



FBA

NEWSLETTER

05 Nov 2025

ISSUE 141

## NEWS

### 1 2025 GUANGDONG-HONG KONG-MACAO GREATER BAY AREA PAY AND BENEFITS SURVEY

The 2025 Guangdong-Hong Kong-Macao Greater Bay Area Pay and Benefits Survey Results Presentation and Press Conference (Macau) was successfully held on 24 October 2025, at the FBA building. Survey committee members led by **Prof. Lingling ZHANG (張玲玲教授)** from the Department of Management and Marketing, the Macau Greater Bay Area Human Resources Association, Hong Kong Baptist University, and the Hong Kong People Management Association jointly presented the survey findings. A guest speech was delivered by the Executive Director of Human Resources at Sands China, Ms. Sonia IEONG, who shared insights into the company's innovative retirement programs.

The University of Macau serves as a co-organizer of the Guangdong-Hong Kong-Macao Greater Bay Area Annual Pay and Benefits Survey. This annual initiative is expected to contribute significantly to research and best practices in compensation and benefits across the Greater Bay Area.

For further details, please visit: <https://fba.um.edu.mo/2025-guangdong-hong-kong-macao-greater-bay-area-pay-and-benefits-survey/>



Group photo

## 2 MEETING OUR NEW FACULTY MEMBER

We are very glad to introduce our new faculty member - **Prof. Yunhui LIN (林雲輝教授)**, Assistant Professor in Business Intelligence and Analytics, who joined the Department of Accounting and Information Management of the Faculty of Business Administration on 4 November 2025.

Prof. Yunhui LIN obtained his Ph.D. in Industrial Systems Engineering and Management from the National University of Singapore in 2021. Before joining UM, he served as a Senior Scientist at the Institute of High Performance Computing, A\*STAR, Singapore. He was also an honorary visiting scholar (remote) at the School of Economics and Management, Dalian University of Technology, between 2023 and 2025. He has an excellent publication record (including *Production and Operations Management* (UTD, FT50, ABS4), *INFORMS Journal on Computing* (UTD, ABS3), and *Transportation Research Part B: Methodological* (ABS4), *European Journal of Operational Research* (ABS4)). His areas of research interest include service network design, transportation & logistics, revenue management, and AI for optimization



Prof. Yunhui LIN

Let's welcome Prof. Yunhui LIN and we highly appreciate your support to Prof. LIN.

For more information about Prof. LIN, please visit:

<https://fba.um.edu.mo/faculty/yunhuilin/>



Group photo of PwC x FBA Campus Talk 2025

## 3 PWC X FBA CAMPUS TALK 2025

On 8 October 2025, the University of Macau (UM) Faculty of Business Administration (FBA) and PricewaterhouseCoopers (PwC), jointly held the "PwC x FBA Campus Talk 2025".

The career talk aimed to assist students in finding employment and placement after graduation. At the beginning of the event, Mr. Bernard LI, PwC Macau Office Leader, introduced the company and shared his educational and career background, highlighting his extensive work experience and career advancement in the industry, along with his personal insights and wisdom.

Following this, several PwC members shared their insights and valuable comments with the students, who also had the opportunity to ask questions about future career development at PwC. Finally, the recruitment team conducted interviews with students interested in joining the company.

## 4 EY RECRUITMENT TALK 2025

On 9 October 2025, the University of Macau (UM) Faculty of Business Administration (FBA) and Ernst & Young (EY) jointly held the “EY Recruitment Talk 2025”.

The career talk aimed to assist students in finding employment and placement after graduation. Zachary CHAN (Assurance Partner) and David SAMY (Consulting Partner) from Ernst & Young shared their educational and career backgrounds, highlighting their extensive work experiences and career advancements in the industry, along with their personal insights and wisdom.

During the sharing session, the EY team asked questions about the company and encouraged students to respond. The winner would receive a “Green Pass” to expedite the interview process arranged by the company. After the event, students approached company representatives to ask questions.



