

Research Experiences for Students of Honours College (RESHC) Programme 2017

RESHC Ref. no	Faculty	Department	Mentor	Email	Project Title	Level	Durations	Commencement month	Project Description	Internship Requirement
RESHC/2017/001	FBA	AIM	HENG TANG	hengtang@umac.mo	Designing A Managerial Fraud Management System – A Machine Learning Approach	L2 - 50 hours/month	5 months	May	<p>The goal of this research is to design an intelligent system for assisting internal auditors for the identification and management of managerial fraud. The objectives of this project include the following:</p> <ul style="list-style-type: none"> To present a comprehensive and systematic framework for the effective managerial fraud detection To identify the most predictive features based on fraud prevention framework in auditing literature To apply and empirically assess a variety of machine-learning models in the prediction of managerial fraud cases. To craft and implement a prototype system as the manifestation of the proposed framework's effectiveness To summarize and provide recommendations to internal auditors and managerial fraud detection system designers 	<p>A helper with either one of the following 2 skills (not both) will be needed :</p> <p>Skill 1: Familiar with Python programming (preferably, major in computer science or related)</p> <p>Skill 2: Familiar with data analysis (data preprocessing, using SPSS, etc.), good at English.</p>
RESHC/2017/002	FBA	MMI	Matthew Liu	matthewl@umac.mo	The impact of brand equity on brand attitude and purchase intention from hotel customers' mindset perspective	L2 - 50 hours/month	6 months	June	<p>Branding is an effective avenue for companies to identify and differentiate their products or services in the mind of consumers, thus it has widely been used as a marketing strategy to improve firm performance (Hsu et al., 2012; Liu et al., 2012; Mizik, 2014). The importance of building a strong brand as a primary goal of business has been recognized in the literature for quite some time (Aaker, 1996; Keller, 2008; O' Cass and Weerawardena, 2010). From a managerial perspective, the benefits of products or services achieved through the power of its brand name (Ailawadi et al., 2003). From an academic perspective, the value of a brand name is defined as its brand equity (Bailey and Ball, 2006; Liu et al., 2014). Brand equity is rooted in the hearts and minds of consumers (Stahl et al., 2012). Although branding has a long history, brand equity has only emerged in the past 20 years as a central business concept for many organizations (Leone et al., 2006).</p> <p>This study examines the role of each component in consumer-based brand equity (CBBE) on consumer brand attitude and purchase intention of service brands in the luxury hotel industry. The conceptual model encompasses four CBBE elements (brand awareness, brand loyalty, perceived quality, and brand association) and two consumer responses (brand attitude and purchase intention) with a contextual factor (brand performance).</p> <p>This study will further investigate critical and interesting hotel branding issues in greater China area, including Mainland China, Hong Kong, Macau, and Taiwan.</p>	<ul style="list-style-type: none"> • HC students from all majors are welcome. Students with basic business sense are most preferred. • Strong self-motivated, academic driven mind, humble attitude, logic thinking, hardworking passion, and time discipline to research project related affairs are necessary. • Average English level is accepted. Good English & Chinese reading/writing abilities are compulsory. • The following tasks may be given base on mutual communication and understanding: (a) literature reading, (b) quality essay writing and editing, (c) basic data collection. Training to develop basic research ability will be provided, e.g. learning how to conceptualize a research idea; how to utilize basic data analysis skill; how to write a good essay; how to interpret data to meaningful output. • Time arrangement can be flexible base on mutual communication and understanding. • This internship will be a fun and fulfilling experience. Welcome to join!
