



NEWSLETTER

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ISSUE 113

INDUSTRY FOCUS

SPOTLIGHT

1 CONGRATULATIONS TO PROF. YUANSI HOU AND PROF. FIONA YANG ON RECEIVING JOURNAL OF HOSPITALITY AND TOURISM RESEARCH AWARDS

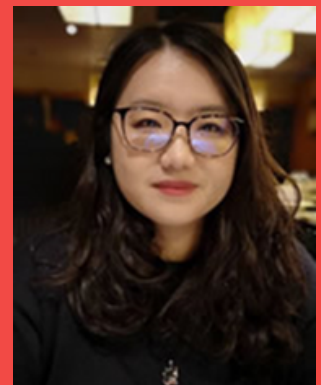
Research

Recently, the Journal of Hospitality and Tourism Research (JHTR), the world's leading academic journal for the tourism and hospitality industry, presented awards to **Prof. Yuansi HOU** (侯遠思教授) and **Prof. Fiona YANG** (楊曦教授) from the Department of Integrated Resort and Tourism Management at the University of Macau in recognition of their academic achievements and contributions to the field of hospitality and tourism research.

Prof. Yuansi HOU was honored with the Outstanding Reviewer Award for her rigorous academic attitude and professional reviewing ability. While, Prof. Fiona YANG was awarded the Article of the Year for her in-depth insight and innovative research, together with Prof. Kanye WANG of the Faculty of Computer and Information Science of the University of Macau.

Established in 1976, the *Journal of Hospitality & Tourism Research (JHTR)* plays a major role in incubating, influencing, and inspiring hospitality and tourism research. JHTR publishes original research that clearly advances theoretical development and offers practical value for hospitality and tourism ecosystems.

For more details, please visit: <https://fba.um.edu.mo/good-news%ef%bd%9cprof-yuansi-hou-and-prof-fiona-xi-yang-receive-journal-of-hospitality-and-tourism-research/>



Prof. Yuansi HOU was awarded the Outstanding Reviewer Award from JHTR



Prof. Fiona YANG was awarded the Article of the Year from JHTR

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CONGRATULATIONS TO PROF. LAWRENCE FONG ON HIS APPOINTMENT AS THE 2024/2025 APACCHRIE PRESIDENT

Business Engagement

Service

The Asia-Pacific CHRIE (APacCHRIE) community recently announced the new 2024-2025 APacCHRIE board. We are thrilled to congratulate **Prof. Lawrence FONG (馮學能教授)** on his appointment as the President of APacCHRIE for the 2024/2025 term.

In his message to the APacCHRIE community, Prof. FONG expressed his appreciation to the founding chairman, Prof. Kaye CHON, the visionary leader who created the federation 22 years ago. As the President, Prof. FONG outlined his vision to leverage APacCHRIE's international reach and status as a leading hospitality and tourism education association in the Asia-Pacific region.

We congratulate Prof. FONG on this outstanding appointment and look forward to the innovative initiatives and impactful contributions that will emerge under his dynamic leadership.

For more details, please visit: <https://www.apacchrie.org/message-from-apacchrie-president-2024-2025/>



Prof. Lawrence FONG (The fifth from left) with the new 2024-2025 APacCHRIE board



Prof. Lawrence FONG



Prof. Yingpeng ZHU



National Natural Science
Foundation of China

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CONGRATULATIONS TO PROF. YINGPENG ZHU ON RECEIVING THE NATIONAL NATURAL SCIENCE FOUNDATION OF CHINA (NSFC) YOUNG SCIENTISTS FUND

Research

The National Natural Science Foundation of China (NSFC) recently announced the results of grant applications for 2024. We are thrilled to congratulate **Prof. Yingpeng ZHU (朱英朋教授)**, Assistant Professor in Business Intelligence and Analytics, on receiving the 2024 National Natural Science Foundation of China (NSFC) Young Scientists Fund with his research project, titled "數字內容平台運營管理及平台治理研究 (Research on Digital Operation Platform Management and Governance)". Prof. ZHU submitted the grant application through the University of Macau.