Group photo of EY Recruitment Talk 2025



## 5 CCE, BRTC AND EXECUTIVE EDUCATION OF FBA CO-ORGANIZED A TRAINING FOR SENIOR FAMILY AFFAIRS EXPERTS FOR CHINA TAIPING INSURANCE HOLDINGS LIMITED

CCE, BRTC and Executive Education of FBA co-organized a “Training for Senior Family Affairs Experts” from 22-23, 29 October 2025. Participants are from China Taiping Insurance Holdings Limited.

The two-day training course included seminar and campus visit, the topics include “The knowledge of Financial Market”, “The Global Economic Macro Outlook”, “High Net Worth Customers’ Consumption Mentality and Patterns”, “Financial Innovation and Wealth Management” and “High Net Worth Clients and Wealth Management” which is taught by professors from UM and industry experts. They also visited UM Library and Gallery, we got a good feedback from all participants.

To strengthen cooperation between UM and universities in mainland, CCE, BRTC and Executive Education are continuing to provide training programs for company in the future.

For further details, please visit: <https://brtc.fba.um.edu.mo/cce-brtc-and-executive-education-of-fba-co-organized-a-training-for-senior-family-affairs-experts-for-china-taiping-insurance-holdings-limited/>

# UPCOMING EVENT



**UM DISTINGUISHED VISITING SCHOLAR SEMINAR**

**Platform Owners' Entry and Complementors' Innovation: The Impact of Platform Evolution within and across Technology Generations**

**Prof. Haiyang LI, H. Joe Nelson III Professor of Management, Rice University**

**Date:** 6 November, 2025  
**Time:** 10:00 - 11:30  
**Venue:** E22-G008  
**Host:** Prof. Linda Xiaoyun CHEN, Associate Professor in Management

**Abstract**  
The platform literature has shown conflicting findings regarding how a platform owner's entry into its complementors' market affects complementors' innovation. To reconcile these mixed findings, we present a dynamic perspective on platform evolution within and across technology generations. We argue that in the early stage of a platform's technology generation, the platform owner's entry provides vicarious learning opportunities for complementors to understand and reduce their technology and demand uncertainties, thus encouraging their innovation. However, in the late stage, the platform owner's entry increases competitive pressure on complementors, thus discouraging their innovation. We further explore how technology gaps between two successive generations and complementors' product portfolios' attributes moderate these relationships. Our findings, using data from the game console industry (2000-2020), strongly support these arguments.

**Speaker**  
Dr. Haiyang LI is the H. Joe Nelson III Professor of Strategic Management and Innovation at the Jesse H. Jones Graduate School of Business, Rice University. He earned his bachelor's and master's degrees in economics from Renmin University of China and obtained his Ph.D. from City University of Hong Kong. Before joining Rice University, he served on the faculty of the Department of Management at Texas A&M University and Lingnan University of Hong Kong.

His research focuses on technology entrepreneurship and innovation, strategic alliances, multinational firms' innovation in emerging markets, and the development of China's technology clusters. His work has appeared in leading journals such as the *Academy of Management Journal*, *Strategic Management Journal*, *Journal of Marketing*, *Organization Science*, *Strategic Entrepreneurship Journal*, *Journal of International Business Studies*, and *Research Policy*. He is also the co-founding editor of the *Quarterly Journal of Management*, a premier management journal in Chinese. At Rice University, Dr. LI teaches courses in Strategic Management, Strategic Innovation Management, and Digital Transformation across the MBA/EMBA programs.

Dr. LI's research and teaching have been recognized with multiple awards. He received the Best Paper Award in the Selling and Sales Management Track at the American Marketing Association's Winter Marketing Educators' Conference (2001) and the Grief Research Impact Award (2016). His teaching case, "GE China Technology Center: Evolving Role in Global Innovation," won the EFMD Case Writing Competition Award in the Bringing Technology to Market category. He was honored with the Teaching Excellence Award for the Professional MBA Program at the Jones School of Business.

All are welcome!

