



NEWSLETTER

14 May 2025

ISSUE 131

NEWS

1 STUDENTS OF THE DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT SUCCESSFULLY ORGANIZED THE “RENEWAL · COEXISTENCE: CROSS-BORDER FORUM ON THE REVITALIZATION OF OLD DISTRICTS IN MACAU”

Teaching and Learning

Business Engagement

Service

On April 26 2025, the second-year students of the Department of Integrated Resort and Tourism Management successfully organized the “Renewal · Coexistence: Cross-border Forum on the Revitalization of Old Districts in Macau”. The forum was co-organized by the Department of Integrated Resort and Tourism Management, the Centre for Tourism and Integrated Resorts Studies, and the District Development Promotion Association, with the support of the SJM Resorts. Through keynote speeches, panel discussions, postgraduate presentations, youth workshops and cross-generational dialogues, the Forum aims to stimulate young people’s interest in revitalization of old districts and encourage them to explore innovative strategies to attract tourists and promote economic growth, while at the same time delving deeper into the current status and challenges of revitalization of old districts.

At the opening ceremony, **Prof. Amy Siu Ian SO (蘇小恩教授)**, Assistant Dean of the Faculty of Business Administration, delivered a speech, while Prof. Zhuowei HUANG from the School of Tourism Management of Sun Yat-sen University and Mr. Chong Meng SIO, President of the District Development Promotion Association and Founder of Lek Hang Group, were the keynote speakers to share the successful cases of the Mainland China and their views on the revitalization of the old districts.

For more details, please visit: <https://fba.um.edu.mo/students-of-the-department-of-integrated-resort-and-tourism-management-successfully-organized-the-renewal-%c2%b7-coexistence-cross-border-forum-on-the-revitalization-of-old-districts-in-macau/>



Group photo



The forum was organized by more than 50 second-year students from the Department of Integrated Resort and Tourism Management, aiming to plant the seeds of revitalization of old districts, so that all of us can work together to spread this awareness



BRTC and CCE co-organized a training course on Youth Leadership Empowerment in the Greater Bay Area for students from Hohai University

2 FBA-BRTC AND CCE CO-ORGANIZED A TRAINING COURSE ON YOUTH LEADERSHIP EMPOWERMENT IN THE GREATER BAY AREA FOR STUDENTS FROM HOHAI UNIVERSITY

Teaching and Learning

Business Engagement

During 1 to 2 May 2025, 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 Youth Leadership Empowerment in the Greater Bay Area for 34 students from Hohai University.

The training included two lectures of "Global Business Leadership" and "How to Nurture Future Leaders in the 21st Century", sharing business leadership skills and case studies on Macao's youth entrepreneurship experience with participants. Besides the lectures, the participants visited Currency Museum and Mock Casino in FBA. These visits provided them with insights into Macao's monetary history and its leading industries.

For more details, please visit: <https://brtc.fba.um.edu.mo/cce-and-brtc-co-organized-a-training-course-on-youth-leadership-empowerment-in-the-greater-bay-area-for-students-from-hohai-university/>

3 COMPANY-BASED PROJECT PRESENTATIONS TO START-UP FIRM EXECUTIVES

Teaching and Learning

Business Engagement

FBA MBA students from the Business Consultancy Methods course successfully conducted project presentations to management executives from four startup firms on 29 and 30 April 2025. The project presentation sessions marked the completion of a series of executive-student interactions (including project kick-off meeting, face-to-face consultation session and final project presentation).

In this company-based consultancy project, student teams investigated real business issues, analyzed company situation, and proposed effective solutions to the management executives. Project topics cover a wide range of business issues including development strategy, financing, marketing, etc. After student presentations, company executives provided valuable feedback to students. They acknowledged the value of student recommendations and the great efforts of the students.

- Startup firms participating in this project include:
- BioPeTech (Macau) Limited
- Chasing Health Technology Co., Ltd.
- Macau Hap On Aromatherapy
- UTran-i Technology Ltd.



