



NEWSLETTER

18 Dec 2024

ISSUE 121

INDUSTRY FOCUS

SPOTLIGHT

1 FACULTY OF BUSINESS ADMINISTRATION HOSTS THE 2024 MACAU INTERNATIONAL CONFERENCE ON BUSINESS INTELLIGENCE AND ANALYTICS

Teaching and Learning

Research

The Faculty of Business Administration (FBA) at the University of Macau (UM) recently hosted the 2024 Macau International Conference on Business Intelligence and Analytics, a two-day international event that brought together distinguished scholars, and researchers to explore the latest developments in business intelligence and data analytics.

Held from 11 to 12 December 2024, the conference featured a rich program that included keynote speeches, invited sessions, and interactive discussions on topics such as artificial intelligence, big data analytics, decision-making systems, and emerging technologies. Scholars from world-renowned institutions presented cutting-edge research, fostering a dynamic exchange of ideas and collaborative opportunities.

Prof. Yonghua SONG (宋永華教授), Rector of the University of Macau, highlighted in his opening remarks the University 's recent development and the transformative role of business intelligence and analytics. He emphasized the significance of creating platforms like this conference for global academic exchange and innovation.

The conference hosted notable keynote speakers, including **Prof. Jianqing FAN (范劍青教授)**, Frederick L. Moore '18 Professor of Finance, Professor of Statistics and Machine Learning, Professor of Operations Research and Financial Engineering, Princeton University, and **Mr. Gary ZHANG (張高波先生)**, Founder, Vice Chairman and CEO at Micro Connect, who provided insights into "RBF vs Equity/Debt (新的信用 新的融資方式)".

For more details, please visit: <https://fba.um.edu.mo/faculty-of-business-administration-hosts-the-2024-macau-international-conference-on-business-intelligence-and-analytics/>



Group photo



Rector Prof. Yonghua SONG



Keynote speaker - Prof. Jianqing FAN



Keynote speaker - Mr. Gary ZHANG

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EMBA傑出學員】曲毅明：堅持與創新，引領文化產業發展

曲毅明，現任廣州華泓文化總經理，於2023年修讀澳門大學高級管理人員工商管理碩士(EMBA)課程。大學畢業後，他曾任三九集團常務副總裁秘書，於2005年從國企下海創業，先後在電信增值、金融支付和文化行業創辦企業，並於2011年與支付寶、騰訊財付通、銀聯等全國27家企業同時獲得中國人民銀行第一批支付牌照，並與平安集團旗下的平安金融整合發展。同期，他創立了文化公司，至今已在文化行業深耕十餘年，專注於四大運營商和互聯網國內外影視節目的版權運營和節目製作，是全國最早的高清和4K頻道運營商，也是最早實現境外影視劇同步播的企業，連續多年成為各大運營商前三的電視節目及頻道運營的供應商。他引進了眾多國外優質影視內容，並推動國內影視文化在多媒體平台的傳播與發展。

近年來，他因機緣了解到澳大EMBA課程涵蓋戰略管理、創新與創業、公司財務策略與分析、組織管理等多個強勢專業，這些專業都非常符合市場需求。此外，澳大位於粵港澳大灣區核心區域，國際合作網絡覆蓋全球多個國家和地區，為學員提供了國際交流和學習的機會，增強了課程的國際視野和實用性，為企業與境外文化交流提供了良好的平台。文化產業是大灣區經濟發展的重要組成部分，而澳門作為中西文化交匯的城市，其獨特的文化背景為EMBA學員提供了豐富的文化體驗。大灣區內的文化交流與合作可以促進文化交融與共享。經多方考量，他選擇在澳門大學攻讀高級管理人員工商管理碩士 (EMBA)課程。

雖然多年的經營經驗非常寶貴，但他意識到仍存在不少知識盲點。面對激烈的市場競爭，創新思維是企業持續發展的關鍵。他表示，澳大EMBA課程鼓勵創新思維，教授們引領學員如何通過創新來驅動企業成長。學員可通過系統地學習現代管理的理論和實踐來填補知識空白。課程不僅能夠幫助學員在學術上達到新的高度，還能在實際工作中發揮重要作用，他認為選擇修讀澳大EMBA是職業發展中一個非常有價值的投資。