## 1 UM DISTINGUISHED VISITING SCHOLAR SEMINAR

- Topic: Platform Owners' Entry and Complementors' Innovation: The Impact of Platform Evolution within and across Technology Generations
- Speaker: Prof. Haiyang LI, H. Joe Nelson III Professor of Management, Rice University
- Date: 6 November, 2025 (Thursday)
- Time: 10:00-11:30
- Venue: E22-G008
- Language: English

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

For more details, please visit:

<https://fba.um.edu.mo/um-distinguished-visiting-scholar-seminar-platform-owners-entry-and-complementors-innovation-the-impact-of-platform-evolution-within-and-across-technology-generations/>

## 2 FBA SEMINAR SERIES 281

- Topic: Contemporary Strategic Management Research on Technology and Innovation
- Speaker: Prof. Haiyang LI, Joe Nelson III Professor of Management, Rice University
- Date: 6 November 2025 (Thursday)
- Time: 11:30-12:30
- Venue: E22-G008
- Host: Prof. Linda CHEN, Associate 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-281/>



**FBA SEMINAR SERIES - 281**

**Contemporary Strategic Management Research on Technology and Innovation**

**Prof. Haiyang LI**  
Joe Nelson III Professor of Management  
Rice University

**Date:** 6 November 2025 (Thursday)  
**Time:** 11:30-12:30  
**Venue:** E22-G008  
**Host:** Prof. Linda CHEN, Associate Professor in Management

**Abstract**  
The platform literature has shown conflicting findings regarding how a platform owner's entry into its complementors' market affects complementors' innovation. To reconcile these mixed findings, we present a dynamic perspective on platform evolution within and across technology generations. We argue that in the early stage of a platform's technology generation, the platform owner's entry provides vicarious learning opportunities for complementors to understand and reduce their technology and demand uncertainties, thus encouraging their innovation. However, in the late stage, the platform owner's entry increases competitive pressure on complementors, thus discouraging their innovation. We further explore how technology gaps between two successive generations and complementors' product portfolios' attributes moderate these relationships. Our findings, using data from the game console industry (2000-2020), strongly support these arguments.

**Speaker**  
Dr. Haiyang LI is the H. Joe Nelson III Professor of Strategic Management and Innovation at the Jesse H. Jones Graduate School of Business, Rice University. He earned his bachelor's and master's degrees in economics from Renmin University of China and obtained his Ph.D. from City University of Hong Kong. Before joining Rice University, he served on the faculty of the Department of Management at Texas A&M University and Lingnan University of Hong Kong.

His research focuses on technology entrepreneurship and innovation, strategic alliances, multinational firms' innovation in emerging markets, and the development of China's technology clusters. His work has appeared in leading journals such as the *Academy of Management Journal*, *Strategic Management Journal*, *Journal of Marketing*, *Organization Science*, *Strategic Entrepreneurship Journal*, *Journal of International Business Studies*, and *Research Policy*. He is also the co-founding editor of the *Quarterly Journal of Management*, a premier management journal in Chinese. At Rice University, Professor LI teaches courses in Strategic Management, Strategic Innovation Management, and Digital Transformation across the MBA/EMBA programs. Dr. LI's research and teaching have been recognized with multiple awards. He received the Best Paper Award in the Selling and Sales Management Track at the American Marketing Association's Winter Marketing Educators' Conference (2001) and the Grief Research Impact Award (2016). His teaching case, "GE China Technology Center: Evolving Role in Global Innovation," won the EFMD Case Writing Competition Award in the Bringing Technology to Market category. He was honored with the Teaching Excellence Award for the Professional MBA Program at the Jones School of Business.

All are welcome!



