

# José Pinto

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## Summary

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- 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 three books.
- Focusing on case study research and facilitation
- Certified in AI, coaching, foresight, and quality assurance systems.
- Tourism Management Perspectives Reviewer
- 2026 Pedagogy Certification United Nations PRME, Impactful Five (i5) - Certificate of Practice

## Professional Roles

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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

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2026 Mobilizing Meanings: The Scholarly Legacy of Kevin Hannam [DOI]  
2025 Green Plates, Golden Stars: Sustainability Narratives [DOI]  
2025 Europe's Normative Power: Driving Global Sustainability [DOI]  
2025 Restaurante Fernando: Culinary Authenticity Case Study [DOI]  
2023 Resilience Framework During COVID-19 [DOI]  
2022 A Resilient Tea Destination [DOI]  
2022 Living with COVID-19 and tourism recovery [DOI]  
2022 COVID-19 impact on hospitality employees [DOI]  
2021 Macao's COVID-19 responses [DOI]  
2021 City resilience and recovery from COVID-19 [DOI]  
2014 Influencing Chinese travel decisions [DOI]  
2005 Feeding interruption and fish quality [DOI]

## Education - detailed

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### 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

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### City University of Macau

*Assistant Professor*

**Faculty of Business**

2023–Present

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

### Business4You, Ltd.

*Cognitive Coach, Facilitator, Trainer and Organizational Coach*

**Macao SAR**

2021–2023

Consulting company owner providing business development and training services

### SmallWorld Experience, Ltd.

*Virtual Facilitator and Project Manager*

**Macao SAR**

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

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

*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 Countries Macao

*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 Countries Macao

*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

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**City University of Macau**

*Assistant Professor*

Teaching Marketing and Research methods courses

**Faculty of Business**

*2023–Present*

**City University of Macau**

*Part-time Lecturer*

Literature Review and Bibliometrics

**Macao Polytechnic University**

*Part-time Lecturer*

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

**University of Saint Joseph**

*Part-time Lecturer*

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

**University of Macau**

*Research Assistant*

Working with Professor Li Miao

**Instituto Superior de Ciências da Saúde - Egas Moniz**

*Lecturer*

Food Science, Industrial Processes, Quality Assurance, and Biochemistry

2023

2023

2021–2022

**FBA**

2021–2022

1999–2001

## Academic Publications - detailed

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**2026:** Yu, K., Pinto, J., Alves, J. (2026) Mobilizing Meanings: The Scholarly Legacy of Kevin Hannam. *Mobilities*. <https://doi.org/10.1080/17450101.2026.2619593>

**2025:** Ferreira Pinto, J., Yu, 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/A-PJEUS.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

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Reimagining International Organizations: Law, Legitimacy, and Adaptation	<i>Review of International Organizations</i> (submitted)
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)
An Intersectional Investigation of Filipino Hospitality Workers' Quality of Life	In preparation
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

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

2025: Opinion pieces in *Macao 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 *Macao 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 *Macao 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

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2026: *Arithmocracy*. <https://a.co/d/01ffI3D1>

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

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>

## Languages

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**Portuguese:** Native

**English:** Full Professional Proficiency

**French:** Limited Working Proficiency

**Mandarin:** Elementary Proficiency

## Certifications - Selected

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**2026:** UNPRME - United Nations PRME pedagogy certificate of practice

**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)