



NEWSLETTER

16 April 2025

ISSUE 129

NEWS

1 FBA AWARDS 2024/2025

Teaching and Learning

Business Engagement

Research

Service

In order to recognize excellence in teaching, research and service, FBA is honored to announce the following outstanding academic staff awards 2024/2025. Moreover, the Faculty would like to recognize its outstanding administrative staff. Please join us in congratulating the following recipients.

- FBA Outstanding Teaching Award
Prof. Davis Ka Chio FONG (馮家超教授) (DRTM)
- FBA Outstanding Research Award
Prof. Qian WANG (王茜教授) (AIM)
- FBA Outstanding Research Award
Prof. Anthony Ip Kin WONG (黃業堅教授) (DRTM)
- FBA Outstanding Research Award
Prof. Yi DING (丁一教授) (FBE)
- FBA Outstanding Research Award
Prof. Cheris Wing Chi CHOW (周詠芝教授) (MMI)
- FBA Outstanding Internal Service Award
Prof. Endong YANG (楊恩東教授) (FBE)
- FBA Outstanding External Service Award
Prof. Liwen ZHANG (張麗文教授) (MMI)
- FBA Excellent Administrative Staff Recognition Scheme
Ms. Kelmen Hio Man YEUNG (楊曉雯女士)





UM and Fudan University jointly offer a programme to cultivate talent in culture and tourism



Department of Integrated Resort and Tourism Management

2 UM, FUDAN JOINTLY OFFER PROGRAMME TO CULTIVATE TALENT IN CULTURE AND TOURISM IN GBA

Teaching and Learning

The University of Macau (UM) and Fudan University will launch the 'UM-Fudan 2+2 (International Integrated Resort Management—Tourism Management) Programme' in the 2025/2026 academic year. Students in the programme who meet the graduation requirements will receive bachelor's degrees from both UM and Fudan, with qualifications widely recognised by authorities in Macao and Shanghai, as well as internationally. The programme aims to integrate the resources of both universities to produce top talent with a global perspective and practical skills for the tourism and leisure industry in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), thereby supporting the development of the cultural and tourism industry in the GBA.

As Macao further promotes its strategy for economic diversification, the integrated tourism and leisure industry has become a key driver of the city's high-quality development. In response to this development trend and the growing demand for tourism industry leaders, UM and Fudan signed a strategic cooperation framework agreement in 2021 and have been actively exploring the cross-border education model with a focus on the development needs of the GBA. The official launch of this programme marks a substantial step forward in the cooperation between the two universities in the field of tourism and leisure management, while providing a broader platform for young people in Hong Kong and Macao to engage in national development.

For more details, please visit:

<https://www.um.edu.mo/news-and-press-releases/press-release/detail/60931/>

3 高級管理人員工商管理碩士(EMBA)學位課程雲南昆明宣講會成功舉辦 EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA) SHARING SESSION WAS SUCCESSFULLY HELD IN KUNMING, YUNNAN

Teaching and Learning

Business Engagement

澳門大學工商管理學院於3月1日在雲南昆明成功舉辦 "高級管理人員工商管理碩士(EMBA)學位課程宣講會"。本次宣講會是為了讓有意報讀課EMBA課程的申請人能全方位瞭解澳大及獲取最新的課程資訊。宣講會吸引了多位來自全國各地的資深企業家和高層管理人員參加，其中不乏由在讀學員推薦而來的與會者。

在此次宣講會上，EMBA課程主任袁嘉教授首先對澳門大學及澳門大學工商管理學院進行了全面介紹。他提到，該學院是全球極少數獲得“三冠王”認證的商學院之一，代表著國際商學教育的最高標準。通過開設EMBA學位課程，學院致力於為商業領袖提供高水平、國際化的繼續教育機會，幫助他們在快速變化的商業環境中保持競爭力。接下來，袁教授詳細闡述了EMBA課程的基本結構，包括課程設置、學員背景及其獨特的教學特色。他強調了澳門大學EMBA在地理位置和政策環境方面的顯著優勢，這使得學員能夠在一個充滿活力的商業生態中學習和成長。他相信，通過優質的教育和強大的校友網絡，學員們能夠在未來的職業生涯中取得更大的成就。此外，澳門大學EMBA學員代表李建兵先生也進行了發言，分享了在澳門大學EMBA課程學習的體會及收穫，並鼓勵在場的企業家和高層管理人員在事業成功之餘再次投身校園生活，提升自身競爭力及管理水平。



Group photo



Prof. Jia YUAN is introducing EMBA programme

On 1 March 2025, the University of Macau successfully held a sharing session for the Executive Master of Business Administration (EMBA) programme in Kunming, Yunnan. The event aimed to provide prospective applicants with an in-depth understanding of the programme's features and development opportunities.



