



# NEWSLETTER

4 Feb 2026

ISSUE 147

## NEWS

### 1 THE FACULTY OF BUSINESS ADMINISTRATION AT THE UNIVERSITY OF MACAU HOSTED INAUGURATION CEREMONY FOR THE FUTURE BUSINESS LEADER EXPERIENCE PROGRAMME

On 2 January 2026, The Faculty of Business Administration (FBA) at the University of Macau (UM) successfully held the Inauguration Ceremony for the Future Business Leader Experience Programme. This two-year programme is designed to cultivate high-potential students through personalized mentorship from esteemed executives and industry leaders, equipping participants with the skills and insights necessary for success in a dynamic business landscape. Students selected for this initiative have demonstrated remarkable dedication and potential throughout a rigorous application and selection process.

Prior to the ceremony, **Prof. Albert IP (葉毓強教授)**, FBA Advisory Board member and Senior Advisor of FBA Career Committee, engaged students in a round-table discussion. During this session, Prof. IP shared his valuable insights on the attributes and practices that contribute to success in the programme, drawing from his extensive experience as a global leader and in esteemed roles.

The event commenced with welcoming remarks from **Prof. Jun YU (余俊教授)**, Dean of FBA. Following his address, Prof. Albert IP provided further insights into fostering success within the programme. To express gratitude for the support of our Senior Advisor and Executive Career Council Board members, certificates of recognition were presented to them. Confirmations of enrollment were also presented to students selected to participate in this prestigious programme.

For more details, please visit: <https://fba.um.edu.mo/the-faculty-of-business-administration-at-the-university-of-macau-hosted-inauguration-ceremony-for-the-future-business-leader-experience-programme/>



Group photo



The students received their certificates during the Inauguration ceremony



Department of Management and Marketing successfully held the Workshop on Frontiers in Marketing Research

## 2 WORKSHOP ON FRONTIERS IN MARKETING RESEARCH

On 27 January 2026, the Department of Management and Marketing successfully held the Workshop on Frontiers in Marketing Research, which aimed to provide cutting-edge insights into consumer behavior and marketing strategy research and to support the development of high-quality scholarly work. The workshop brought together faculty members and PhD students for in-depth academic exchange and lively discussion.

Three distinguished visiting scholars shared their ongoing research. Prof. Yacheng SUN (Tsinghua University) presented innovative work on using large language models as theory discovery tools in marketing research, demonstrating how AI can complement classical theorizing by uncovering novel, data-driven insights. Prof. Yuwei JIANG (Hong Kong Polytechnic University) discussed the double-edged nature of disability stereotypes, showing how they can simultaneously enhance consumer engagement in influencer marketing while disadvantaging disabled candidates in creativity-intensive employment contexts. Prof. Zhilin YANG (City University of Hong Kong) examined the complex role of local religiosity in shaping corporate carbon practices, revealing its dual effects through competing corporate cultural pathways.

For more details, please visit: <https://fba.um.edu.mo/workshop-on-frontiers-in-marketing-research-3/>

## 3 STUDENT CONSULTANTS IN ACTION TO TACKLE REAL BUSINESS CHALLENGES

Company-based consultancy project has been a major component of a MBA course, Business Consultancy Methods, which has been taught by **Prof. Grace HO (何映教授)**, Assistant Professor from Department of Management and Marketing. Student teams take the role of business consultants, work on real business issues and propose feasible solutions to client companies. By interacting with and receiving advice from company executives, students experience a practical, interesting and engaging learning journey. This year, the MBA students work with four client companies from diverse industries, including three startup companies associated with the Centre for Innovation and Entrepreneurship (CIE) of the University of Macau, and one catering business.

On 26 January 2026, the MBA students met management executives from the client companies. This meeting marks the beginning of a series of executive-student interactions (including off-class consultations, in-class project presentations) which lead to the completion of a company-based project. During the meeting, Dr. Grace LU from CIE introduced the CIE and client company executives to our students. Senior executives from the client companies then discussed with our students regarding different project topics and shared their expert opinion.

For more details, please visit: <https://fba.um.edu.mo/student-consultants-in-action-to-tackle-real-business-challenges/>



Group photo



#### 4 TSINGHUA UNIVERSITY DELEGATION OF MBA STUDENTS AND PROFESSORS VISITED FBA

A delegation comprising of MBA students and teachers from the School of Economics and Management, Tsinghua University MBA Education Center visited FBA on 20 January 2026. They were warmly received by **Prof. Rose LAI (黎寧教授)**, **Prof. Davis FONG (馮家超教授)** and **Prof. Henry LEI (李振國教授)**. The delegation paid a visit to the Mock Casino and the Currency Museum where Prof. Henry LEI gave an introduction, followed by a faculty introduction speech delivered by Prof. Rose LAI. Then, Prof. Davis FONG gave a seminar about “Review of Tourism and Gaming Industry Development in Macau – Opportunities and Challenges”. After the lecture, an exchange session was held between UM MBA students, alumni, and the MBA students of Tsinghua University. The session provided an excellent opportunity for both sides to engage in meaningful dialogues, exchanging insights and networking.