此外，他表示非常榮幸能與同學們一起代表澳大出征第十九屆玄奘之路戈壁挑戰賽。這是澳大首次以A隊身份參賽，作為澳門地區唯一參賽的代表隊，在全體隊員努力下，不僅順利完賽，還榮獲三項大獎：傳承超越獎、奮進獎和沙克爾頓獎，創造澳大在“戈賽”歷史上又一全新榮耀時刻。他感謝澳大工商管理學院給了他一個難忘且充實的機會，這次挑戰賽不僅是一次身體上的旅程，更是一次心靈上的旅行。讓他體悟到堅持與放棄、勇敢與畏懼、希望與絕望之間的微妙平衡。這些經驗和教訓將伴隨他一生，成為他未來人生旅途中寶貴的財富。

未來他希望借助澳大商學院的平台，在大灣區和深核區探索文化與科技的融合，探索利用虛擬現實（VR）、增強現實（AR）、人工智慧（AI）等先進技術，打造數位化文化產品和服務，提升文化體驗的品質和互動性。



Mr. Yiming QU, EMBA 2023 Intake



Group Photo of EMBA Students

Mr. Yiming QU, currently the President of 廣州華泓文化, was admitted to the Executive Master of Business Administration (EMBA) Programme at the Faculty of Business Administration (FBA) of the University of Macau (UM) in 2023. He believes that innovative thinking is essential for business growth in a competitive market. The EMBA programme fostered this mindset by teaching him how to drive growth through innovation. Through his studies, he gained valuable insights that have enhanced both his academic knowledge and practical skills.

NEWS

1 FBA HOLDS THE UM GLOBAL ACADEMIC SYMPOSIUM: BUSINESS ADMINISTRATION SESSIONS

Teaching and Learning

Research

The UM Global Academic Symposium commenced on 2 Decemeber 2024 at the University of Macau. With the aim of promoting global academic exchange and strengthening international partnerships, the symposium has brought together over 50 scholars from 23 institutions across Australia, New Zealand, Singapore, South Korea, and Japan to share their research findings and advances in cutting-edge technologies, and to explore potential research collaboration. The two-day symposium consists of four parallel sessions covering fields including business administration, engineering, computer science, mathematics, materials science, pharmacology, and regulatory science, hosted by FBA, FST, IAPME and ICMS.

For FBA session, 14 incoming overseas speakers from Australia, Singapore and South Korea forming four Business Administration sessions, discussing cutting-edge research topics in Marketing, Business Economics, Management and Finance fields respectively with UM students and faculty. These sessions attracted more than 100 participants.

Four sessions themed “Econometrics and Applications”, “Asset Pricing and Corporate Finance”, “Consumer Behavior and Marketing Strategy” and “Organizational Behavior and HRM” are moderated by Distinguished Professor in Business Economics **Prof. Degui LI (李德樞教授)**, Associate Professor in Finance **Prof. Rachel MA (馬笑蓉教授)**, Assistant Professor in Marketing **Prof. Lancy MAC (麥慧妍教授)** and Assistant Professor in Management **Prof. Liwen ZHANG (張麗文教授)** respectively. Internal speakers include Dean of FBA and UMDF Chair Professor of Finance and Economics **Prof. Jun YU (余俊教授)**, Associate Professor in Finance **Prof. Xin LIU (劉昕教授)**, Associate Professors in Management **Prof. Lucy LIN (林曉婉教授)** and **Prof. Feng BAI (白鋒教授)**, Associate Professor in Marketing **Prof. Cheris CHOW (周詠芝教授)** and Assistant Professor in Business Economics **Prof. Yi DING (李德樞教授)**.

The symposium has not only provided a platform for academic exchange but also laid a foundation for future cooperation. UM will continue to promote the mutual development of the global academic community, expand its international influence, and strive to become a major player in the international academic arena and address current global challenges.

For more details, please visit: <https://fba.um.edu.mo/fba-holds-the-um-global-academic-symposium-business-administration-sessions/>



Group photo



Group photo of FBA session speakers from Australia, Singapore and South Korea



Graduate students of DRTM won the Second Prize of "Innovative Competition in Route Design for Study Tour in the Greater Bay Area"

2 GRADUATE STUDENTS OF DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT WON THE SECOND PRIZE OF "INNOVATIVE COMPETITION IN ROUTE DESIGN FOR STUDY TOUR IN THE GREATER BAY AREA"

Teaching and Learning

On 23 November 2024, the final of the Innovative Competition in Route Design for Study Tour in the Greater Bay Area was held at the International Conference Center of the Guangzhou Huashang College. The competition aims to explore the cultural and tourism resources of the Greater Bay Area and encourage young students to integrate study tours with their school curricula, so as to enhance their innovative abilities. The students from the Department of Integrated Resort and Tourism Management, Xuyuan ZHANG and Chenwei HUANG, also participated in the competition and won the Second Prize.