RESHC/2017/003	FBA	MMI	Matthew Liu	matthewl@umac.mo	Investigating antecedents-brand experience model: Case from catering industry	L2 - 50 hours/month	6 months	June	<p>An increasing tendency in consumer marketing is creating unique experience for consumers to gain competitive advantages since consumers no longer simply buy products and service but want to enjoy unique experience (Brakus, Schmitt and Zarantonello, 2009; Lee and Kang, 2012). Most of the research on experiences has focused on utilitarian product experience, shopping and service experiences, or consumption experience, not on experiences provided by brand itself (Nysveen, Pedersen and Skard, 2012).</p> <p>Researchers have done some studies on the conceptualization and measurement and the effects of brand experience (Brakus, Schmitt and Zarantonello, 2009; Iglesias, Singh and Batista-Foguet, 2011), but no study has addressed how various specific brand-related stimuli affect brand experience and the moderating effect of consumer characteristics on the relationship between brand experience and customer behavior. Catering industry is one of the six major industries in the field of hospitality-tourism (Ottenbacher, Harrington and Parsa, 2009). In order to maintain or increase revenues and profitability in the catering industry, overall guest satisfaction and repeat business must be a priority for organizations (Perutkova and Parsa, 2010). Numerous studies have been done on what factors affect customer satisfaction and loyalty.</p> <p>This study intends to take an integrative and contingency approach to examine the effects of three antecedents on catering brand experience and how catering brand experience affects brand loyalty and whether the effect of catering brand on brand loyalty is contingent on consumer characteristics.</p> <p>Some interesting brand related issues in Macau will be discussed as well.</p>	<ul style="list-style-type: none"> • HC students from all majors are welcome. Students with basic business sense are most preferred. • Strong self-motivated, academic driven mind, humble attitude, logic thinking, hardworking passion, and time discipline to research project related affairs are necessary. • Average English level is accepted. Good English & Chinese reading/writing abilities are compulsory. • The following tasks may be given base on mutual communication and understanding: (a) literature reading, (b) quality essay writing and editing, (c) basic data collection. Training to develop basic research ability will be provided, e. g. Yearning how to conceptualize a research idea; how to utilize basic data analysis skill; how to write a good essay; how to interpret data to meaningful output. • Time arrangement can be flexible base on mutual communication and understanding. • This internship will be a fun and fulfilling experience. Welcome to join!

RESHC/2017/004	FBA	MMI	Matthew Liu	matthewl@umac.mo	An empirical study about how social media marketing affect brand attitude and communication effectiveness	L2 - 50 hours/month	6 months	June	<p>All kinds of social media expand rapidly in recent years in the world. According to Jones (2009), social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online. Due to the fact that social media are increasingly taking up lots of consumers' time spent online and changing customers' social communication, marketing communications and marketing strategies have changed (Kim and Ko, 2012; Morgan-Thomas, 2013).</p> <p>Social media marketing as the name implies is marketing activities through social media, which includes advertising on social networks and/or marketing communication with social characteristics. Study also shows that social media marketing is a new type of customer engagement, because it consists of multidirectional dialogs, and is participatory and user generated (Jackson, 2011). As an effective use of time and resources, social media marketing give companies better communication grounds with the consumers to build brand loyalty beyond traditional methods (Akhtar, 2011). Social media itself is an impactful multidisciplinary phenomenon in global scale so to investigate it with diversified knowledge background/majors is a reasonable approach.</p> <p>The research tries to establish an integrated model among social media marketing characteristics, brand attitude, and communication effectiveness.</p>	<ul style="list-style-type: none"> · HC students from all majors are welcome. Students with basic business sense are most preferred. · Strong self-motivated, academic driven mind, humble attitude, logic thinking, hardworking passion, and time discipline to research project related affairs are necessary. · Average English level is accepted. Good English & Chinese reading/writing abilities are compulsory. · The following tasks may be given base on mutual communication and understanding: (a) literature reading, (b) quality essay writing and editing, (c) basic data collection. Training to develop basic research ability will be provided, e. g. Yearning how to conceptualize a research idea; how to utilize basic data analysis skill; how to write a good essay, how to interpret data to meaningful output. · Time arrangement can be flexible base on mutual communication and understanding. · This internship will be a fun and fulfilling experience. Welcome to join!