Group photo

For more details, please visit: <https://fba.um.edu.mo/company-based-project-presentations-to-start-up-firm-executives/>



DRTM faculty and students participated in the 13th Macao International Travel (Industry) Expo

4

FACULTY AND STUDENTS FROM THE DEPARTMENT OF INTEGRATED RESORT AND TOURISM MANAGEMENT PARTICIPATED IN THE 13TH MACAO INTERNATIONAL TRAVEL (INDUSTRY) EXPO

Teaching and Learning

Business Engagement

On 26 April 2025, the Department of Integrated Resort and Tourism Management organized students to participate in the 13th Macao International Tourism (Industry) Expo, exploring new trends in the industry's development in this grand cultural and tourism event. This expo is hosted by the Macao Special Administrative Region Government Tourism Bureau. The 13th MITE is held at Cotai Expo of the Venetian Macao from 25 to 27 April 2025.

Under the theme of "Explore MITE, Experience the World", MITE has established a global platform for integrating cultural and tourism resources by creating six highlights. It has attracted tourism enterprises and governmental entities from over 60 countries and regions to participate.

For more details, please visit: <https://fba.um.edu.mo/faculty-and-students-from-the-department-of-integrated-resort-and-tourism-management-participated-in-the-13th-macao-international-travel-industry-expo/>

UPCOMING EVENT




UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

FBA SEMINAR SERIES
Data as a Networked Asset



Prof. Bo Bian
Assistant Professor of Finance
Sauder School of Business,
The University of British Columbia

Date: 16 May 2025 (Friday)
Time: 10:30-12:00
Venue: E22-G015
Host: Prof. Jing Xie, Associate Professor in Finance

Abstract

Data is non-rival: a firm's data can be used simultaneously by others, and information about its customers benefits other firms even across industries. How is data being shared? Using granular information on mobile app usage, functionalities, and connections with data analytics platforms, we uncover a network of inter-firm data flows. Data sharing generates comovements in operational, financial, and stock-market performances among data-connected firms, beyond what traditional economic linkages can explain, and induces strategic complementarity in firms' product-design choices. Apple's App Tracking Transparency policy, which restricts inter-firm data flows, weakens these patterns, providing causal evidence of the role of data sharing. To explain these findings, we develop a dynamic network model of data economy, where firm growth becomes interconnected through data sharing. The model introduces a network-augmented Gordon growth formula to value data-generated cash flows, capturing direct and indirect network externalities over multiple time horizons. Our metrics of valuation centrality identify systemically important firms that disproportionately influence the data economy due to their pivotal positions within the data-sharing network.

Speaker

Prof. Bo Bian is an Assistant Professor of Finance at the UBC Sauder School of Business. She holds a PhD in Finance from London Business School. Her research focuses on empirical corporate finance, with particular interest in how legal and regulatory institutions shape productivity, innovation, entrepreneurship, and the digital economy. Her work is regularly featured at top academic conferences and journals, and has been presented to policymakers at institutions such as the Bank of Canada, the CFPB, the FTC, the Federal Reserve, and the Department of Health.

All are welcome!

1

FBA SEMINAR SERIES 222

- Topic: Data as a Networked Asset
- Speaker: Prof. Bo Bian, Assistant Professor of Finance, Sauder School of Business, The University of British Columbia
- Date: 16 May 2025 (Friday)
- Time: 10:30-12:00
- Venue: E22-G015
- Host: Prof. Jing XIE, Associate Professor in Finance

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-222/>

2 FBA SEMINAR SERIES 223

- Topic: Mobilizing Engagement in Diversity
- Speaker: Prof. Liang Hao, Associate Professor of Finance, Singapore Management University
- Date: 16 May 2025 (Friday)
- Time: 14:00-15:30
- Venue: E22-2018
- Host: Prof. Brenda Yang ZHANG, Associate 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-223/>



FBA SEMINAR SERIES
Mobilizing Engagement in Diversity

Prof. Liang Hao
Associate Professor of Finance,
Singapore Management University
Date: 16 May 2025 (Friday)
Time: 14:00-15:30
Venue: E22-2018
Host: Prof. Brenda Yang ZHANG,
Associate Professor in Business Economics

Abstract

We examine the effectiveness of sovereign wealth funds (SWFs) as a hybrid alternative to traditional government regulation and purely market-based mechanisms for addressing social externalities. Leveraging a 2021 campaign by the world's largest SWF to promote board gender diversity, we show that its engagement mobilized other responsible investors to allocate capital to targeted firms—particularly those with limited institutional ownership—thereby lowering their cost of capital and triggering positive stock market reactions. The inflow of responsible capital reinforced collective engagement efforts, a dynamic not observed in similar campaigns led by commercial investors. Overall, our findings highlight the promise of a state-backed yet market-compatible mechanism for achieving socially desirable outcomes through investor mobilization.