For more details, please visit: <https://fba.um.edu.mo/graduate-students-of-department-of-integrated-resort-and-tourism-management-won-the-second-prize-of-innovative-competition-in-route-design-for-study-tour-in-the-greater-bay-area/>

3 SEMINAR ON FINANCIAL PRODUCT DEVELOPMENT IN THE GREATER BAY AREA

Teaching and Learning

On 1 November 2024, **Prof. Amy SO (蘇小恩教授)** and **Prof. Ricardo SIU (蕭志成教授)** hosted a compelling seminar for Prof. SIU's MBA class featuring Mr. Stanley C.K. CHU, CFA, Director of Business Development for Greater China at HSBC. The seminar, titled "Prospect of New Financial Product Development in the Greater Bay Area," attracted significant interest from students eager to learn about the evolving financial landscape.

Mr. CHU provided insightful perspectives on the opportunities and challenges associated with financial product development in the rapidly growing Greater Bay Area. His expertise in markets and securities services enriched the discussion, highlighting the region's potential for innovation in finance.

The interactive Q&A session that followed Mr. CHU's presentation was particularly engaging, with many students actively participating and posing insightful questions. This lively exchange allowed attendees to delve deeper into the topics discussed and gain a better understanding of the financial sector's future in the region.

Overall, the seminar was a valuable experience for the MBA students, fostering a greater awareness of the financial opportunities within the Greater Bay Area and encouraging a spirit of inquiry and engagement among future leaders in business.



Group photo



Mr. Stanley CHU, guest speaker (middle), Prof. Amy SO (left) and Prof. Ricardo SIU (right)



Group photo



Mr. Steven WANG, president of Blue Angel Investment Co., Ltd. was invited to deliver seminar themed "Success in Entrepreneurship: Strategies to Increase Success Rates" for equipping students with essential insights into navigating the entrepreneurial landscape

4 FBA OUTSTANDING ALUMNI SEMINAR: STRATEGIES FOR ENTREPRENEURIAL SUCCESS

Teaching and Learning

Business Engagement

On 7 November 2024, the Faculty of Business Administration (FBA) hosted the "FBA Outstanding Alumni – GBA Entrepreneur Seminar Series" featuring Mr. Steven WANG, the Best CSR Award winner of the 5th Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Outstanding Young Entrepreneur Award Ceremony, president of Blue Angel Investment Co., Ltd. The event, themed "Success in Entrepreneurship: Strategies to Increase Success Rates," was aimed at equipping students with essential insights into navigating the entrepreneurial landscape.

Graduating from the University of Macau in 2010 with a major in marketing, Mr. WANG has successfully ventured into various industries, including advertising media, marketing planning, engineering construction, food and beverage retail, and sports equipment sales. Drawing from his extensive experience, he shared innovative strategies designed to enhance success rates for entrepreneurs facing today's challenges.

In his engaging lecture, Mr. WANG emphasized the critical nature of selecting the right industry and entrepreneurial direction. He highlighted that the initial decision to start a business is foundational to future success, revealing that the success rate of first-time entrepreneurs is a mere 18%. However, he noted that after approximately seven attempts, this rate can rise to over 50%. "Entrepreneurship is a marathon," he stated, urging students to continuously enhance their ability to diversify and manage pressure.

Mr. WANG also stressed the importance of understanding and managing risk within Macau's dynamic entrepreneurial environment, which offers unique opportunities and supportive policies for business growth. He underscored that balancing creativity with structured business planning is vital for thriving in a competitive market.

As the National President of Junior Chamber International Macao, China (JCI Macao) for 2024, and a member of the Nanning Municipal Committee and the Shanghai Pudong District Committee of the Chinese People's Political Consultative Conference (CPPCC), Mr. WANG encouraged aspiring entrepreneurs to actively engage with local policies to enrich their business knowledge. He believes that entrepreneurship is not only a driver of economic growth but also plays a crucial role in community development.

Looking to the future, Mr. WANG advised students to cultivate robust networks and embrace innovation as critical components for maintaining a competitive edge in the global market. He urged his peers at the University of Macau to participate in broader socio-economic platforms to maximize their impact and contribute meaningfully to society.

The seminar concluded with an interactive Q&A session, allowing students to gain further insights from Mr. WANG's wealth of experience and encouraging a vibrant discussion on entrepreneurship in Macau.

5 CCE AND BRTC CO-ORGANIZED A TRAINING COURSE ON LEADERSHIP DEVELOPMENT FOR STUDENTS FROM JINGJIANG COLLEGE OF JIANGSU UNIVERSITY

Teaching and Learning

Service

During 7 to 8 December 2024, 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 Leadership Development for 53 students from Jingjiang College of Jiangsu University.

