

# Bridging the Gap Between Academia and Macao's Integrated Resorts (IR) Industry

9th November 2022,  
The Londoner Macao

## 4th MASTERING COTAI



Registration (free of charge)



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Organizer



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU



工商管理學院  
FACULDADE DE GESTÃO DE EMPRESAS  
FACULTY OF BUSINESS ADMINISTRATION

Sponsor



9:00 Registration

9:30 Welcome Remarks

9:40 Research Presentations

10:30 Coffee Break

10:50 Research Presentations

11:50 Certificate Presentations

12:00 Close of Event

## RESEARCH PRESENTATIONS

*Winnie Sin Weng In, MSc*

### ***Exploring the drivers of turnover intention of generation Z during the probationary period: The case of hospitality employees in Macao***

Generation Z (Gen Z) will become the next generation of hospitality workers, and as the hospitality industry recovers, the issues of turnover intention and behavior by Gen Z employees can be key issues to consider. This study in particular looks at the retention of Gen Z new hires during their probationary period with practical insight on suggested measures to reduce employee turnover in the hospitality workforce.

*Tay Huang Haitong, MBA*

### ***Analysing the consumer adoption of mobile payment system in Macau***

Mobile payments (M-payment) have been increasing in recent years as a preferred payment method for many – it was first approved as a payment method in Macao in 2015. This study investigated crucial factors that influenced Macao different consumers' intention to adopt M-payment. The findings can contribute not only to M-payment developers and suppliers of mobile payment in Macao, but also factors related to programme development and user features.

*Jenny Leong Cheng I, MSc*

### ***Analysis of hotel reviews on TripAdvisor: The case of Macao during COVID-19 pandemic***

Hotel occupancies in Macao plummeted with the onset of COVID-19, but with that, an urgency for the industry to recover. Hotel purchase decision-making is highly influenced by social media networks. This study provided an analysis on hotel guests' experience in Macao on TripAdvisor online reviews (English and Chinese language) during the pandemic with findings showing there were key issues to increase guest satisfaction.

*Anastasiya Shamava Berejnaya, MSc*

### ***The analysis of training expectations' similarities and differences between managers and sales professionals in luxury retail***

A competent and well-trained luxury retail workforce is considered a crucial factor to ensure strong business performance in what is increasingly a highly competitive sector. From research primarily conducted in the luxury retail sector in Las Vegas, there are several key findings that could improve training programmes in the luxury retail sector in the Macao IR setting – and in the longer term enhance service delivery in this important sector for visitors to Macao.

*Kitty Chong In Wai, MSc*

### ***An analysis of importance of and satisfaction with back-of-house environment: The case of Macau integrated resorts***

Previous hospitality studies concentrate on the customer satisfaction with the front-of-house. This study examined the back-of-house environment from the employee perspective. The findings enhanced the understanding of the current situation, importance, and satisfaction of the Macau integrated resort back-of-house overall physical environment, with recommendations on improving this environment.

*Emily Yau Kwok Ching, MSc*

### ***Social Media Communication Strategies: What Types of Integrated Resort Facebook Messages Receive Greatest Attention?***

Examining Facebook strategy between Macao's six Integrated Resorts, this study investigated the effectiveness of this form of communication in terms of the 3 variables of popularity (through actions), commitment (from comments), and virality (the number of shares). The comparison results show types of posts that create greater Facebook engagement, and more frequent and positive reactions, with recommendations presented on increasing consumer engagement.

*Cherry Hong Ningwei, MSc*

### ***An analysis of the attractiveness of showroom entertainment within Macao's IRs for mainland Chinese tourists***

Non-gaming development is a major focus of Macao's future tourism development – and one area is the showroom entertainment industry. Macao's integrated resorts have constructed multiple venues for showroom and theatre performances. This study importantly evaluates the role and popularity of showroom entertainment in Macao for mainland Chinese tourists, highlighting what would be value-adding and appealing to attract mainland Chinese visitors to Macao.

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