

# Caleb Huanyong Chen



8 jj jkekGif jjfi  
JZ ffcf 91je jj  
[huaychen@must.edu.mo](mailto:huaychen@must.edu.mo)

/, //0. )0(  
/, )//) )/(  
F0 (  
8me N Cfe K g D Z1  
D e d ek

## Academic Qualification

2013 Ph.D in Management, Hong Kong Baptist University

## Work Experience

2018-present Assistant Professor, Macau University of Science and Technology

2013-2018 Research Associate, Hong Kong Baptist University

## Teaching Areas

Digital Marketing; Consumer Behavior; Business Ethics; Research Methods

## Research Interests

Digital Marketing; Word-of-Mouth; Sentiment; Deviant Behavior; Cultural Tourism;  
Case Study

## Selected Publications

- : e : ? ?1 e P C1 P f B ) ) N α i kgfn i Zfd nk i k  
i jgfejYckp feq68 l cdf cf Zfejld igfn i e e km NFD fe  
jfZ cd i m n gckfid j E ; F@  
( ( / & 0- 0( ) ) ) )(-0.
- : e : ? N N f B P e P N e : Cl : ) ) ? pg icfZ cfi  
ekie kfe d8fd jYkce Zb e Yi bkifl
- : e : ? C P N : e 8 BB ?1 e P ) ) Ple; fe A 1K j m i ce e  
fe Zfl lie k : fm (0 ge d Z  
N ( ) ( )
- Nl A: e : ? N e ? e A? ) ) ? i: fα Zkm I jgfejYckp  
? i: FM@ (0 MZZe Lgkb e @ki Zkfe nk MZZe 8kk 1  
I jldj ifd Gifg ejk JZfi D kZ e ( / )0,
- : e : ? : e 8 BB ) (/ ifd 8j kf8 i Z1K ekie kfe c og ejfe

f ? fe: l e ekigi j N / ( (

: e 8 BB : e : ? f C ) (/ A Zfd1C mi e k f

Ylje jj N / (

**Conference Papers**

: e : ? N N P e P N e : Cl : ) ) 8fd 18 P jli k p

I M

FZfYi- / E i cǝj Fekif : e

: e : ? : G f B ? ) ) ? jkfi Zkfej eili cZđi cklj jd l

: lđi c cd ekj e d ib ke

Aφ) Nl e : e

? l e P : G : e : ? ) ) f c j e d pjk ip Yfo gliZ j 18 e

og id ek Aφ

) Nl e : e

: e : ? : e 8 BB f C ) )( A fd 18 kZefgi e li j cdd

I M

FZfYi ( (- fece

? : G? : e : ? : e 8 BB ) )( Nfi f d flk e mj k

ekekfe e Zđi c klj jd

gg ) . ) (

: G? : e : ? C : J ) )( Jlimp klje e fid kfe k fip18 e n

d kf fi Ylje jj i j iZ

gg ... /

C : J A e ? ? l e 8 : e : ? Pl A ) )( : fe jld gkfe d glcj

kid e kfe lK ifc jf ekie kZc Yk e fij d ek e g i gi j jli e

k og Zkkfe Zfe id kfe df c

gg 0) ) 0),

: e : ? C P N : e 8 BB Cle : DP ) ) Ple; fe A 18 jmi

ce e fe Zfl lie : fm (0dfZb fne I

M FZfYi / ( fece

: e : ? : G? : e 8 BB ) ) : i ke Zđi c og i eZ kifl

Zđi c Yie e e Zđi c gibj

Aφ) fece

: G? : e : ? ) ) J ekd ek e φj j fe i m n j l Le ijke e NFD

lje g c i e e

Aφ) fece

: e : ? : e 8 BB ) (0 m n e j kf d Zf Ylje jj j l P; AZfl

Zfd gl ke j imZ j I M

FZfYi ( ) K dg LJ8

: e : ? : G? : e 8 BB ) (0 K ifc f Zđi c ik e klj jd

iflk j e e d ib ke

Aφ) ) , l e fl : e

: G? : e : ? ) (0 Jd ikklj jd e d ib ke lN gfjkfe e fi

klj jd g kkie e

Aφ) ) , l e fl : e

**Funded Projects**

2022–2023 Faculty Research Grant (project FRG-22-045-MSB), MUST.

2019–2021 Faculty Research Grant (project FRG-19-038-MSB), MUST.

2016–2017 Faculty Research Grant (project FRG1/15-16/014), HKBU.

2013–2014 Strategic Development Fund, HKBU.

### **Honors and Awards**

2023 2nd Prize at the 5th China Outstanding Case Development Competition, organized by Tsinghua University.

2021 3rd Prize at the 3rd China Outstanding Case Development Competition, organized by Tsinghua University.

2019 Paul R. Lawrence Fellow, Case Research Foundation & North American Case Research Association

2017 First Runner-Up, 2017 CEEMAN Case Writing Competition

2016 Top 10 Best Cases (4<sup>th</sup> Place), 2016 CEEMAN Case Writing Competition

### **Academic Membership/Service**

Representative at Large (Asia Pacific), International Case Research Association

Member, North American Case Research Association