**FBA SEMINAR SERIES - 258**

**FBA SEMINAR SERIES**

**Dollar and Carry Redux**



**Prof. Thomas Andreas MAURER**  
Associate Professor of Finance  
HKU Business School  
University of Hong Kong

Date: 6 November 2025 (Thursday)  
Time: 11:00-12:30  
Venue: E22-G004  
Host: Prof. Wenjin KANG, Professor in Finance

**Abstract**

Contrary to existing literature, we establish that two factors, dollar and carry, suffice to explain a large cross-section of currency returns with R<sup>2</sup>s exceeding 80%. Our paper highlights the importance of accounting for time-variation in conditional moments. Unconditional estimations that ignore this time-variation mistakenly reject the two-factor model. We propose a parsimonious framework to estimate conditional currency factor models and provide testable restrictions. Our findings imply that currency markets are well described by a model in which (i) each country-specific SDF loads on one country-specific—dollar—and one global—carry—shock, and (ii) risk loadings are time-varying. Other risk factors proposed in the literature are useful to describe the time variation in dollar and carry factor risk premia.

**Speaker**

Prof. Thomas Andreas Maurer is an Associate Professor of Finance at the HKU Business School, The University of Hong Kong. Before joining HKU in 2019, he was an Assistant Professor of Finance at the Olin Business School, Washington University in St. Louis from 2012 to 2019. His research contributions are in the area of theoretical and empirical asset pricing, international finance and household finance. He regularly serves as a committee member for academic conferences and as an academic referee for many major economics and finance journals.

All are welcome!

**3 FBA SEMINAR SERIES 258**

- Topic: Dollar and Carry Redux
- Speaker: Prof. Thomas Andreas MAURER, Associate Professor of Finance, HKU Business School, University of Hong Kong
- Date: 6 November 2025 (Thursday)
- Time: 11:00-12:30
- Venue: E22-G004
- Host: Prof. Wenjin KANG, Professor in Finance

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-258/>

**4 FBA SEMINAR SERIES 257**

- Topic: The Psychology of Economic Inequality: How Income Gaps Shape Well-being, Values, and Behavior
- Speaker: Prof. Hongfei DU, Associate Professor, Department of Psychology, Beijing Normal University (Zhuhai)
- Date: 6 November 2025 (Thursday)
- Time: 14:00-15:30
- Venue: E22-G004
- Host: Prof. Xinyue ZHOU, Distinguished Professor in Marketing

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-257/>



**FBA SEMINAR SERIES - 257**

**FBA SEMINAR SERIES**

**The Psychology of Economic Inequality: How Income Gaps Shape Well-being, Values, and Behavior**



**Prof. Hongfei DU**  
Associate Professor  
Department of Psychology  
Beijing Normal University (Zhuhai)

Date: 6 November 2025 (Thursday)  
Time: 14:00-15:30  
Venue: E22-G004  
Host: Prof. Xinyue ZHOU, Distinguished Professor in Marketing

**Abstract**

Rising economic inequality is a global phenomenon that shapes not only material conditions but also psychological experiences and behaviors. This talk presents a program of research examining how income inequality—both objective and perceived—affects people's well-being values, prosociality, and work behavior. Across large-scale surveys and experiments conducted in China, the United States, and cross-national samples, the findings converge on a consistent pattern: inequality heightens social comparison and status concerns, and shifts motivation toward self-focus and competition. People living in more unequal contexts report lower happiness and greater psychological distress, partly because they engage in more upward comparison and feel less social trust. Those perceiving higher inequality also place greater emphasis on self-enhancement values and less on benevolence, and they show reduced willingness to act prosocially, such as returning a lost wallet. Moreover, inequality encourages longer working hours, especially among disadvantaged and urban groups, reflecting intensified effort in competitive environments. Together, these studies reveal that economic inequality extends beyond income gaps, reshaping how people think, feel, and relate to others, with wide-ranging implications for psychological well-being and social cohesion.