University of Macau Organized the First Macao Hengqin Medical Tourism Symposium



Group photo

4 UNIVERSITY OF MACAU ORGANIZED THE FIRST MACAO HENGQIN MEDICAL TOURISM SYMPOSIUM, EXPLORING A NEW CHAPTER IN MEDICAL TOURISM

Teaching and Learning

Business Engagement

Research

On 28 March 2025, the University of Macau successfully organized the first Macao Hengqin Medical Tourism Symposium, inviting nearly 100 medical experts and scholars from the Greater Bay Area to explore new ways of integrating the development of healthcare and tourism in Macao and Hengqin. The symposium mainly focused on two major topics: the development prospect of medical tourism and regional cooperation, and the integration and application of Chinese medicine resources in medical tourism.

Prof. Glenn MCCARTNEY, Associate Dean of the Faculty of Business Administration and Associate Professor of the Department of Integrated Resort and Tourism Management (DRTM), as the symposium organizer and keynote speaker, pointed out that medical tourism is one of the most important directions in exploring the innovative development of the tourism industry and has great potential for development. He also shared his research results and unique insights in this field. Ink Chufeng WANG, a student of DRTM, also actively participated as the moderator of the symposium and contributed to the smooth progress and in-depth exchanges of the symposium.

For more details, please visit:

<https://fba.um.edu.mo/university-of-macau-organized-the-first-macao-hengqin-medical-tourism-symposium-exploring-a-new-chapter-in-medical-tourism/>

5 GUEST TALK BY SENIOR REPRESENTATIVES OF PRICEWATERHOUSECOOPERS

Teaching and Learning

Business Engagement

Mr. Bernard LI (PwC Macau Office Leader and Assurance Partner of PwC Zhuhai and Hong Kong) and Mr. Ralph CHENG (PwC Advisory Senior Manager) delivered a guest talk "Life in the consultancy industry: experience sharing from professionals" to our MBA Business Consultancy Methods classes on 12 April 2025. This guest talk is organized to help students understand more about the consultancy industry and life as business consultants. Mr. Bernard LI has extensive experience in auditing, accounting and business advisory services involving different industry sectors. Mr. Ralph CHENG specializes in capital projects and infrastructure in the Public Sector.

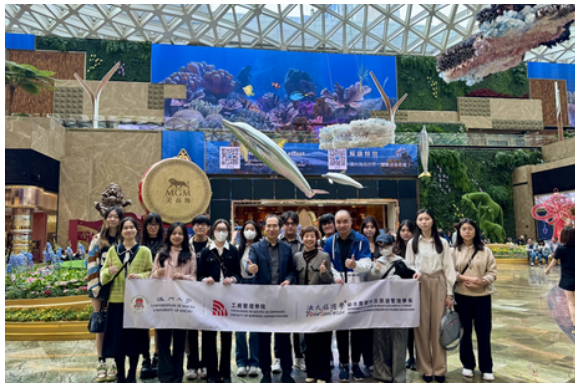


Group photo

Prof. Grace HO (何咗教授), Ms. Qian LIU and Ms. Pan WU (MBA class representatives) thanked the guest speakers and presented the certificates after the guest talk.

For more details, please visit:

<https://fba.um.edu.mo/guest-talk-by-senior-representatives-of-pricewaterhousecoopers/>



Group photo

6 FACULTY AND STUDENTS OF THE DEPARTMENT OF INTEGRATED RESORTS AND TOURISM MANAGEMENT VISIT MGM COTAI

Teaching and Learning

Business Engagement

Recently, a group of students led by **Prof. Anthony WONG (黃業堅教授)** conducted a field trip to MGM Cotai. The event was jointly led by Mr. Samuel LEI, Director of Casino Talent Development of MGM, and Ms. Chloe WONG, Assistant Director of Learning and Development of MGM. It is worth mentioning that Ms. Chloe WONG is an alumnus of the DRTM, and her careful assistance and arrangement of this event made it possible to run smoothly and further strengthen the close relationship between the university and the enterprise.

For more details, please visit:

<https://fba.um.edu.mo/faculty-and-students-of-the-department-of-integrated-resorts-and-tourism-management-visit-mgm-cotai/>

UPCOMING EVENT

1 FBA SALON SERIES ON ACCOUNTING AND ESG 010

- Topic: Materiality Uncertainty and Corporate Disclosure
- Speaker: Prof. Xiaolu ZHOU, Assistant Professor in Accounting, Chinese University of Hong Kong
- Date: 22 April 2025 (Tuesday)
- 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-esg-010/>



FBA
Salon Series on
Accounting and ESG

Title: Materiality Uncertainty and Corporate Disclosure

Prof. Xiaolu ZHOU
Assistant Professor in Accounting
Chinese University of Hong Kong

Date: 22 April 2025 (Tuesday)
Time: 13:00-14:00
Venue: FBA Lobby

Abstract
This study examines how heightened uncertainty in materiality judgments affects mandatory disclosure of material information, by using a Supreme Court ruling (Matrixx Initiatives, Inc. v. Siracusano) that rejected the use of bright-line rules previously relied upon in some U.S. circuit courts to evaluate materiality claims. Using a difference-in-differences approach, we find that affected firms increase filings of materiality-based 8-K items following the ruling, relative to unaffected control firms, whereas there is no similar effect for nonmateriality-based 8-K items. The treatment effect strengthens when firms face higher litigation risk, managers are less overconfident, and investors have more diverse opinions. The increased disclosures are primarily driven by filings containing relatively small amounts of information and by bad-news filings. These findings suggest that managers respond to heightened materiality uncertainty by making more conservative materiality judgments and increase disclosure of mandated information, particularly when the materiality is unclear and the information is adverse.

