research. They learned about the current state of tourism development in Azheke Village, its business model, and the significant changes brought about by the innovative tourism poverty alleviation solution known as the "A Vitalization Plan in Azheke".

For more details, please visit: <https://fba.um.edu.mo/university-of-macau-professor-and-students-engaged-the-6th-azheke-study-summer-camp/>

UPCOMING EVENT




UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION







FBA SEMINAR SERIES

Do Hospitality Companies Benefit from Sustainability Practices?



Prof. Ka Yan, Elisa CHAN
Assistant Professor, School of Hotel and Tourism Management
The Chinese University of Hong Kong (CUHK) Business School

Date: 30 August 2024 (Friday)
Time: 10:30 am – 12:00 pm
Venue: E22-G015
Host: Prof. Stella LIU, Assistant Professor in Integrated Resort and Tourism Management

Abstract

In this seminar, I would like to share some of my research pertaining to the overarching question whether or not engaging in sustainability policy and practice help (or hurt) hospitality companies. In my research, I examine this question at the industry-level (how sustainability initiatives influence the corporate returns of firms in the hospitality industry), at the market-level (how more sustainable business in aggregate perform vis-à-vis their less sustainable counterparts), and at the consumer-level (how individual perceives and reacts to a hotel's/accommodation's sustainable practices). The theoretical discussion will cover mainly institutional theory, consumer lay belief, and the habit literature. The methodological discussion will span empirical analysis and experimental design.

Speaker

Prof. Elisa Chan is an Assistant Professor in the School of Hotel and Tourism Management at The Chinese University of Hong Kong (CUHK) Business School. She is a CUHK alumna (MPhil in Marketing, 2009). Prior to joining CUHK, Elisa was an Assistant Professor at the Ecole hôtelière de Lausanne (Switzerland) and the New York Institute of Technology (Canada) where she taught the undergraduate and master's programmes. She also conducted executive trainings for Nespresso (Switzerland), Beijing Tourism Group (China), and Terme e Grandi Alberghi Sirmion (Italy). Moreover, she worked on various research and capstone projects with Moncler (US), Statler Hotel (US), STR Global (US), HSMI (US), Caran d'ache (Switzerland), Royal Savoy Hotels (Switzerland), Hilton Worldwide (UK), and SHARC Energy Systems (Canada) on areas including customer experience management, technology integration, and digital marketing. Recently, she is teaching Customer Experience Management and Digital Marketing. Her research interests are Hospitality and Tourism, Service Marketing, Consumer Value and Internal Marketing.

All are welcome!

1 FBA SEMINAR SERIES 130

- Do Hospitality Companies Benefit from Sustainability Practices?
- Speaker: Prof. Ka Yan, Elisa CHAN, Assistant Professor, School of Hotel and Tourism Management, The Chinese University of Hong Kong (CUHK) Business School
- Date: 30 August 2024 (Friday)
- Time: 10:30 am – 12:00 pm
- Venue: E22-G015
- Host: Prof. Stella LIU, Assistant Professor in Integrated Resort and Tourism Management

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-130/>