**Speaker**

Prof. Hongfei DU earned his Ph.D. from the University of Hong Kong (HKU) and currently serves as an Associate Professor in the Department of Psychology, Beijing Normal University (BNU, Zhuhai). He serves as an Associate Editor for the *British Journal of Social Psychology* and the *Asian Journal of Social Psychology*, in addition to holding council and committee memberships within the Chinese Social Psychological Society and the Chinese Psychological Society. His research has been featured in international psychology journals, including *Journal of Personality*, *European Journal of Personality*, *Personality and Social Psychology Bulletin*, *Social Psychological and Personality Science* and *Journal of Experimental Social Psychology*, with collaborative cross-national work appearing in *Nature Human Behaviour*, *Proceedings of the National Academy of Sciences*, and *Journal of Personality and Social Psychology*. Dr. Du's findings have garnered broad academic attention, leading to invited presentations at the SPSP and AASP annual conventions, international media coverage by outlets like *Pacific Standard*, and an interview with the USA's National Public Radio (NPR).



**FBA SEMINAR SERIES**  
- 260

**FBA SEMINAR SERIES**  
The Value of NGO Activism: Evidence from Sustainability Disclosure



**Prof. Janja BRENDEL**, Assistant Professor at the School of Accountancy, The Chinese University of Hong Kong (CUHK) Business School, HONG KONG  
Date: 7 November 2025 (Thursday)  
Time: 10:00 – 11:30  
Venue: E22-G015  
Host: Prof. Rubin HAO, Assistant Professor in Accounting

**Abstract**

We examine the implications of NGO activism around the world and their role as corporate watchdogs using novel data on NGO allegations about misleading or false corporate environmental and social claims (“E&S-washing”). These NGO campaigns primarily target large, visible firms in the consumer-facing or oil and gas industries, focusing predominantly on statements on how firms impact climate change, consumer health, and waste. NGOs target E&S-washing in customer-focused disclosures like advertisements, product labels, and packaging, which are unaffected by recent sustainability disclosure regulations. Stocks react with negative announcement returns to NGO allegations, especially when the alleged behavior concerns financially-material E&S issues. Negative media reporting also rises. NGO campaigns have real effects: Firm criticized for climate-related claims reduce their Scope 1 emissions, but this effect comes with a simultaneous increase in emissions in the supply chain. The corporate response arises, at least partially, because NGOs catalyze engagement by institutional investors.

**Speaker**

Prof. Janja BRENDEL has been an Assistant Professor at the School of Accountancy, The Chinese University of Hong Kong (CUHK) Business School, since 2021. She earned her PhD in Accounting from Humboldt University of Berlin, part of the German Universities Excellence Initiative, and holds a Master’s and a Bachelor of Science in Accounting and Finance from the London School of Economics and Political Science. Prof. Brendel’s interest in accounting and finance began during her time as a banking apprentice at Deutsche Bank. She is passionate about teaching the language of accounting and understanding its economic foundations. Her teaching experience includes courses in financial accounting, valuation, and auditing. She has also served as a Research and Teaching Assistant at Humboldt University and is a Research Fellow of TRR 266 Accounting for Transparency. Before pursuing her PhD, she worked as an investment banking analyst, specializing in M&A and restructuring deals, gaining experience at Greenhill, Lehman Brothers, BNP Paribas, and Deutsche Bank. Additionally, she worked at Deutsche Bank’s Chinese Joint Venture in Beijing, which enriches her ability to connect research and teaching to real-world issues. Professor Brendel aims to have a tangible impact through her work, addressing relevant issues that have been featured in the Financial Times. Her primary research interests lie in empirical financial accounting, with a focus on firms’ financial reporting and the role of information in capital markets. Recently, her research has concentrated on activist investors, including short-sellers, and the cryptocurrency markets. Her work has been published in leading journals, including *The Journal of Accounting Research* and the *Review of Accounting Studies*. Additionally, she has received two government grants in Hong Kong to support her innovative research initiatives.

All are welcome!