We congratulate Prof. ZHU on this outstanding achievement and look forward to the insights and advancements that will emerge from his NSFC funded research project.

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】景峰：堅守金融為民初心

景峰，美國註冊會計師、高級經濟師，於2023年入讀澳門大學工商管理博士（DBA）學位課程。現任浙商銀行副行長兼杭州分行行長，曾獲浙江“2022年度金融創新人物”。作為從基層成長起來的銀行人，無論職位如何變遷，他始終心懷金融與實體經濟共生共榮的初心使命，堅持做一線的“店小二”，走出辦公室、走入工廠田間，深入了解客戶痛點和業務堵點，以務實的態度設計金融產品、迭代業務模式，讓金融創新成果第一時間惠及實體企業。

主動擔當、堅守本源，始終算好金融為民大賬

作為深耕金融一線的從業人員，景峰深刻領會金融工作的政治性、人民性，不斷增強金融報國情懷和事業心責任感，致力於在科技金融、普惠金融、數字金融等方面不斷擴大服務實體經濟的覆蓋面和可得性，讓實體經濟重點領域和薄弱環節的金融服務更加絲滑。

“科技金融”是中央金融工作會議提出的“五篇大文章”之首，身處科創金融高地杭州，以高質量金融服務支持科技力量前行是當代銀行的重要使命。對此他帶領團隊將浙商銀行科創業務的授信理念逐步從“看資產、看抵押”轉向“看未來”，基於業內首創的“人才銀行”金融服務品牌，逐步迭代形成了“以人才銀行為基礎的科技金融服務體系”，從人才出發、以科技創新為切入點，圍繞科創、人才企業全生命發展周期，聚焦企業初創、取得訂單、引入創投等10大場景，推出16大科技系列金融產品，全面鍛造助推新質生產力的“新引擎”。截至2023年末，已服務人才、科創企業近1.5萬戶，融資金額超2000億元。

小微企業融資難融資貴是老生常談的問題，創新產品和方法解決小微企業的資金融通問題是金融工作者的使命和擔當所在。近年來，他帶領團隊不斷迭代供應鏈金融服務模式，更加突出“交易”和“信用”的價值，聯合鏈主企業共同賦能上下遊小微企業便利融資，以準信用方式助力小微企業進一步降低融資成本：沒有抵押擔保，就運用授信創新激發交易信用；客戶遍布天南海北，就通過流程重構實現交易線上化；風險信息不對稱，就依靠區塊鏈技術實現鏈上可信確權，通過解決一個個小問題逐步打通金融活水流向小微企業的最後一公里。截至2023年末，通過2600家核心企業延伸服務上下遊客戶超4萬家，其中普惠小微企業占比75%，加權平均利率3.55%。

金融是國民經濟的血脈，為實體經濟服務是金融的天職。他帶領團隊實施浙商銀行“善融”資產池品牌煥新，升級生態互聯、資產入池、出池融資、跨境融合、集團財管、客戶體驗六大核心服務場景99項功能，圍繞企業流動性管理、支付結算、風險防控等場景針對性打造“融資速達”“電票智管”“風控貼心”等“極簡、極速、極致”的功能體驗，構建全方位的智能金融服務，以生態共建幫助企業降成本。截至2023年末，資產池已服務實體企業超5萬戶，覆蓋了20%的A股上市公司、30%的財務公司、40%的中國500強企業。通過池化方式盤活企業沈澱資源，可減少20%左右的傳統融資，幫助企業平均縮短借款久期91天，大幅提升資金運營效率。



Mr. Feng JING,
FBA, DBA 2023 intake

撲下身子、沉到一線，推出更接地氣的產品和服務

“坐在辦公室碰到的都是問題，深入基層看到的全是辦法”，景峰深知只有貼近客戶、掌握客戶真實需求、為客戶創造增量價值，才能設計出好產品、好服務。在總行分管營銷的2年多時間，他拜訪、接待客戶超500家，始終堅持做好客戶的特色業務、不比內功比招數、做大銀行做不好小銀行做不了的業務。通過流程重構、授信創新、技術賦能、服務躍遷，打造“全鏈條、全場景、全產品”的數智供應鏈金融服務方案，已在能源、汽車、乳業、建工、通訊等近30個行業為客戶提供特色化、差異化金融解決方案，累計提供融資超5000億元。