The training was including two lectures of “Critical Thinking and Decision Making for Leaders” and “How to Nurture Future Leaders in the 21st Century”. The students expressed that they greatly benefited from the trip, gaining new experiences and understanding of UM and Macao with profound and wonderful impressions.

The two thematic lectures, “Critical Thinking and Decision Making for Leaders” and “How to Cultivate Future Leaders in the 21st Century,” brought students many case studies on Macao’s youth entrepreneurship experience and how critical thinking can be applied to solve real-world problems.

For more details, please visit: <https://e-bulletin.um.edu.mo/notice/320328/>



6 CCE AND BRTC CO-ORGANIZED A TRAINING COURSE ON LEADERSHIP DEVELOPMENT FOR STUDENTS FROM JIANGSU UNIVERSITY

Teaching and Learning

Service

During 29 to 30 November 2024, 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 Leadership Development for 48 students from Jiangsu University.

The training included several lectures, taught in English, topics are “Critical Thinking and Decision Making for Leaders”, “Leadership and Strategic Management” and “How to Nurture Future Leaders in the 21st Century”. The students expressed that they greatly benefited from the trip, gaining new experiences and understanding of UM and Macao with profound and wonderful impressions.

For more details, please visit: <https://e-bulletin.um.edu.mo/notice/316971/>

7 DELEGATION OF PORTO BUSINESS SCHOOL VISITED FBA

Business Engagement

A delegation from Porto Business School, Portugal, a partner school of the MBA Programme, visited FBA on 21 November 2024. They were warmly received by **Prof. Henry LEI (李振國教授)** on behalf of **Prof. Rose Neng LAI (黎寧教授)**, the Director of the MBA Programme. Prof. Henry LEI gave a seminar on "Introduction to Macau's economy, the Greater Bay Area and the In-Depth Cooperation Zone" to the delegation, as well as introduced them to the Mock Casino and the Currency Museum of FBA.



UPCOMING EVENT

1 FBA SEMINAR SERIES 176

- Topic: Values Homophily in Action: Co-founder authentication processes during team formation
- Speakers: Prof. Matthew Grimes, Professor of Entrepreneurship and Sustainable Futures, University of Cambridge
- Date: 19 December 2024 (Thursday)
- Time: 10:30 to 12:00
- Venue: E22-G015
- Host: Prof. Haitao Yu, Assistant Professor in 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-176/>



FBA SEMINAR SERIES
- 176

FBA SEMINAR SERIES
Values Homophily in Action:
Co-founder authentication processes during team formation

Prof. Matthew Grimes
Professor of Entrepreneurship and Sustainable Futures
University of Cambridge
Date: 19 December 2024 (Thursday)
Time: 10:30 to 12:00
Venue: E22-G015
Host: Prof. Haitao Yu, Assistant Professor in Management

Abstract
Impact-focused venture founders engage in a process of team formation where they evaluate the skills and professional experience of co-founders and the extent to which these individuals affirm values-based commitments to social and environmental impact. Yet, an increasing flow of resources towards impact-focused entrepreneurship has also begun attracting a wider pool of potential entrepreneurs who while performing interest in impact creation, vary significantly in their values. This consistency in the performance of values yet variance in personal values is a product of institutional complexity, which can lead to foundational misalignment between founders and thus the eventual demise of early-stage ventures. In this paper, we seek to better understand this co-founder evaluative process by asking, how do entrepreneurs ensure values alignment within co-founding teams? Through an 18-month ethnographic study of a climate technology accelerator, we explore the role of values authentication processes during early-stage venture team formation. Our findings reveal a community-based process where founders' values are authenticated through intensive scrutiny across three layers of public and private social arenas. These findings and our emergent model contribute to existing research on early-stage entrepreneurial team formation by specifying how values homophily occurs amid institutional complexity.

Speaker
Prof. Matthew Grimes is Professor of Entrepreneurship and Sustainable Futures, Director of the MPhil in Innovation, Strategy and Organisation Programme, and Co-Director of the Entrepreneurship Centre. His research interests include entrepreneurship and sustainable development. He examined how individuals and organisations create, introduce, and sustain positive social change by way of entrepreneurship by studying both the contextual and individual factors that contribute to innovation and the governance of innovation.

Prof. Grimes is a member of the Organisational Theory and Information Systems subject group at Cambridge Judge Business School, Academic Co-Director of the Cambridge Judge Entrepreneurship Centre, and current Associate Editor at the *Academy of Management Journal*.

All are welcome!

35th Celebrating FBA Anniversary