**5 FBA SEMINAR SERIES 260**

- Topic: The Value of NGO Activism: Evidence from Sustainability Disclosure
- Speaker: Prof. Janja BRENDEL, Assistant Professor at the School of Accountancy, The Chinese University of Hong Kong (CUHK) Business School, HONG KONG
- Date: 7 November 2025 (Thursday)
- Time: 10:00-11:30
- Venue: E22-G015
- Host: Prof. Rubin HAO, Assistant Professor in Accounting

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-260/>

**6 FBA SEMINAR SERIES 263**

- Topic: The Impact of Non-Diagnostic Digital Services on Online Healthcare Consultation
- Speaker: Prof. Xin LI, Professor, Hong Kong Polytechnic University
- Date: 10 November 2025 (Monday)
- Time: 13:00-14:30
- Venue: E22-G008
- Host: Prof. Zhiya ZUO, Associate Professor in Business Intelligence and Analytics

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-263/>



**FBA SEMINAR SERIES**  
263

**FBA SEMINAR SERIES**  
The Impact of Non-Diagnostic Digital Services on Online Healthcare Consultation



**Prof. Xin LI**  
Professor, Hong Kong Polytechnic University

Date: 10 November 2025 (Monday)  
Time: 13:00 – 14:30  
Venue: E22-G008  
Host: Prof. Zhiya ZUO, Associate Professor in Business Intelligence and Analytics

**Abstract**

The persistent preference of patients for well-known healthcare providers inevitably leads to demand imbalances within the healthcare sector. Luckily, our research reveals that online healthcare platforms (OHPs) can address this issue by offering non-diagnostic digital services. Using an OHP-based online prescribing service as an example, our study reveals that this non-diagnostic digital service has resulted in a significant increase in consultations, particularly for less prominent hospitals and junior physicians. This shift promotes a more equitable distribution of healthcare demand. Furthermore, we demonstrate that the balancing effect primarily arises from attracting low-uncertainty demand—consultations that focus less on diagnosis—and from fostering trust between patients and physicians. Our findings present a compelling information systems (IS) solution to the pressing issue of patient demand imbalance. By illustrating how a non-diagnostic digital solution can transform healthcare delivery and enhance resource allocation, we contribute to improved healthcare efficiency. This paper offers insights for researchers focused on OHP design and for health practitioners seeking to leverage digital solutions to manage demand.

**Speaker**

Xin Li is a Professor in the Department of Management and Marketing at the Hong Kong Polytechnic University. He received his PhD in management from the University of Arizona and BE and ME from Tsinghua University. His research interests include digital economy, machine learning, social networks, applied econometrics. His research appears on MIS Quarterly, Information Systems Research, Journal of Management Information Systems, INFORMS Journal on Computing, among others. He is an Associate Editor of INFORMS Journal on Computing and Information & Management, and a Senior Editor of Information Technology and People.

All are welcome!



**FBA SEMINAR SERIES 264**

**FBA SEMINAR SERIES**

**Joint optimization of slot and empty container co-allocation for liner alliances with uncertain demand in the maritime logistics industry**



**Prof. Shaorui ZHOU**  
Associate Professor, Sun Yat-sen University

Date: 12 November 2025 (Wednesday)  
Time: 10:30-12:00  
Venue: E22-G010  
Host: Prof. Zhaotong LIAN, Professor in Business Intelligence and Analytics

**Abstract**

With the growth traffic of containerized shipping worldwide, container liners have seen increasing cooperation. Slot co-allocation has drawn wide attention as a way of cooperation within liner alliances. However, due to the need for liner alliances to predict uncertain future demands to formulate empty container scheduling plans, empty container repositioning and co-allocation are essential but seldom considered. In response to this, this paper jointly optimizes the slot and empty container co-allocation issues by considering slot and empty container sharing. First, we proposed a two-stage stochastic programming model to minimize the total cost of the liner alliance. To solve the high-dimensional stochastic programming problem, we then proposed two new hybrid stochastic learning algorithms, which utilize the network structure while adaptively approximating the objective function by learning from historical data. Finally, we tested our algorithm in the real route data of the Ocean Alliance between South Asia and Southeast Asia. Computational results indicate that the proposed algorithms exhibit effective and efficient performance for joint optimization of slot and empty container co-allocation for liner alliances with uncertain demand, and some interesting managerial insights can be drawn from the rolling-horizon experiments.