以乳業為例，浙商銀行與蒙牛集團通過“五共模式”為上游牧場提供融資，成為蒙牛集團當時新合作牧場的主要融資銀行，但受乳業行業周期以及客戶融資模式轉變影響，原有模式難以持續。2022年底客戶提出“個牛貸”產品願景，他的團隊迅速響應，前後召開20多場碰頭會設計修訂6版融資服務方案。2023年3月2日，他帶隊赴呼和浩特現場為“個牛貸”量體裁衣，圍繞“牛”的全生命周期設計“端到端”服務方案，從購置奶牛、購買飼料、購置設備、收購農場等全場景出發，實現了從“一棵草”到“一杯奶”的全鏈條服務。4月6日“個牛貸”方案正式獲批，5月24日首筆業務落地，6月8日客戶到杭州回訪達成深入合作意向，7月4日雙方在呼和浩特聯合召開產品發布會簽署戰略升級協議，截至2023年末“個牛貸”累計投放超12億元。

客戶是銀行服務的出發點，而場景將成為一切服務的落腳點。目前全國每年將近6萬億電度為工業用電，大部分製造業企業都存在延期支付電費並降低財務成本的需求。他的團隊準確把握這一市場機會，積極對接南方電網建立總對總合作，雙方以“交電費”作為切入口，以“電力大數據+金融”賦能企業，把傳統的電費轉賬繳費轉化為貿易融資形式，為企業提供了全新的融資渠道，大幅降低企業整體融資成本，實現了銀企雙贏。在浙商銀行與南方電網聯合召開的“電鏈通”品牌發布會上，第一個吃螃蟹的客戶評價電費證“好批、好用、便宜、放心”。自2023年1月推出電費證以來，僅半年時間就投放超10億元，時至今日已突破100億元。目前，他的團隊正在將“電費證”模式向用水、燃氣等各類生產物料採購場景拓展，進一步探索全新的場景金融模式。

初心如錦、不負韶華，持續學習才是人生題意

山海可蹈，未來可期。當前，全球正在進行新一輪的科技革命與產業變革，新技術、新概念、新產品層出不窮，新產業、新業態、新職業不斷湧現，知識迭代更新的周期在不斷縮短。景峰在工作中時常鼓勵和引領員工學習行內優勢產品以及業內先進思維模式，工作外他直接選擇了攻讀澳門大學DBA學位課程，繼續提升理論水平、拓寬知識維度。他相信書頁裏蘊藏著萬千氣象，既能汲取知識雨露，也能吸收思想精華，學以益智、學以勵志、學以立德、學以修身，終將在量變產生質變中得到成長與淬煉。接下來，他將通過理論學習和思維砥礪，進一步探索金融創新的方向；通過善思善用和入心見行，架起理論聯系實際的橋梁，在自覺堅守金融為民初心的基礎上，進一步提升問題解決的能力，投身新時代金融報國、金融為民的實踐，為金融助力實體經濟高質量發展持續貢獻應有之力。

Mr. Feng JING was admitted to the Doctor of Business Administration (DBA) Programme of the Faculty of Business Administration (FBA) at the University of Macau (UM) in 2023. He is currently the Vice President and Hangzhou Branch President of China Zheshang Bank. He chose to study the DBA Programme at the University of Macau because he believes that through academic study, he can broaden his knowledge and deepen his understanding of how to apply financial theory to real-world practice. His goal is to use his education to further develop his problem-solving abilities and continue contributing to the high-quality development of the finance industry.



Group Photo of DBA Students

NEWS

1 UM HOLDS OPENING CEREMONY FOR DBA AND EMBA PROGRAMMES

Teaching and Learning

The Faculty of Business Administration (FBA) of the University of Macau (UM) held an opening ceremony for the 2024/2025 intake of the Doctor of Business Administration (DBA) and Executive Master of Business Administration (EMBA) programmes. The two programmes have admitted a total of more than 60 business elites from different places this year.

