

José Pinto

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Summary

- 18+ years roles in government, corporate, and academia.
- PhD in Business Administration, MBA, MSc in Nutriology.
- Assistant Professor at City University of Macau.
- Former HR Director at Sands China Ltd.
- Contributor to Macau Business Magazine and author of two books.
- Focusing on case study research and facilitation
- Certified in AI, coaching, foresight, and quality assurance systems.
- Tourism Management Perspectives Reviewer
- 2025 Pedagogy Certification United Nations PRME, Impactful Five (i5)

Professional Roles

2023 Assistant Professor at City University of Macau
2023 Part-time Lecturer at City University of Macau
2023 Part-time Lecturer at Macao Polytechnic University
2021–2023 Cognitive Coach at Business4You, Ltd.
2021–2022 Research Assistant at University of Macau
2021–2022 Part-time Lecturer at University of Saint Joseph
2020–2022 Virtual Facilitator at SmallWorld Experience
2011–2021 HR Director at Sands China Ltd.
2003–2011 Senior Manager at Macau Government Tourist Office
1999–2001 Lecturer at Instituto Superior de Ciências da Saúde
1997–2001 Food Science Consultant at Alicontrol, Ltd.

Academic Publications

2025 Green Plates, Golden Stars: Sustainability Narratives (0) [DOI]
2025 Europe's Normative Power: Driving Global Sustainability (0) [DOI]
2025 Restaurante Fernando: Culinary Authenticity Case Study (0) [DOI]
2023 Resilience Framework During COVID-19 (0) [DOI]
2022 A Resilient Tea Destination (0) [DOI]
2022 Living with COVID-19 and tourism recovery (37) [DOI]
2022 COVID-19 impact on hospitality employees (73) [DOI]
2021 Macao's COVID-19 responses (6) [DOI]
2021 City resilience and recovery from COVID-19 (170) [DOI]
2014 Influencing Chinese travel decisions (55) [DOI]
2005 Feeding interruption and fish quality (23) [DOI]

Education - detailed

University of Macau

PhD in Business Administration

2018–2023

Specialization in SME resilience (Awarded January 11, 2023)

University of Saint Joseph

Master of Business Administration (MBA)

2006–2009

Universitat Autònoma de Barcelona

Master of Science in Nutriology

1999–2003

Instituto Superior de Ciências da Saúde

Degree in Food Science and Nutrition

1991–1997

Professional Experience - detailed

City University of Macau

Faculty of Business

Assistant Professor

2023–Present

Teaching business-related subjects including marketing research, cross-cultural management, business communication, international organizations studies, and human resource management

Business4You, Ltd.

Macao SAR

Cognitive Coach, Facilitator, Trainer and Organizational Coach

2021–2023

Consulting company owner providing business development and training services

SmallWorld Experience, Ltd.

Macao SAR

Virtual Facilitator and Project Manager

2020–2022

Destination Management Organization developing world-standard events both face-to-face and online

Sands China Ltd.

Human Resources Director

2011–2021

Led large-scale organizational development programs involving multiple departments and thousands of employees, focusing on increasing customer value, productivity, and satisfaction while reducing operational costs and sustaining employee engagement

Macau Government Tourist Office (MGTO)

Senior Manager

2003–2011

Técnico Superior Principal, reporting directly to the Head of Licensing and Inspection, working as a regulator for Macau hotel bylaws, travel agency acts, and quality accreditation schemes

Alicontrol, Ltd.

Food Science Consultant and Trainer

1997–2001

Food science consultant for project layout design and sanitary licensing for food industries; HACCP consultant and food hygiene trainer

Executive Training - detailed

Forum for Economic and Trade Co-operation China-Portuguese-speaking CountriesMacao

SME capabilities and digital transformation in PSPs Seminar

2025

中葡家旅合作研修班

Colóquio sobre a Capacitação das Pequenas e Médias Empresas entre a China e os Países de Língua Portuguesa

19/10/2025 – 02/11/2025

Forum for Economic and Trade Co-operation China-Portuguese-speaking CountriesMacao

Tourism Cooperation Seminar

2025

中葡家旅合作研修班

Colóquio sobre a Cooperação no Sector de Turismo

22/04/2025 – 06/05/2025

Forum for Economic and Trade Co-operation China-Portuguese-speaking CountriesMacao

SME Capacity Building Seminar

2025

中葡家中小企能力提升研修班

Colóquio sobre a Capacitação das Pequenas e Médias Empresas

19/10/2025 – 02/11/2025

Forum for Economic and Trade Co-operation China-Portuguese-speaking Countries Macao

Resilience and Social Responsibility in the post-Covid era

2025

中葡家中小企能力提升研修班

Colóquio sobre a Resiliência e repsonsabilidade Social na era pós-COVID

July 2022

Teaching Experience - detailed

City University of Macau

Faculty of Business

Assistant Professor

2023–Present

Teaching Marketing and Research methods courses

City University of Macau

Part-time Lecturer

2023

Literature Review and Bibliometrics

Macao Polytechnic University

Part-time Lecturer

2023

B2B Marketing, Career Orientation Workshops for China-Lusophone Relations program

