

Pinto 邊浩輝

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About me

- Proactive and diligent individual with professional and academic experience in Macao in both public and private sectors with a specialization in hospitality management;
- Past experience working for the Macao Government (9 years) and in hospitality working for Sands China Ltd. (9 years) and training for executives in Portuguese speaking countries (Fórum Macau and UMAC);
- A multi-disciplinary scholar with a portfolio of competencies ranging from management (PhD., MBA) and natural sciences (MSc.);
- An good record on driving organizational change, improvement and productivity in Macao for both private a public companies;
- An ambitious passionate researcher both skilled in qualitative and quantitative research with experience with corporate executive training.

Education

2018-2022, Philosophy Doctor in Business and Administration, awarded on Jan 11, 2023 by the University of Macau;

2006-2009, Master in Business Administration with a major in Marketing, awarded by the University of Saint Joseph;

1999-2003, Master of Science in Nutriology, awarded by the Universitat Autònoma de Barcelona;

1991-1997, Degree in Food Science and Nutrition, awarded by the Instituto Superior de Ciências da Saúde.

Professional Experience

2023 Aug-Present, Assistant Professor: Faculty of Business, City University of Macau teaching business related subjects like marketing research, cross-cultural management;

2021-2023 Jul, Cognitive coach, facilitator, trainer and organizational coach owner at Business4You, Ltd., a Macao SAR consulting company;

2020-2022, Virtual facilitator and project manager: SmallWorld Experience, Ltd., a Macao based Destination Management Organization involved in developing world standard events offline and online;

2021 Feb-2011 Aug, Human Resources Director: Sands China Ltd., large scale deployment for organizational development programs involving several departments and thousands of employees in increasing costumer value, increasing productivity, increasing customer satisfaction while reducing operational costs and sustaining employee engagement;

2003 Jan-2011 Aug, Senior Manager: Macau Government Tourist Office (MGTO), técnico superior principal, reporting directly to the head of Licencing and Inspection (Dr. Chan Lou) working as a regulator for the Macau hotel bylaw, travel agency act and quality accreditation schemes designed for travel agencies.

1997-2001, Food science consultant and trainer: Alicontrol, Ltd. Food Science consultant on project lay-out design and sanitary licensing for food industries. Food safety consultant for HACCP and trainer on food hygiene.

Teaching Experience

2023 Aug-Present, Macau City University Full-time assistant professor teaching MBA (Cross-cultural management) and BBA (Marketing research) at the Faculty of Business.

2023 Feb-Jun, Macau City University teaching literature review and bibliometrics.

2023 Jan-Jun, Macao Polytechnic University, Escola Superior de Ciências Aplicadas Licenciatura em Relações Comerciais China Países-Lusófonos - management degree for Portuguese Speaking Countries, teaching marketing business to business and designing career orientation workshops.

2021-2022 Dec, University of Saint Joseph, bachelor in Communications and Media teaching consumer behavior, marketing and branding and (Master students) research seminar on expedite methods for thesis conclusion.

1999-2001, Instituto superior de Ciências da Saúde - Egas Moniz, CRL teaching undergraduates Food Science and Nutrition, Industrial Processes covering Fluid Mechanics, Heat Transfer and Mass Transfer and Laboratory and industrial project lay-out design.

2000-2001, Instituto superior de Ciências da Saúde - Egas Moniz, CRL teaching undergraduates Food Science and Nutrition, Quality Assurance and Food Sensory Analysis and Biochemistry.

2021 Nov-2022 Jul, Research Assistant: Faculty of Business and Administration, University of Macau working with Professor Li Miao, Department Head of the International Integrated Resort Management and editor of the Journal of Hospitality and Tourism Research.

Academic Publications

Pinto, J.S.d.A.F. (2022). A resilient tea destination: the Azores archipelago. In Jolliffe, L., Aslam, M.S.M, Khaokhruemuang A., Chen, L., (Eds.) Routledge Handbook of Tea Tourism (1st ed., chapter 32). Routledge, Taylor & Francis Group.

Ferreira Pinto, J.S.de A., Nunes, M.L. and Cardoso, C. (2007) Feeding interruption and quality of Cultured Gilthead Sea Bream, Food Chemistry 100(4), pp. 1504-1510.

McCartney, G., Lai, C.C.I., & Pinto, J.S.d.A.F (2022). COVID-19 impact on hospitality retail employees' turnover intentions, International Journal of Contemporary Hospitality Management, 34(6), pp. 2092-2112.

