CURRICULUM VITAE

Peichi CHUNG (鍾珮琦)

PERSONAL DATA

Full Name: Peichi Chung (鍾珮琦)
Office Address: Room 319, Leung Kau Kui Building, Chinese University of Hong Kong
Telephone No.: (852) 3943-1417
E-mail Address: peichichung@cuhk.edu.hk

EDUCATION

Doctor of Philosophy Department of Telecommunications, Indiana University, USA
Master of Arts Department of Telecommunications, Ohio University, USA
Bachelor of Arts Department of Foreign Language and Literature, Tunghai University, Taiwan

PROFESSIONAL EXPERIENCE

2017 - Present **Chinese University of Hong Kong, Hong Kong**
Associate Professor & Undergraduate Programme Coordinator, Department of Cultural and Religious Studies

2019 Sept to Dec **Massachusetts Institute of Technology, USA**
Visiting Scholar, Department of Comparative Media Studies

2019 June to Aug **Hangyang University, South Korea**
Visiting Scholar, Department of Media Communication

2019 Jan to May **Suffolk University, USA**
Visiting Scholar, Department of Communication, Journalism and Media

2011–2017 **Chinese University of Hong Kong, Hong Kong**
Assistant Professor, Department of Cultural and Religious Studies,

2004–2011 **National University of Singapore, Singapore**
Assistant Professor, Department of Communication and New Media

2002-2004 **National Chiao-Tung University, Taiwan**
Assistant Professor, Institute of Communication Studies

PUBLICATIONS

LIST OF RESEARCH OUTPUTS OR CREATIVE WORKS

Referred Journal Articles and Book Chapters

1. (Forthcoming). "Digital Heritage and the Documentation of Hong Kong in Video Games". In Darrell Davies, Michael Berry, Peichi Chung, Wenchi Lin & Emilie Yeh (Eds). *East Asian Media and Creative Industries*. Edinburgh: Edinburgh University Press.

2. (Forthcoming). "Work". In Christopher Patterson & Amanda Philips (Eds). *Keywords in Game Studies*. New York: New York University Press.

3. (2025). "Digital Labor and Computational Gaming in Esports." *International Journal of Esports Studies* 3(1): 1-20.

4. (2024, third author) "Synergistic Fields: Unveiling the Potential Win-Win Relationships between Esports Performance and Traditional Sports Participation," PLOS ONE. (With Tang D., Ma R.,

Ho, W. & Sum, R.)

5. (2023). “Underground Radio Since the Late 1980s”. In Lihyn Lin & Ming-Yeh Rawnsley (Eds). *The Encyclopedia of Taiwan Studies*. Leiden: Brill Academic Publisher.

6. (2023). “Between Super Players and Mega Fans: The Emergence of Data-Led Gaming Environments in Korean Esports”. In Youna Kim (Ed). *Introducing Korean Popular Culture*. New York: Routledge.

7. (2021). *Media Technologies for Work and Play in East Asia: Critical Perspectives on Japan and the Two Koreas*. eds. M. Lee & P. Chung. Bristol: Bristol University Press. [Co-edited with Micky Lee]

8. (2021). "South Korea's Esports Industry in Northeast Asia: History, Ecosystem and Digital Labour". In Micky Lee & Peichi Chung (Eds). *Media Technologies for Work and Play in East Asia: Critical Perspectives on Japan and the Two Koreas*. Bristol, UK: Bristol University Press.

9. (2021). Chapters on “Xiabawang”, “NCSoft”, “PC Bang” and “Singapore”, in *Encyclopedia to Video Games: The Culture, Technology and Art of Gaming*, ed. M. Wolf. Santa Barbara, CA: Greenwood Publisher.

10. (2018). “Hong Kong Cinema: Reconnecting Its Southeast Asian Heritage.” In *Willing Collaborators: Refashioning Content for the Chinese Media Market*, ed. M. Keane. Rowman & Littlefield Publishing.

11. (2017). “The Globally Integrated Network of the South Korean Online Game Industry.” In *Global Game Industry Policies*, ed. A. Fung & M. Zhao. Basingstroke, UK: Palgrave McMillan.

12. (2017). “Revisiting the Creative Industry Models for Game Industry Development in Southeast Asia.” In *Global Game Industry Policies*, ed. A. Fung & M. Zhao. Basingstroke, UK: Palgrave McMillan.