During the ceremony, **Prof. Yonghua SONG (宋永華教授)**, rector of UM, highlighted UM's pivotal role in the development of the Guangdong-Hong Kong-Macao Greater Bay Area and encouraged students to adopt an open-minded approach to their studies, broaden their global perspective, and enhance their academic and managerial capabilities. Yu Jun, dean of FBA, introduced the strengths of the faculty and the features of the DBA and EMBA programmes, and emphasised the importance of lifelong learning.

For more details, please visit:

<https://www.um.edu.mo/news-and-press-releases/campus-news/detail/58885/>



Prof. Yonghua SONG



Students of the sixth cohort of the DBA programme



Students of the fifth cohort of the EMBA programme



Prof. Jingrui XU

2

MEETING OUR NEW FACULTY MEMBER

Teaching and Learning

Research

Service

We are very glad to introduce our new faculty member - **Prof. Jingrui XU (許璟睿教授)**, Assistant Professor in Finance, who recently joined the Department of Finance and Business Economics at the Faculty of Business Administration in August 2024.

Prof. XU obtained his PhD degree in Banking and Finance, MPhil degree in Banking and Finance, and Master of Finance from the University of New South Wales, Australia. Before that, he graduated from University of Macau with a Bachelor of Business Administration majoring in finance.

Prior to working at UM, he served as an Assistant Professor at the Wang Yanan Institute for Studies in Economics (WISE) at Xiamen University from 2017 to 2024. He won the Prize of Outstanding Research Performance in Humanities and Social Sciences at Xiamen University in 2020. Prof. XU's research interests focus on Fund Management, Financial Markets, Asset Pricing, Financial Option and Real Option, Bayesian Techniques in Finance and Economics. Prof. XU has published a paper on a top finance journal - *Journal of Financial Economics* and has several high-quality working papers.

Let's welcome Prof. Jingrui XU and we highly appreciate your support to Prof. XU.

For more information of Prof. XU, please visit:

<https://fba.um.edu.mo/faculty/jingruixu/>

3

FBA HOSTED NEW STUDENTS' ORIENTATION FOR THE UNDERGRADUATE AND POSTGRADUATE STUDENTS

Teaching and Learning

The Faculty of Business Administration (FBA) at the University of Macau (UM) held the new students' orientations for the 2024/2025 intake undergraduate and postgraduate students on 12 August and 15 August 2024 respectively. The orientations attracted a total of 800 postgraduate and undergraduate new students, symbolizing the official commencement of their academic journey. Prof. Jun YU, the Dean of the Faculty of Business Administration, along with Prof. Raymond Chi Ho LOI, the Associate Dean (Research and Development), and Prof. Glenn James MCCARTNEY, Associate Dean (Curriculum and Teaching), delivered faculty introduction and welcome speeches to the new students. They encouraged students to utilize their time at the University of Macau effectively, cultivate critical thinking and innovation skills to tackle the challenges and opportunities of the future.

Faculty from departments, including **Prof. Morris LIU (劉明教授)**, **Prof. Wenyang ZHANG (張文揚教授)**, **Prof. Ning ZHANG (張寧教授)**, **Prof. Philip LAW (羅建勛教授)**, **Prof. Anthony TANG (唐恒教授)**, **Prof. Teresa CHU (朱善欣教授)**, **Prof. Rose LAI (黎寧教授)**, **Prof. Susan REN (任錦娟教授)**, **Prof. Henry LEI (李振國教授)**, **Prof. Zhuo QIAO (喬卓教授)**, **Prof. Tony QIN (秦振江教授)**, **Prof. Rachel MA (馬笑蓉教授)**, **Prof. Shuaishuai GONG (宮帥帥教授)**, **Prof. Li MIAO (苗莉教授)**, **Prof. Yuansi HOU (侯遠思教授)**, **Prof. Fiona YANG (楊曦教授)**, **Prof. Soey LEI (李雪瑩教授)**, and DRTM academics introduced programme features, curriculum and study plan of the undergraduate and postgraduate programmes respectively. Students also learnt about student services and course enrollment who would help them adapt campus life and get prepared for the forthcoming studies. The orientation sessions ended with warm good wishes for the future wellbeing and happiness of all students during their time in FBA.



