



NEWSLETTER

11 Sept 2024

ISSUE 114

NEWS

1 CONGRATULATIONS TO PROF. LIWEN ZHANG ON RECEIVING SCHOLARLY ACHIEVEMENT AWARD FROM ACADEMY OF MANAGEMENT

Research

Prof. Liwen ZHANG (張麗文教授), assistant professor in the Faculty of Business Administration (FBA) at University of Macau has been awarded the 2024 Academy of Management Human Resources Division Scholarly Achievement award for her lead author paper published in 2023. This award is given to authors of the most significant article in the human resource management field published during 2023. Since 1989 in which this annual award was established, this is the second time in history that a scholar from an Asian university has received this important HR award as the first author.

The award winning paper titled “The definition and measurement of human capital resources: A content and meta-analytic review” addresses several critical and long-lasting issues relevant to human capital resources regarding its definitions and measures. Specifically, in this three-study paper, the authors reviewed HCR definitions, conducted a content analysis of HCR measures, and meta-analyzed the predictive validity of the measures. Interestingly, they found that only 23.6% of the measures focused solely on HCR and they tended to assess only one or two dimensions of the construct (i.e., were deficient). Moreover, HCR measures that were less deficient demonstrated stronger criterion-related validity for predicting unit and firm performance. The paper was published at Journal of Applied Psychology, which is a premier management journal listed in Financial Times 50 and categorized as 4* in the ABS list.

The award winning paper “The definition and measurement of human capital resources: A content and meta-analytic review” could be accessed at <https://psycnet.apa.org/record/2023-62292-001>.

For more details, please visit: <https://hr.aom.org/awards/current-award-winners>



Prof. Liwen ZHANG was awarded the 2024 Academy of Management Human Resources Division Scholarly Achievement award



Academy of Management Human Resources Division

2 DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT HELD FIRST ADVISORY BOARD MEETING

Teaching and Learning

Business Engagement

Service

On September 4th, the Department of Integrated Resort and Tourism Management (DRTM) held its first Advisory Board Meeting at the Faculty of Business Administration, University of Macau. The opening ceremony was attended by 19 advisory board members from the tourism and hospitality management fields, **Prof. Li MIAO (苗莉教授)**, Head of the DRTM, **Prof. Davis FONG (馮家超教授)**, Director of Institute for the Study of Commercial Gaming, and other executive committee members, faculty and students from the department.

After the opening ceremony, **Prof. Amy SO (蘇小恩教授)** and **Prof. Lawrence FONG (馮學能教授)** hosted a roundtable discussion. During the meeting, advisory board members discussed key topics such as current changes in tourism demand, future trends of tourism industry, the development of Macau's tourism industry, and the application of artificial intelligence in tourism.

For more details, please visit:

<https://fba.um.edu.mo/department-of-integrated-resort-and-tourism-management-held-first-advisory-board-meeting/>



The Department of Integrated Resort and Tourism Management (DRTM) held its first Advisory Board Meeting



A roundtable discussion was held with enthusiastic participation from advisory board members, faculty, and students

3 CCE AND BRTC CO-ORGANIZED A TRAINING COURSE ON BUSINESS AND MANAGEMENT FOR STUDENTS FROM ZHANJIANG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Teaching and Learning

Service



CCE and BRTC co-organized a training course on Business and Management for students from Zhanjiang University of Science and Technology

During 10 to 15 August, University of Macau (UM) Centre for Continuing Education (CCE) held a training course on Business and Management for 10 students from Zhanjiang University of Science and Technology, co-organized with Business Research and Training Centre of Faculty of Business Administration (BRTC).

The training course included several seminars and campus visit, the topics are included "Introduction to Macao's economy and development opportunities in the Greater Bay Area", "Quantitative Analysis in Economics", "Marketing and Brand Strategy" and "Knowledge of Financial Markets", which are taught by senior professors from UM. Moreover, the students visited Currency Museum and ISCG Gaming Laboratory (Mock Casino) in FBA and joined campus tour guided by PR Student Ambassadors. The participants all expressed that they benefited a lot from this trip. They were left with a deep and favorable impression of both Macao and UM, and they hope to return for further study in the future.