13. (2016). “Soft Power and Cultural Industries: Cultural Policy and Inter-Asian Regional Flows in Hong Kong and Singapore.” In *The Routledge Handbook on Soft Power*, ed. Naren Chitty, Li Ji, Gary Rawnsley & Craig Hayden, pp. 144–59. London: Routledge.

14. & Yi, L. (2016). “The Regionalization of Co-Production in the Film Industries of Hong Kong and China.” In *Handbook of China’s Cultural and Creative Industries*, ed. *Michael Keane,* pp. 207–25. Cheltenham, UK: Edward Elgar Publishing.

15. (2015). “The Globalization of Game Art in Southeast Asia.” In *Handbook of New Media in Asia*, eds. Larissa Hjorth & Olivia Khoo, pp. 402–15. New York: Routledge.

16. (2015). “South Korea.” In *Video Games Around the World*, ed. Mark Wolf, pp. 495–520. Boston: The MIT Press.

17. (2015). “Singapore.” In *Video Games Around the World*, ed. Mark Wolf, pp. 469–94. Boston: The MIT Press.

18. (2014). “Game Industry Online.” In *The Internet in China: 1980s–2000s: Cultural, Political and Social Dimensions*, ed. Ashley Esarey & Randolph Kluver, pp. 134–42. Great Barrington, MA: Berkshire Publishing Group.

19. (2013). “Co-Creating Korean Wave in Southeast Asia: Digital Convergence and Asia’s Media Regionalization.” *Journal of Creative Communications* 8(2/3): 231–46.

20. & Fung, A. (2013). “The Internet Development and the Commercialization of Online Gaming Industry in China.” In *Gaming Globally: Production, Play & Place*, ed. N. Hunteman & Aslinger, B. (eds). p. 233-250. New York: Palgrave Macmillan.

21. (2011). “The Emerging Media Exchange in the Cultural Regionalization of Asia.” In *Media Convergence and Cultural Transformation: Emerging Social Patterns and Characteristics*, ed. Y. J. Dal, pp. 80–94. Hershey, PA: IGI Global.

22. (2010). "The MMORPG Culture of Korea and China: Cultural Standardization and the Shaping of Convergence Culture in East Asia." *Communications and Convergence Review* (Korea) 2(2): 79–91.

23. (2010). "New Media Globalization in Asia: The Online Gaming Industries in South Korea, Singapore and China." *Iowa Journal of Communication* 42(1): 1–22.

24. & Yuan, J. (2009). "Dynamics in the Online Game Industry of China: A Political Economic Analysis of its Competitiveness." *Journal of EPTIC On Line* [Political Economy of Information and Communication Technologies] 11(2).

25. (2009). "The Dynamics of New Media Globalization in Asia: A Comparative Study of the Online Gaming Industries in South Korea and Singapore." In *Gaming Cultures and Place in Asia-Pacific*, ed. D. Chan & L. Hjorth, pp. 58-77. New York: Routledge.

26. Marsh, T., Nitsche, M., Liu, W., Chung, P., Bolter, J., Cheok, A. (2008). "Film Informing Design for Contemplative Play." Conference Proceedings of the ACM SIGGRAPH Video Games Symposium Sandbox 2008, Los Angeles, CA.

27. (2008). "New Media for Social Change: Globalization and the Online Gaming Industries of South Korea and Singapore." *Journal of Science, Technology and Society* 13(2): 303–24.

28. (2008). "The Creative Industry of Singapore: Cultural Policy in the Age of Globalization." *Journal of Media International Australia: Incorporating Culture and Policy* 129: 31–45.

29. (2007). "Hollywood's Domination of the Emerging Chinese Kung Fu Genre." *Journal of Inter-Asia Cultural Studies* 8(3): 414–24.

30. (2004). "The 'Local' Dimension of Identity Construction in a Web-Based Political Organization: A Case Study of Taiwanese Political Movement." In *E-Democracy in East Asia? How the Internet Affects Politics and Civil Society in Japan, South Korea and Taiwan*, ed. Isa Ducke, pp. 22–58. Tokyo: German Institute of Japan Studies.

31. (2000). "The Mediated Other and National Identity in the Taiwanese and South Korean Media." *Gazette: The International Journal for Communication Studies* 62(2): 99–115.

32. (2000). "Asian Filmmakers Moving into Hollywood: Genre Regulation and Auteur Aesthetics." *Asian Cinema* 11(1): 33–50.

Creative Works

1. Project leader (2018). "Migration, Body and Space: A Story of Movement in Virtual Reality." A 360 virtual reality student film project.