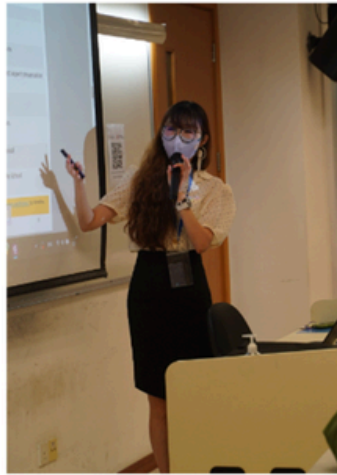
Prof. YU delivered first lecture of FBA



The faculty orientation for undergraduate programmes



The faculty orientation for postgraduate programmes



Faculty from departments introduced programme features, curriculum and study plan of the undergraduate and postgraduate programmes respectively

4

CCE AND BRTC CO-ORGANIZED A TRAINING COURSE ON BUSINESS AND MANAGEMENT FOR STUDENTS FROM NANJING UNIVERSITY OF POSTS AND TELECOMMUNICATIONS AND STUDENTS FROM GENG DAN INSTITUTE OF BEIJING UNIVERSITY OF TECHNOLOGY

Teaching and Learning

Service

During August 5 to 9, University of Macau (UM) Centre for Continuing Education (CCE) held a training course on Business and Management, co-organized with Business Research and Training Centre of Faculty of Business Administration (BRTC), total 18 students joined the course, they are from Nanjing University of Posts and Telecommunications and from Gengdan Institute of Beijing University of Technology.

The five-day training course included several seminars and campus visit, the topics are included “Advertising and Promotion in the Digital Age”, “Technological Innovation and Business Management”, “Marketing and Brand Strategy” and “Modern Enterprise Finance and Management Accounting”, which are taught by senior professors from UM.

For more details, please visit: <https://brtc.fba.um.edu.mo/cce-and-brtc-co-organized-a-training-course-on-business-and-management-for-students-from-nanjing-university-of-posts-and-telecommunications-and-students-from-gengdan-institute-of-beijing-university-of/>



CCE and BRTC co-organized a training course on Business and Management for students from Nanjing University of Posts and Telecommunications and students from Gengdan Institute of Beijing University of Technology

UPCOMING EVENT



FBA SEMINAR SERIES - 129

FBA SEMINAR SERIES
Place-Based Innovation and Competitiveness Policy

Prof. Anthony HOWELL
Director, Center of Technology, Data, and Society,
Associate Professor of Public Policy and Management
Arizona State University

Date: 29 August 2024 (Thursday)
Time: 10:30 am – 12:00 pm
Venue: E22-G008
Host: Prof. Leona Shao Zhi LI, Assistant Professor in Business Economics

Abstract
This presentation considers the role of place-based innovation policies in enhancing firm and regional competitiveness, with a particular focus on initiatives in the United States and China. First, I will provide a brief overview of the new regional engines of innovation program enacted in the US aimed to spur innovation in core technologies and regional competitiveness. Next, I consider China's economic development zones (EDZs), assessing their impacts on firm innovation and international competitiveness through the lens of a natural experiment involving zone closures enacted in the mid-2000s. Relative to firms that remain in an operational EDZ, the main results find that an EDZ closure leads to firms to become less innovative and exhibit lower exporting performance, especially to the US and other OECD destination markets. The heterogeneity analysis reveals that some firms are better positioned to mitigate adverse effects, particularly ones with closer technological proximity to local industry leaders.

Speaker
Prof. Anthony HOWELL is the Director of the Center on Technology, Data, and Society and an Associate Professor of Public Policy and Management in the School of Public Affairs at ASU. He is an affiliate faculty member in the School of Geographical Sciences and Urban Planning and a senior sustainability scientist in the School of Global Futures. Prior to ASU, Prof. HOWELL served as an Associate Professor of Applied Microeconomics in the School of Economics at Peking University. He also previously held several visiting positions as a Fulbright scholar at the Lincoln Institute of Urban Development and Land Policy (Beijing), a Science & Technology policy fellow at the National Academies of Sciences (Washington D.C.), and a research fellow at the Asian Development Bank (Manila). Prof. HOWELL holds a PhD in Geography (UCLA), M.S. degrees in Statistics (UCLA) and GIScience (MSU), and B.A. degrees in Political Science, International Development, and Chinese Language and Culture (MSU).