MBA students and teachers from the School of Economics and Management, Tsinghua University MBA Education Center visited FBA



CTIRS organized an experiential study trip to Hong Kong Disneyland

#### 5 CTIRS STUDY TRIP TO HONG KONG DISNEYLAND: EXPLORING SERVICE EXCELLENCE, INNOVATION, AND CAREER DEVELOPMENT

On 17 January 2026, the Centre for Tourism and Integrated Resort Studies (CTIRS) organized an experiential study trip to Hong Kong Disneyland, with 32 students from the Faculty of Business Administration at the University of Macau participating. The visit was led by **Prof. Amy SO (蘇小恩教授)**, Director of CTIRS, and **Prof. Soey LEI (李雪瑩教授)**, Assistant Professor in Integrated Resort and Tourism Management. This annual learning activity continues to provide students with valuable exposure to world class service standards and themed resort operations.

As part of the program, students engaged in a series of interactive workshops and discussions with Disney cast members, including Mr. Simon YAN, the Area Manager of Food & Beverage team, gaining insights into Disney’s service values, positive work culture, and the importance of lifelong learning. The immersive experience allowed students to better understand how Disney integrates storytelling, operational excellence, and guest engagement into its daily operations. All these enhanced students’ communication, creative problem-solving, and team collaboration skills—key competencies that are essential for future careers in hospitality and integrated resort management.

For more information, please visit:

<https://ctirs.fba.um.edu.mo/study-trip-to-hong-kong-2026/>



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## CCE AND BRTC CO-ORGANIZED A TRAINING COURSE ON CROSS-CULTURAL COMMUNICATION AND LEADERSHIP FOR STUDENTS FROM INNER MONGOLIA UNIVERSITY

The Centre for Continuing Education (CCE) of the University of Macau (UM), in collaboration with the Business Research and Training Center (BRTC) of Faculty of Business Administration's (FBA), hosted a "Training Course on Cross-Cultural Communication and Leadership" for 40 outstanding students from various majors at Inner Mongolia University (IMU) from 19 to 21 January 2026.

Two leading teachers from the Office of International Cooperation and Exchange at IMU delivered speeches at the opening and closing ceremonies. They expressed gratitude for UM's meticulous arrangements and hoped that students would cherish this rare learning opportunity to broaden their horizons and increase their knowledge. **Prof. Matthew LIU (劉丁己教授)**, Director of CCE, expressed his hope that the teachers and students from IMU would learn more about UM and Macao, and welcomed them to visit UM for exchange and study again in the future.

For more information, please visit: <https://cce.um.edu.mo/cce-and-brtc-co-organized-a-training-course-on-cross-cultural-communication-and-leadership-for-students-from-inner-mongolia-university/?lang=en>

## UPCOMING EVENT




UNIVERSITY OF MACAU  
 FACULTY OF BUSINESS ADMINISTRATION

FBA SEMINAR SERIES

**Don't Make Me Think Twice When I Am to Have Fun:  
Drawing Attention to Price Promotion Hurts Hedonic Purchase**



**Prof. Jessica KWONG**  
 Professor of Marketing  
 CUHK Business School  
 The Chinese University of Hong Kong

Date: 5 February 2026 (Thursday)  
 Time: 11:00-12:30  
 Venue: E22-G004  
 Host: Prof. Kao SI, Associate Professor in Marketing

**Abstract**

Hedonic purchases are often associated with feelings of guilt, leading to the explanation that price promotion facilitates sales because it alleviates that guilt. While much research has focused on the affective dimension of hedonic purchases, little has been said about the cognitive aspect of such purchases. We argue that, due to their experiential nature, hedonic products are inherently difficult to evaluate before consumption. Therefore, price promotion may expedite hedonic purchases by reducing its decision difficulty via encouraging fast and superficial decision making. In that case, factors that disrupt this process should undermine the effectiveness of price promotion. Consistent with this argument, we found that drawing consumers' attention to price drops with visual highlights would impede purchase intentions for hedonic products, while having a lesser impact on utilitarian products. This occurs because drawing attention to the price drop would prompt consumers to engage in a deliberation mode, a process that is inherently more difficult for hedonic (vs. utilitarian) purchases. These results imply that while marketers may intend to entice consumers by highlighting a price drop, such action may backfire when the purchase is hedonically (vs. utilitarianly) driven.

**Speaker**

Prof. Jessica KWONG is Professor of Marketing and former Chairperson of the Department of Marketing at The Chinese University of Hong Kong (2020-2025). Her research focuses on human judgment and decision-making in consumer and organizational settings, with particular interest in numerical cognition, escalation of commitment, and the role of affect in motivation, judgments and processes. Her work has been published in leading journals across psychology, management, and marketing, including *Journal of Applied Psychology*, *Management Science*, *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Cognition*, *Organizational Behavior and Human Decision Processes*, and *Journal of Management*.

All are welcome!

### 1 FBA SEMINAR SERIES 013

- Topic: Don't Make Me Think Twice When I Am to Have Fun: Drawing Attention to Price Promotion Hurts Hedonic Purchase
- Speaker: Prof. Jessica KWONG, Professor of Marketing, CUHK Business School, The Chinese University of Hong Kong
- Date: 5 February 2026 (Thursday)
- Time: 11:00-12:30
- Venue: E22-G004
- Host: Prof. Kao SI, 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-26-013/>

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