University of Saint Joseph

Part-time Lecturer

2021–2022

Consumer Behavior, Marketing and Branding (Bachelor), Research Seminar (Master)

University of Macau

FBA

Research Assistant

2021–2022

Working with Professor Li Miao

Instituto Superior de Ciências da Saúde - Egas Moniz

Lecturer

1999–2001

Food Science, Industrial Processes, Quality Assurance, and Biochemistry

Academic Publications - detailed

2026: Ferreira Pinto, J., You, K. (2026) Green Plates, Golden Stars: Sustainability Narratives and SDG Mapping in Michelin Green Star Gastronomy. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2025.2578714>

2025: Ferreira Pinto, J. (2025). Europe's Normative Power: Driving Global Sustainability Standards Through SMEs. *Asia-Pacific Journal of EU Studies*, 23(2), 43-59. <https://doi.org/10.38158/APJEUS.23.2.43>

2025: Ferreira Pinto, J. (2025). Restaurante Fernando: A Case Study in Culinary Authenticity and Cultural Heritage. *Tourism Cases*, 2025. <https://doi.org/10.1079/tourism.2025.0046>

2022: 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. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781003197041-38/resilient-tea-destination-jose-soares-de-albergaria-ferreira-pinto>

2022: 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), 2092-2112. <https://www.emerald.com/ijchm/article-abstract/34/6/2092/115925/COVID-19-impact-on-hospitality-retail-employees?redirectedFrom=fulltext>

2022: 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. <https://www.mdpi.com/2673-5768/3/1/4>

2021: 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. [https://www.thelancet.com/journals/lanwpc/article/PIIS2666-6065\(21\)00078-X/fulltext](https://www.thelancet.com/journals/lanwpc/article/PIIS2666-6065(21)00078-X/fulltext)

2021: McCartney, G., Pinto, J., & Liu, M. (2021). City resilience and recovery from COVID-19: The case of Macao. *Cities*, 112, 103130. <https://www.sciencedirect.com/science/article/pii/S0264275121000287>

2007: Ferreira Pinto, J.S.de A., Nunes, M.L., & Cardoso, C. (2007). Feeding interruption and quality of cultured gilthead sea bream. *Food Chemistry*, 100(4), 1504-1510. <https://doi.org/10.1016/j.foodchem.2005.11.041>

Papers in Progress - Summary Status

An Action-Oriented Framework on Well-being	<i>Journal of Workplace Behavioral Health</i> (submitted)
Reclaiming the Family Legacy: Leadership in a Macau Supermarket Chain	<i>Emerald Emerging Markets Case Studies - Competition</i> (submitted)
Menu Engineering in Integrated Resorts	In preparation (case study)
StartUp Diplomacy	In preparation
Kevin Hannam's Memorial Paper	Submitted to <i>Mobilities</i> (accepted, under revision)
Arithmocracy: A Conceptual Framework	Book in preparation
The Neurodivergent Traveler	In preparation
SMEs' Adaptive Trajectories	In preparation
Evolving Digital Servitization Journeys: A Relational-Structural-Adaptive Framework	<i>Journal of Service Research</i> (accepted, under revision)

Non-Academic Publications - selected

Author's page: <https://www.macaubusiness.com/author/josepinto/>

2025: Opinion pieces in *Macau Business Magazine* including: "Reclaiming Childhood in the Smartphone Era", "Is the Greater Bay Area Tuning Up?", "SMEs' Journey through the SDGs"

2024: Multiple opinion pieces in *Macau Business Magazine* on topics including sustainable tourism, healthcare sustainability, social deafness in hospitality, deep sea mining, and brain implants in tourism

2023: Opinion pieces in *Macau Business Magazine* on continuous improvement models, ESG strategies, food safety, and the OceanGate tragedy

2022: Opinion piece: "Why businesses and government need to think thick and rich—Not just big"

Books Authored

2023: *From Efficiency to Well-being*. <https://a.co/d/7t06KS7>

2024: 从效率到福祉. <https://weidian.com/item.html?itemID=7194725457>

2025: *How-to Guide on SDGs for MSMEs*. <https://a.co/d/bJSJpQ7>

Languages

Portuguese: Native

English: Full Professional Proficiency

French: Limited Working Proficiency

Mandarin: Elementary Proficiency

Certifications - Selected

2025: UNPRME - United Nations PRME pedagogy certificate of participation

2024: Generative AI for Educators Certificate - Google

2020: ISO 45001 Lead Auditor - IQCS Certifications (IRCA Course 1929)

2020: Kirkpatrick Four Levels® Evaluation Plan® - Kirkpatrick Partners

2020: Applied Foresight Accelerated Program - The Futures School

2020: Business Model You® Master Class Certified Practitioner

2019: ISO 30414, ISO 22000 FSMS, ISO lead Auditor 9000

2019: Cognitive Coaching - Thinking Collaborative

2018: Management 3.0 - Jurgen Appelo

2017: Certified Organizational Coach (Levels 1 & 2) - IECL - ICF

2017: LEGO® SERIOUS PLAY® Facilitator - Trivium Aps

2014: Six Sigma Green Belt - International Six Sigma Council

2008: Wine & spirits (WSET Level 2)