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-zhanjiang-university-of-science-and-technology/>

4 UNIVERSITY OF MACAU MBA STUDENTS CONDUCT FIELD STUDY IN SHENZHEN TO EXPLORE TECHNOLOGICAL AND NEW ENERGY ENTERPRISES

Teaching and Learning

Business Engagement

Recently students of the Master of Business Administration (MBA) programme of the Faculty of Business Administration at the University of Macau organized a corporate visit and study tour. They visited ByteDance (TikTok Limited), Shenzhen Tsingtao Brewery Asahi Limited, and BYD Auto Sales Limited, and gained in-depth insights into the development history, innovative models, and future plans of these enterprises.

At the headquarters of ByteDance (TikTok Limited) in Shenzhen, the students were provided with detailed introduction to the company's development history, technological innovations, and novel business models. Then, the students visited Shenzhen Tsingtao Brewery Asahi Limited, where they observed the entire manufacturing process of Tsingtao Beer, from brewing and fermentation to packaging and sales. The students learned that Tsingtao Beer maintains its leadership in the beverage market through continuous investment in brand culture, marketing strategies, and management innovation. Finally, the students visited the Shenzhen campus of BYD Auto Sales Limited, gaining firsthand knowledge of BYD's history in new energy vehicles, smart electronics, and rail transportation.

This study tour in Shenzhen offered valuable practical opportunities for the MBA students at the University of Macau, providing a platform for exploring the development of technological and new energy enterprises. The study trip not only enhanced students' understanding of the rapid development of Chinese enterprises, but also allowed them to learn different business models. Many students expressed gaining significant benefits from the visits, while the host companies shared their hopes for continued cooperation and exchange with the Faculty of Business Administration at the University of Macau, fostering further learning and research communication.

The corporate visit and study tour were coordinated by **Prof. Grace HO (何映教授)** of the Faculty, along with students including TANG Tak I, DAI Pinyi, HUNAG Jianxia, and CHENG Kam San.



Shenzhen Tsingtao Brewery Asahi Limited



ByteDance (TikTok Limited)



BYD Auto Sales Limiteds

5 VISIT OF THE DELEGATION OF EDUARDO MONDLANE UNIVERSITY TO UM

Business Engagement

Coordinated by the Global Affairs Office, a delegation led by Ms. Alcides Malavone Alberto NOBELA, director of Human Resources Office, Eduardo Mondlane University, visited FBA on 4 September 2024. The delegation was warmly welcomed by Dr. Roberto NORONHA, Mr. Mark LEI and Ms. Suzana LIN RODRIGUES, followed by a visit to our Currency Museum and Mock Casino.



Group photo



Group photo

6 DELEGATION OF BANK OF CHINA VISITED UM

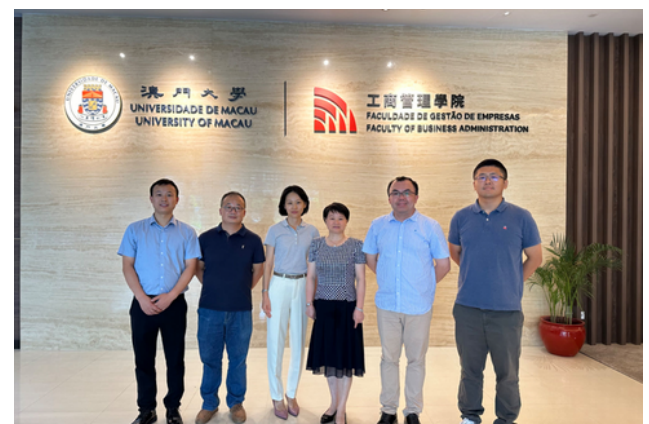
Business Engagement

Coordinated by the Communication Office, a delegation led by Mr. Haijiao GE, Chairman of the Board of the Bank of China, visited FBA on 27 August 2024. Accompanied by Dr. Peter LAM and Prof. Michael HUI, they were warmly welcomed by **Prof. Jun YU (余俊教授)** and **Prof. Henry LEI (李振國教授)**. The delegation toured the Currency Museum, where Prof. LEI introduced the visitors to the history of currency development, featuring both historical and contemporary currency artifacts, as well as the evolution of the Macao banking industry.