RESHC/2017/005	FBA	Others	Pui Sun Tam	psam@umac.mo	The question of the commons for Macao's tourism industry	L3 - 60 hours/month	6 months	June	<p>This project investigates the share use of common resources by locals and tourists in the case of Macau by conducting primary survey. Drawing from the economic and marketing perspectives, it aims to derive policy strategies for sustainable development of the tourism industry in the resource-constrained economy.</p>	<p>Personal qualities: Self-disciplined; self-motivated; responsible; able to work independently; critical thinking; attention to details; organized</p> <p>Skills: Good command of English; basic knowledge in economics, marketing, statistics and computer preferred; prior experience in conducting survey is a plus</p> <p>Work and training: Background information study; survey field work; data collection, organization, compilation and analysis</p> <p>Remark: Preferably student who will stay in Macau for most of the time during the research program.</p>
RESHC/2017/006	FBA	Others	Jia Yuan	jiayuan@umac.mo	Examining the Impact of the Infrastructure on Land Price in China: Evidence from Chinese High Speed Railway System	L3 - 60 hours/month	6 months	June	<p>Examining the impacts of the infrastructure on Land Price in China: Evidence from Chinese High Speed Railway System This Project uses a unique dataset to examine the impact of High Speed Railway System on the land price near Railway stations.</p>	<ul style="list-style-type: none"> To collect data. To run simple data analysis.
RESHC/2017/007	FBA	FBE	XINHUA GU	shgu@umac.mo	Exchange rate adjustment and current account balance: The case of China	L1 - 40 hours/month	3 months	June	<p>The project studies the effects of RMB exchange rates on China's trade and current accounts. China's strong economic growth is attributable to its good performance of trade with the rest of the world. It has long enjoyed substantial current account (trade) surpluses, leading to capital account surpluses and pushing up forex reserves (to 4 trillion USD). This upsets its trading partners such as the U. S. that in turn pressures China to revalue its RMB by accusing the latter of manipulating currency. China has abandoned its RMB hard peg to the USD and allowed the RMB to appreciate significantly by 33% since Jul 2005 (up to Aug 2014) under unreasonable, strong, and persistent U. S. pressure. Yet China's trade surplus has not been eliminated as expected, albeit reduced somewhat. Many empirical papers have reported the depressing impacts of RMB appreciations on China exports as anticipated, but no research can identify the right (boosting) effects of these appreciations on China imports. In some studies, rising RMB is found to decrease, not increase (as predicted by theory), China's imports. My project is attempting to solve such a big puzzle that is a pressing issue in the academic and policy circles. Some progress has been made so far in my project and more work needs to be done in the near future.</p>	<ol style="list-style-type: none"> 1. Know how to use Excel, Stata, or/ & EView. 2. Help with data updating, regressing and analyzing. 3. Learn how to do empirical studies for practical topics. 4. Receive quick training to deal with economic and financial issues.
RESHC/2017/008	FBA	Others	Siu Ian So	amyso@umac.mo	Understanding Generation Y's Social Media Usage and Travel Related Behavior: A Cross-Cultural Study	L3 - 60 hours/month	6 months	June	<p>Members of Generation Y or the Millennial Generation (those who were born between 1977 to 1994) have become increasingly important because of their unique characteristics, large numbers, and current and future significant spending power. Marketers are still not able to fully capture this market. Relatively little research has addressed Generation Y, especially in terms of travel-related behavior and social media usage. Grounded on the generation theory and travel behavior consumption theory, this study is focused on the media usage and travel-related behavior of Generation Y in Asia Pacific. Data were collected through 150 personal in-depth interviews with members of Generation Y in Asia Pacific including Mainland China, USA, Taiwan, Hong Kong, and Macau. The study contributes to the literature on Generation Y by highlighting the importance of social media usage and travel-related behavior. The findings of the study provide significant implications for destination marketers who would like to capture the Asian Generation Y travel market.</p>	<p>The candidate should be fluent in speaking English, Cantonese and Mandarin. The candidate should have passion in learning how to conduct research. The candidate will have the opportunity to learn how to conduct qualitative research. He or she will help in reviewing papers, data collection and data analysis.</p>