**Speaker**

Dr. Shaorui ZHOU is currently an associate professor and doctoral supervisor at Sun Yat-sen University and a distinguished professor of the "Pengcheng Peacock Plan" in Shenzhen. He received his Ph.D. in Management Science and Engineering from Sun Yat-sen University, China, and his Ph.D. in Management Science from City University of Hong Kong, Hong Kong. His research areas mainly include: 1) Supply chain management; 2) next-generation intelligent port and shipping systems; 3) low-altitude economy; 4) intelligent optimization algorithms. He has won the Doctoral Academic Award from the Ministry of Education of China. He is the chair of Low Altitude Economics at the World Transportation Conference (WTC). He has published more than 40 papers in the field of big data and artificial intelligence, with 6 papers selected as ESI highly cited papers. His research has been supported by the National Science Foundation of China, the Ministry of Education of China, and the Chinese Academy of Engineering.

All are welcome!

**7 FBA SEMINAR SERIES 264**

- Topic: Joint optimization of slot and empty container co-allocation for liner alliances with uncertain demand in the maritime logistics industry
- Speaker: Prof. Shaorui ZHOU, Associate Professor, Sun Yat-sen University
- Date: 12 November 2025 (Wednesday)
- Time: 10:30-12:00
- Venue: E22-G010
- Host: Prof. Zhaotong LIAN, Professor in Business Intelligence and Analytics

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-264/>

**8 FBA SEMINAR SERIES 269**

- Topic: The Granularity of Wait Time Information
- Speaker: Prof. Yiming ZHANG, Assistant Professor, The Chinese University of Hong Kong, Shenzhen
- Date: 14 November 2025 (Friday)
- Time: 11:00-12:30
- Venue: E22-G015
- Host: Prof. Grace Qi FU, Associate Professor in Business Intelligence and Analytics

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

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-269/>



**FBA SEMINAR SERIES 269**

**FBA SEMINAR SERIES**

**The Granularity of Wait Time Information**



**Prof. Yiming ZHANG**  
Assistant Professor, The Chinese University of Hong Kong, Shenzhen

Date: 14 November 2025 (Friday)  
Time: 11:00 – 12:30  
Venue: E22-G015  
Host: Prof. Grace Qi FU, Associate Professor in Business Intelligence and Analytics

**Abstract**

Virtual queues have become increasingly prevalent, allowing customers to wait remotely but often increasing uncertainty about actual wait times. To better manage customer expectations, many service platforms provide wait time information (WTI). While prior research has mainly focused on point estimates of WTI, we examine the granularity of WTI—whether provided as a point estimate or as an interval with varying widths—and its impact on customer abandonment behavior. We conducted a large-scale field experiment on a global ride-sharing platform in an international city, where customers in virtual queues were randomly assigned to receive (i) a point estimate, (ii) a narrow interval, or (iii) a wide interval of expected wait time. Using over 33,000 ride requests, we first estimate a proportional hazard model and find that customers receiving a narrow interval are less likely to abandon relative to those receiving a point estimate, whereas a wide interval shows no improvement. To understand the mechanism, we develop a dynamic structural model of customer waiting behavior. We find that less granular WTI makes customers form more optimistic prior beliefs about their wait times but also increases their perceived waiting cost relative to the ride reward. These opposing effects generate a trade-off: when the interval is sufficiently narrow, optimism dominates and abandonment decreases; when too wide, uncertainty dominates and abandonment rises. Managerially, our results highlight the importance of optimally calibrated WTI granularity—providing an appropriately narrow interval can reduce abandonment and enhance customer experience, whereas overly wide intervals can erode credibility and service performance.

