



Contact

☎ (+853) 6662 0625
✉ joseferreirapinto@gmail.com
🌐 [LinkedIn](#)
📄 [ORCID](#)

Profile

Twenty-three years across government regulation, corporate HR, and academia. Full-time Assistant Professor at City University of Macau. Author of four books, including *Arithmocracy* (2026).

Research Programme

Critical Measurement in Management — how organisations build, institutionalise and are distorted by the numbers they use to govern themselves.

Strand I – Politics of the Number: metrics as authority; displacement of judgement by quantification.

Strand II – Standards & Transmission: how sustainability and human-capital standards travel to SMEs.

Strand III – Resilience & Well-being: what measured systems do under shock.

Core Competencies

Case Study Research
Problem-Based Facilitation
HR Analytics & People Strategy
Organisational Coaching
Kaizen & Operational Excellence
SDG Mapping & Sustainability
Bibliometric Analysis (VOSviewer)

Languages

Portuguese (native)
English (full professional)
French (limited working)
Spanish (limited working)
Mandarin (elementary)

JOSÉ FERREIRA PINTO

PhD in Business Administration (University of Macau), MBA Marketing (USJ), MSc Nutriology (UAB). Former HR Director at Sands China Ltd. Research programme: *critical measurement in management* — examining how performance metrics, standards and reporting frameworks reshape organisational judgement, capability and well-being. Teaching evaluations above 94% average. Outstanding MBA Supervisor, City University of Macau (2026).

Assistant Professor, City University of Macau

Faculty of Business | **2023 – Present** | Macau

- Full-time faculty. Marketing research, cross-cultural management, business communication, international organisations studies, and human resource management. Teaching evaluations above 94% average. Outstanding MBA Supervisor, 2026.
- Postgraduate supervision, MBA and DBA programmes.

Part-time Lecturer

City University of Macau | **2023** | Macau

Part-time Lecturer

Macao Polytechnic University | **2023** | Macau

Part-time Lecturer

University of Saint Joseph | **2021 – 2022** | Macau

Research Assistant

University of Macau, Faculty of Business Administration | **2021 – 2022** | Macau

Lecturer

Instituto Superior de Ciências da Saúde / Egas Moniz | **1999 – 2001** | Portugal

HR Director, Sands China Ltd.

2011 – 2021 | Macau

- Led large-scale organisational development programmes across multiple departments and thousands of employees — Kaizen, operational excellence, service excellence and HR analytics — increasing customer value, productivity and satisfaction while reducing operating cost and sustaining employee engagement. Concurrently the firm’s senior learning and development professional.

Senior Manager (Técnico Superior Principal), Macau Government Tourist Office

2003 – 2011 | Macau

- Reporting to the Head of Licensing and Inspection. Regulator for Macau hotel bylaws, travel agency acts and quality accreditation schemes.

Cognitive Coach, Facilitator, Trainer and Organisational Coach, Business4You, Ltd.

2021 – 2023 | Macau

- Owner. Business development, organisational coaching and training services.

Food Science Consultant and Trainer, Alicontrol, Ltd.

1997 – 2001 | Portugal

- Project layout design and sanitary licensing for food industries; HACCP consultant and food hygiene trainer.

PhD in Business Administration

University of Macau | **2018 – 2023** | Macau

- Specialisation in SME resilience. Awarded 11 January 2023.

Master of Business Administration (MBA), Marketing

University of Saint Joseph | **2006 – 2009** | Macau

Master of Science in Nutriology (Applied Human Nutrition)

Universitat Autònoma de Barcelona | **1999 – 2003** | Spain

Degree in Food Science and Nutrition

Instituto Superior de Ciências da Saúde | **1991 – 1997** | Portugal

Peer-Reviewed Publications

- **2026** • Yu, K., **Ferreira Pinto, J.**, & Alves, J. Mobilizing meanings: The scholarly legacy of Kevin Hannam. *Mobilities*. [DOI]
- **2026** • **Ferreira Pinto, J.**, & Alves, J. C. An action-oriented framework for well-being. *Journal of Workplace Behavioral Health*. [DOI]
- **2025** • **Ferreira Pinto, J.**, & Yu, K. Green plates, golden stars: Sustainability narratives and SDG mapping in Michelin Green Star gastronomy. *Current Issues in Tourism*. [DOI]
- **2025** • **Ferreira Pinto, J.** Europe’s normative power: Driving global sustainability standards through SMEs. *Asia-Pacific Journal of EU Studies*, 23(2), 43–59. [DOI]
- **2022** • **Pinto, J. S. de A. F.** A resilient tea destination: The Azores archipelago. In L. Jolliffe et al. (Eds.), *Routledge handbook of tea tourism* (Ch. 32). [DOI]
- **2022** • McCartney, G., Lai, C. C. I., & **Pinto, J. S. de A. F.** COVID-19 impact on hospitality retail

employees' turnover intentions. *International Journal of Contemporary Hospitality Management*, 34(6), 2092–2112. [DOI]