RESHC/2017/009	FBA	Others	Candy Mei Fung Tang	CandyTang@umac.mo	Business Model of training hotel in tertiary education	L1 - 40 hours/month	6 months	May	<p>A critical issue in Hospitality education is to ensure the classroom theory learning experience can actually apply to the real management situation. In order to certify the practical size of the learning and increase the students' competencies, most of the hospitality program requires "internship" as a core subject in the curriculum. Some of the coursed providers even have a training hotel facility on site to facilitate this important component.</p> <p>However, there is lack of research to talk about how to "operate" such hotel is the best fit for all stakeholders. Bias may come from the customers about the service quality of the training hotel if the hotel mainly runs by students. If the University is hired a management company to operate the hotel, it may affect the key original purpose of the hotel since the management company will still mainly driven by revenue. University may not treat such hotel as a revenue center so lack of resources will allocate to maintain the hotel hardware and software. Academics may treat such facility in a negative thinking which it may increase their workload and working hours. Students may not willing to work in such training hotel since they may have the perception of poor service and learning facility. Industry may even treat the training hotel as a competitor which may bring negative influence to the whole business environment.</p> <p>All these bias from different stakeholders may create the bad impact for the training hotel. Therefore, my project mainly wants to find out the balance point for the stakeholders in order to keep the positive role of the training hotel. For example, if there is a new project to build a training hotel in a tertiary institution, what is the best way to operate? that University would I like to transform such hotel as a training hotel, what is the better suitable business model for this accommodation? Which department to operate such property or just hire a management company to operate? How the industry can get involvement? How to relate the students (not only for hospitality students, may even use by the design students, engineering students, etc) in order to enhance their learning experience? How to set up and develop such model for training hotel affiliated with University or tertiary education is the aim of my study.</p>	<ul style="list-style-type: none"> - Literature Rreview - Data Collection - Data Entry
RESHC/2017/010	FBA	Others	Chi Hang Chark	rchark@umac.mo	Tourist Behavior	L3 - 60 hours/month	6 months	June	<p>The Macau's tourism industry is characterized by a few big players specializing in integrated resort. In this project, we study the tourist behavior in the context of integrated resort. The finding not only could contribute to tourism research theoretically, but also be useful to practitioners and the development of the Macau's tourism industry.</p>	Nil
RESHC/2017/011	FBA	AIM	Sow Hup Joanne Chan	joanne@umac.mo	The relationship among promotability, meaningfulness of work, and career satisfaction	L3 - 60 hours/month	4 months	May	<p>The aim of this study is to understand the challenges faced by entrepreneurs in Macau. To achieve this, primary data collection with questionnaires and personal interviews will be conducted with the business owners and entrepreneurs</p>	<ul style="list-style-type: none"> - Conduct survey/interview with local entrepreneurs/business owners - Transcription of data - Conduct literature review
RESHC/2017/042	FBA	MMI	Joseph Sy-Changco	josephs@umac.mo	Stress in Shopping: An Empirical Investigation of Shopping	L3 - 60 hours/month	6 months	May	<p>There is a growing field of research in the marketing literature that looks at the way poor consumers take decisions in the market. The field of enquiry is more popularly known called the base of the pyramid marketing or BOP marketing. BOP markets are those that consist of people with individual daily subsistence levels of less than USD2 or less, which total 60% of the world today.</p> <p>This study will throw new light on how the existing capabilities of the poor consumers are leveraged for managing their shopping encounters in the informal and formal markets. So far, the extant literature has focuses on how the latent capabilities in the poor consumers are used by them to cope with the markets.</p> <p>This research aims to study the following research questions:</p> <ol style="list-style-type: none"> 1. How do the poor consumers interact with retailers during the shopping? 2. What capabilities of the poor consumers are leveraged during the shopping tasks? 3. Have these capabilities developed through experience? 4. How do consumers manage their shopping experience using the capabilities in the process? 	<ol style="list-style-type: none"> 1. Do literature review on the topic of the research 2. Conduct qualitative interviews with poor consumers in China 3. Transcribe and translate the interviews into English 4. Conduct a survey in China with poor consumers 5. Analyze the results of the survey