McCartney, G., Ung, C. O. L., & Pinto, J. F. (2022). Living with COVID-19 and Sustaining a Tourism Recovery—Adopting a Front-Line Collaborative Response between the Tourism Industry and Community Pharmacists. Tourism and Hospitality, 3(1), 47–68.

McCartney, G., & Pinto, J. (2021). Macao's COVID-19 responses: From virus elimination success to vaccination rollout challenges. The Lancet regional health. Western Pacific, 11, 100169.

McCartney, G., Pinto, J., & Liu, M. (2021). City resilience and recovery from COVID-19: The case of Macao, Cities, 112, 103130.

Non-Academic Publications

Pinto, J. (2023c, September 8). OPINION - Estuarine mapping in a River Delta of uncertainties: Sense making possibilities. Macau Business. <https://www.macaubusiness.com/opinion-estuarine-mapping-in-a-river-delta-of-uncertainties-sense-making-possibilities/>.

Pinto, J. (2023b, August 31). OPINION - Trim your ESG sail: Let's go blue! Macau Business. <https://www.macaubusiness.com/opinion-trim-your-esg-sail-lets-go-blue/>.

Pinto, J. (2023a, July 15). OPINION - The OceanGate Tragedy: Balancing Innovation versus Safety under the Dunning-Kruger Effect. Macau Business. <https://www.macaubusiness.com/>

opinion-the-oceangate-tragedy-balancing-innovation-versus-safety-under-the-dunning-kruger-effect/.

Ferreira Pinto, J. (2023, July 30). OPINION - Is safe food a social responsibility matter? Macau Business. <https://www.macaubusiness.com/opinion-is-safe-food-a-social-responsibility-matter/>.

Pinto, J. (2022, September 3). OPINION - Why businesses and government need to think thick and rich—Not just big. Macau Business. <https://www.macaubusiness.com/opinion-why-businesses-and-government-need-to-think-thick-and-rich-not-just-big/>.

Pinto, J.S.d.A.F. (2023). Authors edition. The handbook of well-being through workplace transformations in Hospitality. ASIN B0C9S84ZTD: paperback URL:<https://a.co/d/hH8gbn4> and the kindle edition URL: <https://amzn.eu/d/337sjhr>.

Conferences

Pinto, J.S.d.A.F. (2022, November). Recoveries and experiences during COVID-19. In N. Duxbury, T. Vinagre de Castro, and L. Seabra Coelho (Eds.), Creative tourism, regenerative development, and destination resilience: Conference programme and presentation abstracts (pp. 78-79). Centre for Social Studies of the University of Coimbra. URL: https://www.ces.ucp.pt/creative-azores/documents/Book_of_Abstracts.pdf.

Pinto, J.S.d.A.F. (2020, October 27-28). Have employees become extrinsically motivated? [Paper presentation]. APacCHRIE 2020 Conference, Hong Kong, China. URL: <https://www.apacchrie.org/apacchrie-2020-first-announcement-and-call-for-papers/>.

Pinto, J.S.d.A.F. (2021, November 21-22). Localizing and knowledge sharing in integrated resorts. [Paper presentation]. The Tenth International Symposium on Multinational Business Management—Global Investment, New Technologies, and Innovative Human Resource Management 2020, Nanjing, China. URL: <https://www.msm.nl/news-events-and-blogs/events/10th-international-symposium-multinational-business-management>.

Social network

2023 June Vice-Chairman of the General Assembly of the Macau International Tourism Professionals Development Association TODA.

2023 Member of the Macau Institute for Corporate Social Responsibility in Greater China MICSRGC.

Macau Sailing Association - Coach and competitor for the Macau International Regatta HobbieCat class regattas.

Sportsmanship and community provider

I am a hobbiecat sailor, a sailing coach and an active member of the local Macao Sailing Association. I teach kids and adults how to swim and sail at Hac Sa. This role has provided me through the years the ability to connect to the local community, namely, students who I have been given the honor to teach them for the first time how to swim and sail. I am a former waterpolo player and founder of the Macao Water Polo Association. I participated in international events at Hong Kong. In addition, I am a member and founder of the Hong Kong Open-water swimming club which currently has hundreds of associates swimming at repulse bay every Saturday. I participated in several international events including the Bosphorus swim (Turkey, Istanbul) with more than 2000 athletes, the Hong Kong International Beach Water-Polo and the Macau International Regatta (Hobbie class).