Short Bio
Prof. Xiaolu Zhou is an Assistant Professor of Accounting at The Chinese University of Hong Kong (CUHK). Prior to joining CUHK, she obtained her PhD degree in Accounting from University of Texas at Dallas, and her master's and bachelor's degrees in Finance from Fudan University. Her main research area is corporate disclosure and financial reporting. Her research has been published on accounting top journals including *Journal of Accounting Research*, *The Accounting Review* and *Review of Accounting Studies*. She is also a Chartered Financial Analyst (CFA) charterholder and a member of The Hong Kong Society of Financial Analyst.

All are welcome!

www.fba.um.edu.mo



FBA
Salon Series on
Tourism+

The Path Forward: Early Career Faculty Insights

Prof. Huiling HUANG
Prof. Soey Sut Ieng LEI
Prof. Stella Xing LIU
Assistant Professor in Integrated Resort and Tourism Management

Date: 23 April 2025 (Wednesday)
Time: 13:00-14:00
Venue: E22-G006
Moderator: Prof. Faye Chen

Abstract
Navigating the PhD journey can be both exciting and overwhelming. Looking for advice from those who've been there and done that? In this panel talk, three young assistant professors in tourism management will share personal experiences and practical advice with early-stage PhD students—from conducting impactful research to preparing for the academic job market. The session aims to provide inspiration, guidance, and insider tips to help PhD students make the most of their journey and plan strategically for their future careers.

Speaker
Prof. Huiling HUANG received her PhD from The Ohio State University. Her research interests include service marketing, technology innovation, and solo consumption.

Prof. Soey LEI received her PhD from The Hong Kong Polytechnic University. Her research interests lie in smart tourism, service innovation, and human-technology collaboration.

Prof. Stella LIU received her PhD from The Chinese University of Hong Kong. Her research focuses on human-AI interaction, tourist experience, and destination sustainable development.

All are welcome!

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2 FBA SALON SERIES ON TOURISM+ 018

- Topic: The Path Forward: Early Career Faculty Insights
- Speakers:
 - Prof. Huiling HUANG
 - Prof. Soey Sut Ieng LEI
 - Prof. Stella Xing LIU
- Assistant Professor in Integrated Resort and Tourism Management
- Date: 23 April 2025 (Wednesday)
- Time: 13:00-14:00
- Venue: E22-G006
- Moderator: Prof. Faye CHEN

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

For more details, please visit:

<https://fba.um.edu.mo/fba-salon-series-on-tourism-018/>

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FBA SEMINAR SERIES 210

- Topic: Sustainable rural tourism development: Perspectives from an institutional logic
- Speaker: Prof. Maoying WU, Associate Professor, School of Management, Zhejiang University
- Date: 25 April 2025 (Friday)
- Time: 10:30-12:00
- Venue: E22-1067
- Medium of Instruction: Chinese (中文)
- Host: Prof. Yuansi HOU, Associate 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-210/>



FBA SEMINAR SERIES - 210

Sustainable rural tourism development: Perspectives from an institutional logic

Prof. Maoying WU
Associate Professor, School of Management
Zhejiang University

Date: 25 April 2025 (Friday)
Time: 10:30 – 12:00
Venue: E22 – 1067
Medium of Instruction: Chinese (中文)
Host: Prof. Yuansi HOU, Associate Professor in Integrated Resort and Tourism Management

Abstract

The sustainable development of rural tourism is a hybrid of industry development and social governance and the result of the collaborative work among multiple stakeholders. This study first identifies key stakeholders for the sustainable development of rural tourism: rural collective economic organizations, rural small and micro enterprises, villagers and tourists. Grounded on the theory of institutional logic, it then analyzes the action logics of each stakeholder, namely community logic, market logic, endogenous logic and co-creation logic. Based on a series of empirical studies, it analyzes the paths and driving mechanisms by which different stakeholders participate in the development and governance of rural tourism industry: the organizational path of rural collective economic organizations, the responsibility-based path of rural small and micro tourism enterprises, the citizenship path of villagers and the internalization path of tourists.

Speaker

Wu Maoying is a Professor of Tourism at School of Management, Zhejiang University. Her main research interests include rural governance and rural tourism, small tourism business management, cultural creativity and innovation. She has been the principal investigator for three national research grants and several provincial level grants. She has published more than 120 papers in high-quality peer-reviewed journals, including *Tourism Management*, *Journal of Travel Research* and *Annals of Tourism Research*. She has also been awarded as Stanford/Elsevier Top 2% Scientists from 2021 to 2024.

All are welcome!

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