- **2022** • McCartney, G., Ung, C. O. L., & **Pinto, J. F.** Living with COVID-19 and sustaining a tourism recovery. *Tourism and Hospitality*, 3(1), 47–68. [DOI]
- **2021** • McCartney, G., & **Pinto, J.** Macao's COVID-19 responses: From virus elimination success to vaccination rollout challenges. *The Lancet Regional Health — Western Pacific*, 11, 100169. [DOI]
- **2021** • McCartney, G., **Pinto, J.**, & Liu, M. City resilience and recovery from COVID-19: The case of Macao. *Cities*, 112, 103130. [DOI]
- **2014** • McCartney, G. & **Ferreira Pinto, J.** Influencing Chinese travel decisions. *Journal of Vacation Marketing*. [DOI]
- **2007** • **Ferreira Pinto, J. S. de A.**, Nunes, M. L., & Cardoso, C. Feeding interruption and quality of cultured gilthead sea bream. *Food Chemistry*, 100(4), 1504–1510. [DOI]

Books

- **Ferreira Pinto, J.** (2027). *Arithmocracy* — Chinese edition. (Forthcoming).
- **Ferreira Pinto, J.** (2026). *Arithmocracy*. [Link]
- **Ferreira Pinto, J.** (2025). *How-to Guide on SDGs for MSMEs*. [Link]
- **Ferreira Pinto, J.** (2024). *From Efficiency to Well-being* — Chinese edition. [Link]
- **Ferreira Pinto, J.** (2023). *From Efficiency to Well-being*. [Link]

Teaching Cases

- **Ferreira Pinto, J.** (2025). Restaurante Fernando: A case study in culinary authenticity and cultural heritage. *Tourism Cases* (CABI). [DOI]

Doctoral Thesis

- **Pinto, J. S. de A. F.** (2023). *Resilience framework during the COVID-19 pandemic* [Doctoral dissertation, University of Macau]. ProQuest. [ProQuest]

Manuscripts Under Review & In Preparation

- **Ferreira Pinto, J.** *Capability traps*. *Tourism Management*. [Submitted]
- **Ferreira Pinto, J.** *A number that will not die*. *Organizations*. [Under revision]
- **Ferreira Pinto, J.** *Ecosystem evolution in digital servitization*. *Journal of Business & Industrial Marketing*. [Under revision]
- **Ferreira Pinto, J.** *Dividing the undivided: The common heritage of mankind*. *Asia-Pacific Journal of EU Studies*, 24(2). [In preparation]

Academic Leadership & Service

- **Founding lead, Career Center for Students** (2026–present), Faculty of Business, City University of Macau. A peer-coach-led service co-created with students, alumni and Lusophone-corridor employers.
- **Outstanding MBA Supervisor**, City University of Macau (2026). [Award notice]
- **Reviewer**, *Tourism Management Perspectives* (Elsevier).
- **Business mentor and Pitch coach**, 929 Start-up Challenge.
- **Pedagogy Certification**, United Nations PRME Impactful Five (i5) — Certificate of Practice.

Invited Executive & Professional Education

- Osaka 2030 Executive Program, Ritsumeikan University, Japan (2026; invited lecture).
- SME Capacity Building and Digital Transformation Seminar, China–PSC Forum, Macao (2025).
- Tourism Cooperation Seminar, China–PSC Forum, Macao (2025).
- SME Capacity Building Seminar, China–PSC Forum, Macao (2025).
- Resilience and Social Responsibility in the Post-COVID Era, China–PSC Forum, Macao (2022).

Conference Presentations

- Perception vs Perspective: *Qi Wu Lun*. GSI International Summer Program, City University of Macau (2026).
- Arithmocracy: When Numbers Rule and Judgement Disappears. World HR Summit, Porto (2026).
- Recoveries and Experiences during COVID-19. Creative Azores Conference (2022). [Abstracts]
- Localizing and Knowledge Sharing in Integrated Resorts. Nanjing University Business School (2020).
- Have Hospitality Employees Become More Extrinsically Motivated? APacCHRIE (2020).