All are welcome!

1 FBA SEMINAR SERIES 129

- Topic: Place-Based Innovation and Competitiveness Policy
- Speaker: Prof. Anthony HOWELL, Director, Center of Technology, Data, and Society, Associate Professor of Public Policy and Management, Arizona State University
- Date: 29 August 2024 (Thursday)
- Time: 10:30 am – 12:00 pm
- Venue: E22-G008
- Host: Prof. Leona Shao Zhi LI, Assistant Professor in Business Economics

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-129/>

2 FBA SEMINAR SERIES 130

- Topic: Do Hospitality Companies Benefit from Sustainability Practices?
- Speakers: 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-G013
- Host: Prof. Stella LIU, Assistant Professor in Integrated Resort and Tourism Management

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

For more details, please visit:

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



FBA SEMINAR SERIES - 130

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-G013
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-a-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), HSM (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!



3 FBA ALUMNI MID-AUTUMN FESTIVAL GATHERING

- Venue: Faculty of Business Administration (E22 building), University of Macau
- Date: 7 September 2024
- Time: 18:15 – 20:30 (Main event); 16:00 – 18:00 (Pre-event workshop)
- Dress code: Casual
- Activity: Join us for a panel discussion on work-life balance and staying active minimizing injury, followed by light refreshments, performance, mooncakes, games, and a chance to take home a limited-edition FBA logo mooncake.
- Registration:
https://umac.au1.qualtrics.com/jfe/form/SV_0wVcRRIcs06W4bs

For more details, please visit:

<https://fba.um.edu.mo/fba-alumni-mid-autumn-festival-gathering/>

4 FBA SALON SERIES ON DATA ANALYSIS 013

- Topic: Artificial Intelligence and Firm Resilience: Evidence from Firm Performance under Natural Disaster
- Speakers: Prof. Hongchuan SHEN, Assistant Professor in Business Intelligence and Analytics, FBA, UM
- Date: 10 September 2024 (Tuesday)
- Time: 1:00 pm – 2:00 pm
- Venue: FBA Lobby

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

For more details, please visit:

<https://fba.um.edu.mo/fba-salon-series-on-data-analysis-013/>

Artificial Intelligence and Firm Resilience: Evidence from Firm Performance under Natural Disaster

Prof. Hongchuan SHEN
Assistant Professor in Business Intelligence and Analytics
FBA, UM

Date: 10 September 2024 (Tuesday)
Time: 1:00pm to 2:00pm
Venue: FBA Lobby

Abstract
Artificial intelligence (AI) has been increasingly deployed in business operations over the past decade. While AI productivity in normal times has been extensively studied, direct evidence of its effectiveness in uncertain contexts is limited. Our work fills this gap by examining the contribution of AI to corporate resilience under natural disaster shocks, particularly concentrating on AI-using and goods-producing firms. We measure firm AI investment by the cumulative AI-relevant skills extracted from a comprehensive job posting database. We gauge firm resilience with the changes of corporate valuation in response to operational shocks induced by natural disasters. Using a pooled event study approach, we provide evidence that AI generates resilience: an average firm that equips 2.4% of total jobs to be AI-related could approximately recover the full damage of disasters reflected in corporate valuation over a short event window. Then, we discuss mechanisms under the framework of an adapted production function model. Combined with an instrumental variable that integrates baseline firm-specific task structure and over time task-specific AI suitability, we find consistent evidence that, during turbulent periods, AI deployment moderates the decreased responsiveness of firm output to both labor and capital inputs in the production process. Overall, our study makes a distinct contribution relative to prior literature that has focused on AI productivity while assuming certainty or homogeneous factor elasticity. Our findings provide managerial implications regarding the interplay between environmental conditions and firm investments in both AI technology and complementary infrastructures.