**Speaker**

Yiming Zhang is an Assistant Professor at the School of Management and Economics, The Chinese University of Hong Kong, Shenzhen. He holds a Ph.D. in Operations Management from the Foster School of Business, University of Washington, and a bachelor's degree in Statistics from the University of Science and Technology of China. His research focuses on empirical service operations and behavioral operations management. He collaborates closely with industry partners, including ride-sharing, food delivery, and logistics platforms. His research has been published in Management Science. He has earned the INFORMS MSOM Society Service SIG Best Paper Award, the INFORMS Service Science Best Cluster Paper Award (First Place), and the CSAMSE Best Practice Award (Second Place).

All are welcome!



**FBA SEMINAR SERIES**  
- 271

**FBA SEMINAR SERIES**

**Seize the Day and Enjoy Every Moment: The Influence of Temporal Perspective on Individual Consumption Decisions**



**Prof. Yaoqi LI**  
Professor, School of Tourism Management, Sun Yat-sen University

Date: 20 November 2025 (Thursday)  
Time: 11:00-12:30  
Venue: E22-1030  
Medium: Chinese(中文)  
Host: Prof. Biqiang LIU, Assistant Professor in Integrated Resort and Tourism Management

**Abstract**  
Stimulating consumption and expanding domestic demand have been identified as top priorities in China's economic agenda. How to effectively boost national consumption through behavioral nudges has become a key concern for both academia and policymakers. However, existing explicit policies that rely on material incentives, such as issuing consumption vouchers or lowering interest rates, have limitations in terms of long-term impact. Therefore, it is crucial to explore psychological, implicit nudging strategies to achieve sustained consumption growth. This study adopts a temporal psychology perspective and employs a mixed-methods approach, including secondary data analysis, laboratory experiments, large-scale surveys, and field experiments, to systematically examine how temporal perspective influences individuals' consumption tendencies by stimulating experiential consumption needs. Key findings include: Compared to a cyclical temporal perspective (which emphasizes the repetitive nature of time), a linear temporal perspective (which highlights the irreversible passage of time) more effectively promotes consumption tendencies. Experiential consumption needs mediate this relationship. Temporal framing moderates the above effects. A limited temporal frame strengthens both the direct and indirect influence of temporal perspective on consumption tendencies, while an open-ended temporal frame weakens these effects. By incorporating temporal perspective nudges into the context of expanding domestic demand, this study extends the boundaries of framing effect research. The findings provide empirical support and practical guidance for China's current efforts to boost national consumption and offer valuable insights for achieving long-term consumption growth.

**Speaker**  
Dr. Li is a Professor and Doctoral Supervisor at the School of Tourism Management, Sun Yat-sen University. He currently serves as the Director of the Cultural and Tourism Consumption Research Center at Sun Yat-sen University, Strategic Expert for the Guangdong Provincial Development and Reform Commission, Tourism Homestay Assessment Expert for Guangdong Province, and Vice President of the Guangzhou Homestay Association. Dr. Li has led four national grants funded by the National Natural Science Foundation of China. He has published over 100 articles in leading management and tourism journals, including the Journal of Management, Annals of Tourism Research, Tourism Management, Journal of Travel Research, International Journal of Information Management, Journal of Business Research. His work has been cited more than 1,000 times in both Chinese and English journals, placing him among the Top 1% of Highly Cited Scholars on CNKI. His research findings have been featured in prominent media outlets such as the Chicago Tribune, Yahoo Finance, The Conversation, and Economic Daily, and were notably cited in the UK Parliament policy document LEV0060—Reimagining where we live: Cultural placemaking and levelling up, published by the UK Parliament Select Committee.

**All are welcome!**

9 FBA SEMINAR SERIES 271

- Topic: Seize the Day and Enjoy Every Moment: The Influence of Temporal Perspective on Individual Consumption Decisions
- Speaker: Prof. Yaoqi LI, Professor, School of Tourism Management, Sun Yat-sen University
- Date: 20 November 2025 (Thursday)
- Time: 11:00-12:30
- Venue: E22-1030
- Medium: Chinese(中文)
- Host: Prof. Biqiang LIU, Assistant Professor in Integrated Resort and Tourism Management

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

For more details, please visit:

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