Speaker

Prof. Hao LIANG is an Associate Professor of Finance and the Co-Director of Singapore Green Finance Centre at Singapore Management University (SMU), where he is also the recipient of Ho Bee Professorship in Sustainability Management, BNP Paribas Fellowship, DBS Sustainability Fellowship, and Lee Kong Chian Fellowship. He is an extramural fellow of Tilburg University, and serves as a member of European Corporate Governance Institute (ECGI), the Steering Committee of Impact & Sustainable Finance Faculty Consortium, the Scientific Committee of Geneva Centre for Philanthropy, the Technical Committee for Environmental Management and Sustainable Finance of Enterprise Singapore, and China ESG30 Forum. His research interests include sustainable finance, impact investing, corporate finance and governance. He has published on prestigious academic journals including Journal of Finance, Journal of Financial Economics, Review of Finance, Journal of International Business Studies, Management Science, Organization Science, and Journal of Business Venturing. He is the Section Editor (Finance & Business Ethics) of Journal of Business Ethics, an Associate Editor of Management Science, Journal of Business Research, Asia-Pacific Journal of Financial Studies, and British Accounting Review, and on the editorial review board of Strategic Management Journal.

All are welcome!



FBA SEMINAR SERIES
Preference Elicitation for Algorithmic Personalization

Prof. Phyliss Jia Gai
Assistant Professor of Marketing,
Guanghua School of Management,
Peking University
Date: 20 May 2025 (Tuesday)
Time: 10:30-12:00
Venue: E22-G015
Host: Prof. Li Yan, Associate Professor in Marketing

Abstract

Companies and platforms frequently request consumers to indicate their preferences to generate personalized content, assuming that users will reveal their full range of interests. However, a series of experiments, including several conducted on custom-built platforms, reveals that consumers often omit interests that they would otherwise select or consider when sharing their preferences with algorithms. This tendency arises because 1) consumers believe that sharing narrow preferences reduces the risk of being misclassified by algorithms, and 2) they do not adequately consider all predefined categories of interest. Two separate research projects document these distinct processes. Crucially, the preferences shared by consumers create a feedback loop: those who select narrow preferences receive less diverse recommendations, which further narrows their choices and subsequent recommendations. Our findings thus delineate the conditions under which filter bubbles are generated and dismantled, suggesting that simple yet effective design features can significantly alter the content that individuals are exposed to and engage with.

Speaker

Prof. Phyliss Jia Gai is the Assistant Professor of Marketing at Guanghua School of Management, Peking University. She investigates consumer behavior, with a particular interest in digital consumption. Her research has been published in Journal of Consumer Research, Journal of Marketing, and Journal of Experimental Psychology: General, among others. Before joining Guanghua, she earned her PhD at Rotterdam School of Management, Erasmus University in the Netherlands.

All are welcome!

3 FBA SEMINAR SERIES 224

- Topic: Preference Elicitation for Algorithmic Personalization
- Speaker: Prof. Phyliss Jia Gai, Assistant Professor of Marketing, Guanghua School of Management, Peking University
- Date: 20 May 2025 (Tuesday)
- Time: 10:30-12:00
- Venue: E22-G015
- Host: Prof. Li YAN, Associate Professor in Marketing

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-224/>

4 SMART TOURISM SYMPOSIUM 2025

- Topic: Intersection of Technology and Applications
- Speakers:
 - Prof. Gang LI from Deakin University, Australia
 - Prof. Liang WANG from Zhejiang University, China
 - Prof. Ye WANG from the University of Macau, Macao, China
- Panelists:
 - Prof. Quan VU from Deakin University, Australia
 - Prof. Chitlada PINTHONG from Burapha University, Thailand
 - Dr. Arinya PONGWAT from Chiang Mai University, Thailand
 - Dr. Chris ZHANG from Deakin University, Australia
- Date: 20 May 2025 (Tuesday)
- Time: 10:30-12:00
- Venue: E22-G010
- Moderator: Prof. Rob LAW, Deputy Director, APAEM

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

For more details, please visit:

<https://apaem.um.edu.mo/smart-tourism-symposium-2025-intersection-of-technology-and-applications-20-may-is-open-for-registration/>



**Smart Tourism Symposium 2025:
Intersection of Technology and Applications**
20/05/2025 (Tue) | 10:00 a.m. – 12:30 noon
Venue: UM E22-G010 | Language: English