7 DELEGATION OF COMMERCE STATISTICAL SOCIETY OF CHINA VISITED FBA

Business Engagement

The delegation of Commerce Statistical Society of China visited FBA on 26 August 2024. They were warmly received by **Prof. Fangyuan CHEN (陳方圓教授)** and **Prof. Kao SI (司考教授)**, and followed by a meeting to explore future collaboration opportunities such as student competition service, innovation and entrepreneurship, sharing of teaching experience and results and etc.



Group photo

UPCOMING EVENT

1 FBA SALON SERIES ON ACCOUNTING AND CORPORATE GOVERNANCE 002

- Topic: Lexical similarity in corporate announcements and its valuation impact: Evidence from profit warnings in Hong Kong
- Speakers: Ms. Xu Xin, PhD student in Finance, FBA, UM
- Date: 23 September 2024 (Monday)
- Time: 13:00 – 14:00
- 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-accounting-and-corporate-governance-002/>



FBA
Salon Series on
Accounting and
Corporate
Governance

Lexical similarity in corporate announcements and its valuation impact: Evidence from profit warnings in Hong Kong

Ms. Xu Xin
PhD student in Finance
FBA, UM

Date: 23 September 2024 (Monday)
Time: 13:00 to 14:00pm
Venue: FBA Lobby

Abstract
We examine the financial impact of lexical similarity in bilingual financial disclosures in the context of profit warnings issued by Hong Kong-listed companies. We find that the degree of lexical similarity between the Chinese and English versions of profit warnings is negatively associated with corporate governance and financial health. We also show that the lexical similarity is related to the tone of the warnings, the use of boilerplate sentences, and the direction of translation between languages. The stock price reacts relatively positively to the lower lexical similarity, and this positive reaction is not reversed afterward.

Speaker
Xin Xu is a PhD student in finance who is currently studying at the University of Macau. Her research interests include corporate governance, policy uncertainty, financial report, and the corporate finance.

All are welcome!

www.fba.um.edu.mo



APAEM Seminar Series:

Building and Executing a Winning Digital Marketing Strategy in the Hospitality Industry

Date: 26 Sep 2024 (Thu)
Time: 15:00 – 16:00

Language: English
Venue: E22-G004



Dr. Xin Huang

Founder,
Guangzhou Wintour Information Technology

Biography

Dr. Huang is a member of the Hotel Management Professional Committee of the National Tourism Vocational Education Teaching Advisory Board, and a board member and Director of Networking for the Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APACCHRIE). With extensive practical experience and in-depth research in hotel digital operations and transformation, Dr. Huang has provided digital marketing and operational services to numerous well-known hotel groups and over a thousand high-star hotels. He has also served as an external director for several large groups. In leading and assisting companies with digital innovation, Dr. Huang focuses on how to leverage technology and data to drive digital transformation. Additionally, he is the author of several professional books, including *Introduction to Hotel Digital Operations*, and *Marketing in Tourism and Hospitality: Based on Digital Innovation*.

This seminar will explore the power of a successful digital marketing framework and a customer value-driven implementation process. It will discuss the key strategies needed to elevate a hotel's digital presence, from planning to execution, ensuring the marketing efforts lead to meaningful customer connections and sustainable growth.

Registration



<https://www.apaem.um.edu.mo/the-registration-for-apaem-seminar-series-building-and-executing-a-winning-digital-marketing-strategy-in-the-hospitality-industry-26-sep-is-now-officially-open/>



Moderator:

Prof. Rob Law

UMDF Chair Professor of Smart Tourism
Deputy Director of APAEM

2 APAEM SEMINAR SERIES

- Topic: Building and Executing a Winning Digital Marketing Strategy in the Hospitality Industry
- Speaker: Dr. Xin Huang, Founder, Guangzhou Wintour Information Technology
- Date: 26 September 2024 (Thursday)
- Time: 15:00 – 16:00
- Language: English
- Venue: E22-G004

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

For more details, please visit:

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