

List of 2018 Summer Research Programmes (as at 2018-01-26)								
Faculty/ Institutes	Ref No.	Project Title in English	Project Title in Chinese	Project Description	Application Requirement	Contact Points		
						Contact Person(s)	Contacts	Consultation hours (29 Jan - 2 Mar 2018)
FBA	MYRG2017-00101-FBA	Tourism and inequality alleviation: The case of China	旅遊業與減少貧富差距：以中國為例	This research is organized to conduct an in-depth quantitative analyses on the linkage between tourism and income inequality of China, to estimate the contributions of tourism on inequality alleviation. In particular, the objective is to assess if tourism can be viewed as a driver to bring about income convergence. The main research question is that by developing tourism, whether the initially poorer regions of China can achieve more rapid income growth to catch up with the initially richer regions or not.	With basic economic knowledge, to have the patience to deal with data and conduct simple data processing, to understand how to utilize the reference sources and databases of UM to conduct academic papers' collection and literature review.	Dr. Henry Lei	Email: henrylei@umac.mo	Monday 10:30 - 12:00 Thursday 10:30 - 12:00 or by email
FBA	MYRG2016-00060-FBA	Neuroeconomic study of pathological gambling	從神經經濟學角度研究病態賭博	This is a multidisciplinary project which uses the neuroeconomic approach to study pathological gambling. In particular, we are going to study how individuals with gambling pathologies process risky decision making differently from others in the brain by using functional magnetic resonance imaging (fMRI).	Any discipline is welcome.	Dr. Robin Chark	Email: rchark@umac.mo	Monday 15:45 - 16:45 Thursday 15:45 - 16:45
FBA	MYRG2016-00207-FBA	Institutional complexity and organizational response via technological boundary spanning	制度複雜性與組織應變的技術領域擴張	This study examines the role of institutional complexity in innovation performance of emerging market multinationals (EMMs).	Careful, responsible and persistent	Prof. Jie Wu	Email: jiewu@umac.mo	Wednesday and Thursday
FBA	MYRG2015-00158-FBA	Acoustic-based managerial personalities and corporate policies	基於聲學的管理層人格特質與公司政策	We collect CEO speech data from corporate earnings calls. Then we apply the voice analysis technique to measure managers' personalities such as overconfidence. We then examine the impact of acoustic-based managerial personalities on a range of corporate policies including executive compensation, firm investment, innovation, leverage, internal versus external financing, dividend policy, acquisition decision, etc.	* Good listening capabilities in English. * Strong interest in the financial markets.	Prof. Ren, Jinjuan (Susan)	Email: jinjuanren@umac.mo Tel: 8822 4185	Tuesday 15:00 - 16:00 Wednesday 15:00 - 16:00
FBA	MYRG2017-00104-HC	The role of marketing in emerging market firms	營銷於新興市場公司的角色	Marketing has long been regarded as a discipline and science originated in the West but increasingly Chinese firms are also adopting this as there is ample evidence in support of its positive impact on corporate performance. This study seeks to investigate the role marketing plays in Chinese firms, specifically, the form of marketing organization, the presence of the chief marketing officer (CMO), the inter-relationship between the marketing function and other functions in the organization as well as the structure-strategy relationship in enhancing firm performance. To achieve these, a detailed literature review will be done and some field interviews be conducted with managers in China to gauge the current status of marketing's role and organization. Finally, data will be collected through either survey or secondary data to test the model stipulated. The results of this study can help in revealing the importance of marketing to firms operating in China, giving specific guideline regarding the prudent use of marketing and its structural organization in order to enhance firm level performance. This study can also help reinforce the importance and relevance of marketing as an important function in the firm thus demonstrating significant theoretical contribution in the marketing discipline.	Students are expected to help in literature review and to collect secondary data. Proficiency in english and Excel are essential.	Dr. Lancy Mac	Email: lancymac@umac.mo	Monday 14:30 - 16:00 Thursday 14:30 - 16:00
FBA	MYRG2016-00016-FBA	Optimization and Strategic Analysis of a Passenger-taxi Service System	乘客與的士服務系統的優化與策略分析	Taxis are very important mode of transportation to any locations, within a city, across cities, or even across different plains. While many people have experienced wait for a taxi for a long time during peak hours, say, at an airport, railway station, or ferry terminal, but during non-peak hours, the reverse is true as there are taxis waiting for passengers. Thus the number of people requiring a taxi and the time of day the requirement is needed are crucial in a passenger-taxi service system. Traditionally in the literature, the "taxi problems" are usually solved using queueing theory and empirically tested using simulations. However the finding is mixed with various shortfalls of expectations, and different explanations of the causes of the shortfalls. In this project, we will consider the passenger-taxi system as a "double-ended" matching queue system%in which, both passengers and taxi drivers play a strategic role of choice. That is, both can determine whether to join the queue or "balk upon arrival" based on their utility preference. This is going to be interesting. And to resolve this dilemma an equilibrium theory and queueing systems are used: how to (1) utilize the taxi system to reduce the passenger waiting time during non-peak hours; and (2) price taxi fare? The pricing would involve a range of complex factors such as government subsidize, levy tax on the taxi drivers to control the taxi capacity, traffic flow, waiting time, loss of customers due to frustration, etc. With these, the project is envisaged to attain a workable solution to the taxi industry.	Students are supposed to have a good mathematics background, be willing to learn, and study hard.  *For June 2018 only	Prof. Z. Lian	Email: lianzt@umac.mo	Monday 17:00 - 18:30 Thursday 17:00 - 18:30 or by appointment
FBA	MYRG2017-00063-FBA	Cognitive biases by the size of the medium in value perception	交易媒體的大小對價值感知的認知偏差	In this project, We examine the psychophysics of people's perception of value shaped by the size of the objects in the contexts of tourism and risky decision making.	Any discipline is welcome.	Dr. Robin Chark	Email: rchark@umac.mo	Monday 15:45 - 16:45 Thursday 15:45 - 16:45
FBA	MYRG2017-00143-FBA	Personality and Innovation in Organizations	個性與组织中的创新	This research project is about innovative and creative activities in organizations.	Interest in academic research. Responsible, diligent and know how to communicate well. Research and data analytical experience is a plus but not necessary.	Prof. Rico Lam Mr. Julie Zhu	Email: yb57009@connect.umac.mo, ricolam@umac.mo	By email appointment
FBA	MYRG2017-00111-FBA	Factors influencing adoption intention of big data analytics	影响大数据分析采用意向的因素	To analyze the impact of technology, organization and environment factors on the adoption intention of big data analytics in China.	English should be good.	Dr. Tony Sam	Office: E22-3054	Monday 11:00 - 12:00 Thursday 11:00 - 12:00
FBA	MYRG2017-00036-FBA	An In-depth Study of Housing Price Bubble in Macao as a Tourist Resort	關於澳門房地產泡沫的深入探討	It examines the link between casino tourism and local housing, and addresses how to minimize asset bubbles effectively	The skills needed are: info collection via internet, data processing via Excel, or regression via Eview.	Prof. Xinhua GU	Email: xhgu@umac.mo	Wednesday 14:30