Presentations
Speakers

10:10 - 10:30
Experience-based
Compelliveness
Analysis: An AI Approach
Prof. Gang LI
Professor,
School of Information Technology,
Deakin University

10:30 - 10:50
Impacts of Facial Recognition
Payment on Tourists'
Pro-environmental Behaviors
Prof. Liang WANG
Associate Professor,
School of Management,
Zhejiang University

10:50 - 11:10
Tourists' Privacy Concerns and
Managements in Smart Tourism
Prof. Ye WANG
Assistant Professor,
Faculty of Science and Technology,
University of Macau

11:30 - 12:15 Panel Discussion
Panelists

Prof. Quan VU
Associate Professor,
Department of Information
Systems and Business Analytics,
Deakin University

Prof. Chitlada PINTHONG
Assistant Professor,
Burapha Business School,
Burapha University

Dr. Arinya PONGWAT
Lecturer,
College of Arts, Media and Technology,
Chiang Mai University

Dr. Chris ZHANG
Research Fellow,
Deakin University

Moderator
Prof. Rob LAW
Deputy Director,
Asia-Pacific Academy of Economics
and Management,
University of Macau

Registration


For enquiries,
please contact
apaem_info@um.edu.mo



**FBA SEMINAR SERIES
- 225**

FBA SEMINAR SERIES
Leadership: The Good, the Bad, and the Impact on
Followers and Leaders

Prof. Tingting Chen
Associate Professor of Management,
Lingnan University
Date: 22 May 2025 (Thursday)
Time: 10:30-12:00
Venue: E22-G015
Host: Prof. Jacky Fok Loi HONG, Professor in Management

Abstract
Leadership research has covered a broad spectrum of approaches, examining both positive and negative styles, and has extended to consider implications for both followers and leaders themselves. This comprehensive investigation has enriched our understanding of leadership's multifaceted impacts on various stakeholders. In this presentation, I will discuss my four recent papers that employ diverse methodologies, including cross-sectional, cross-lagged, longitudinal, and experimental studies. The first paper explores the effects of transformational versus directive-achieving leadership on followers' creativity via dual-cognitive pathways. This paper includes a cross-cultural field study in the sales sector and a multi-wave field study on a sample of project teams. The second paper presents a nuanced model that differentiates the impacts of active and passive-aggressive abusive supervision. Based on a multi-wave field study and two experimental studies, this model elucidates how the different forms of abusive supervision impact followers' identity protection and restructuring processes, subsequently influencing both negative and positive work outcomes. The third paper, through a five-wave cross-lagged study involving 474 team leaders and 3,712 followers, assesses the effects of servant leadership on leader performance and wellbeing through satisfying leaders' psychological needs and increasing their role conflict. Finally, the fourth paper adopts a developmental approach to examine the learning and adaptive outcomes for leaders practicing transformational leadership. This longitudinal study spans four waves with a one-month interval and includes data from 243 leaders and 1,807 followers, moving beyond transient effects to assess longer-term impacts.

Speaker
Prof. Tingting Chen is the Head and Associate Professor of the Department of Management at Lingnan University. She earned her Ph.D. in Management from City University of Hong Kong. Her research focuses on creativity and innovation at both individual and team levels, leadership, proactivity, and prosocial behavior. Tingting has published more than 30 articles in premier management journals, including the Journal of Applied Psychology, Personnel Psychology, Journal of Management, Organizational Behavior and Human Decision Processes, and Journal of Management Studies. Tingting currently serves as a Senior Editor for the Asia Pacific Journal of Management. She also serves on the editorial review boards of prestigious journals including Personnel Psychology, Journal of Management Studies, and Human Relations. She is the Chair of the SIOP (Society for Industrial and Organizational Psychology) Virtual Program for the Greater China Region. Prof. Chen has received several accolades for her research and teaching, including the Early Career Award from the University Grants Committee of Hong Kong, and the Research Output Excellence Award and the Education for Service Faculty Award from Lingnan University.

All are welcome!

5 FBA SEMINAR SERIES 225

- Topic: Leadership: The Good, the Bad, and the Impact on Followers and Leaders
- Speaker: Prof. Tingting Chen, Associate Professor of Management, Lingnan University
- Date: 22 May 2025 (Thursday)
- Time: 10:30-12:00
- Venue: E22-G015
- Host: Prof. Jacky Fok Loi HONG, Professor in Management

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-225/>