Public Scholarship

- Seventeen opinion and analysis pieces in *Macao Business Magazine*, translating management research into regional policy commentary on risk governance, digital infrastructure sovereignty, workforce measurement and SME resilience in the Greater Bay Area. Author page: macaubusiness.com/author/josepinto

- **Digital sovereignty: The quiet concession worth examining** (2026) — cross-border data protection and foreign cloud dependency in integrated-resort infrastructure.
- **The power of schedulers and the scheduling of powers** (2024) — staff deployment mechanics in gaming properties.
- **The rise of social deafness: Hospitality's next challenge** (2024) — technological workforce adaptation in service economies.
- **Deep sea mining: Macau's nexus role and China's outreach** (2024) — regional investment frameworks and maritime outreach.
- **Estuarine mapping in a River Delta of uncertainties** (2023) — smart-city transition and diversification limits in the GBA.
- **Is safe food a social responsibility matter?** (2023) — CSR and food-safety compliance for local SMEs.
- **The OceanGate tragedy: Balancing innovation versus safety** (2023) — safety parameters and risk protocols in technical innovation.

Professional Certifications

- **Measurement, analytics & assurance:** ISO 30414 Human Capital Reporting (2019); Kirkpatrick Certified Professional, Bronze (2020); People Analytics, UPenn / Coursera (2017); ISO 45001 Lead Auditor, IQCS (2020); Provisional Auditor ISO 9000 & ISO 22000, IRCA (2006); Six Sigma Green Belt (2014); Kaizen Facilitator (2014); Mystery Shopper Certification, IFH (2013); VOSviewer Science Visualisation, CWTS Leiden (2021).
- **Coaching, facilitation & learning design:** Cognitive Coaching Days 1–8, Thinking Collaborative (2019); Certified Organizational Coach L1–L2, IECL (2017); Coaching for Performance, Coach Global (2014); LEGO® SERIOUS PLAY® Facilitator (2017); Business Model You® Certified Practitioner (2020); 6Ds — Six Disciplines of Breakthrough Learning (2018); Management 3.0 (2018); Bikablo Advanced (2019) and Visual Facilitation (2018); Principles of Graphic Facilitation, The Grove (2017); Facilitator Certification, IEFPP, 360 hours (1998).
- **Pedagogy & AI in education:** Problem-Based Learning Specialist Certificate, 42 hours (2026, in progress); PRME Impactful Five (i5) Certificate of Practice, UN PRME (2026); Generative AI for Educators, Google (2024); Artificial Intelligence in HRM, Alison (2025).
- **Strategy, foresight & complexity:** Applied Foresight Accelerated Program, TFSX (2020); Wardley Mapping (2019); Cynefin and Complexity Foundations (2018); Gestão de Projetos, Equipes e Metas na Era da Transformação Digital, PM 2.0 (2020).
- **Sustainability & responsible business:** Principles for Responsible Investment, CFA Institute (2020); Sustainability: Learning from Leading Companies, SAP (2019); WHO COVID-19 Operational Planning Guidelines (2020); Inbound Marketing, HubSpot (2010).
- **Food science & other:** Certified Professional Food Manager (2005); WSET Level 2 (2008); Sous-Vide Cooking, Alison (2024); First Aid, Macau Sailing Association (2021); Introduction to Screenwriting, UEA (2016).

Research Architecture

- The research programme links twenty-three years of practice — food and tourism regulation, corporate HR, and coaching — to three strands. **Strand I (Politics of the Number):** metrics as instruments of authority; displacement of professional judgement by quantification; persistence of discredited indicators. Informs: *Arithmocracy* (2026), “A number that will not die” (under revision), “An action-oriented framework for well-being” (2026).
- **Strand II (Standards, Norms and Transmission):** how sustainability and human-capital standards are exported, translated and absorbed — particularly by SMEs. Informs: “Europe's Normative Power” (2025), “Green Plates, Golden Stars” (2025), *How-to Guide on SDGs for MSMEs* (2025).
- **Strand III (Resilience, Capability and Well-being):** what organisations and destinations do when the measured system meets a shock. Informs: *Resilience Framework* (doctoral thesis, 2023), “Capability traps” (submitted), “City resilience and recovery from COVID-19” (2021), “COVID-19 impact on hospitality employees” (2022).
- Method: Case-based and comparative qualitative research, SDG and standards mapping, bibliometric analysis (VOSviewer), and practitioner-facing case writing for classroom use.