2. Project coordinator (2017). "Sky Martial VR: The Philosophies of the Infinite Worlds of Wuxia Martial Arts (Chinese Title: 天上武俠 - 地上武林)", Proposal for developing an art-based 3D Kung Fu game (in collaboration with Gina Wong, Kenning Zhu, Mike Chee, Kaki Li & Jing Chiang).

3. Project leader (2016). "Red, Hot Spinning: Immersive 3D Narratives in Tri Asian Gaming." A work-in-progress presentation on Asian game art at the 2016 International Symposium on Electronic Arts , hosted by the School of Creative Media, City University of Hong Kong (in collaboration with Gina Wong, Kenning Zhu & Jing Chiang).

4. Project leader (2015). "Our Global Umbrella Stories". A Crowdsourcing New Media project exhibited at the Umbrella Festival, Jockey Club Culture Art Centre, hosted by the Cultural Studies MA Programme, Chinese University of Hong Kong.

Selected Press Interview, Industry Talk and Report

1. (2022). "Video Game, Heritage, and Popular Play Culture in Hong Kong". RTHK radio interview.

2. (2021). “The Gentle Power of the Wave - South Korean Cultural Exports”. (Published in German language)

3. (2020). “Player-Led Esports Ecosystem”. ARPU (Association of Pacific Rim Universities) MetaGame Conferences. Hong Kong.

4. (2017). “Game Classification System in China.” In *The 2017 White Paper on Korean Games*. Seoul, South Korea: Korean Cultural and Creative Agency (Published in both English and Korean languages)

5. (2014). Research Report on Southeast Asian Game Industries. Commissioned by The Research Grant Council, Hong Kong Special Administration Region. Project code 4001-SPPR-09.

Book Review

1. (2004). “Asian America.Net: Ethnicity, Nationalism, and Cyberculture, edited by Rachel C. Lee and Sau-Ling Cynthia Wong (book review).” *Journal of New Media and Society*. 6(4): 571–74.

Referred Conference Papers and Presentations

1. (2025). “Digital Labor and Computational Gaming in Esports.” Paper Presented at the International Association for Media and Communication Research, Singapore.

2. (2024). “Postcolonial Memories in Hong Kong Independent Games.” International Association for Media and Communication Research, Christchurch, New Zealand.

3. (2023). “Data Society, Digital Labor and Data Analytic Industry in Hong Kong.” International Association for Media and Communication Research. Paris, France.

4. (2023). “Between Super Players and Mega Fans: The Emergence of Data-Led Gaming Environments in Korean Esports.” International Association for Media and Communication Research. Paris, France.

5. (2021). “Cultural Production and Representation of Hong Kong in Video Games” International Association for Media and Communication Research. Nirobi.

6. (2018). Industry Panel Discussion on How Non-Fungible Token Change the Gaming Industry? Chinese Digital Game Research. City University of Hong Kong Shenzhen Research Institute, Shenzhen, China.

7. (2018). “Esports as An Emerging Algorithmic Techno-Culture for Game Industry in East Asia.” Part of the Panel Presentation Entitled “Beyond the Core Development Team: Exploring Emerging Roles and Responsibilities in the Global Game Industry,” Digital Games Research Association Conference, Turin, Italy.

8. (2018). “Esports History, Ecosystem and Professional Player in East Asia.” International Association for Media and Communication Research, Oregon, United States.

9. (2017). “The Formation of Esports Gaming Network in East Asia.” International Association for Media and Communication Research, Cartagena, Columbia.

10. (2016). “The Politics and Economics of Independent Game Distribution in China.” International Association for Media and Communication Research, Leicester, United Kingdom.

11. (2016). “Transnationality of Hong Kong Cinema in Inter-Asian Coproduction.” International Communication Association Pre-Conference, The Tokyo University of the Arts, Tokyo, Japan.

12. (2016). “Online Game Distribution Network in China.” 22nd International Symposium on Electronic Art. City University of Hong Kong, Hong Kong.

13. (2015). “Theorising New Media and Cultural Regionalisation in Asia.” The Annual Meeting of the International Association for Media and Communication Research, Montreal, Canada.

14. (2015). “Regional Cultural Policy and City Revitalisation in the Creative Industry Development of Hong Kong and Singapore.” Making Cultural Cities: A Dialogue on Mobility and Assemblage, City University of Hong Kong, Hong Kong.

15. (2015). “Subversive Filmmaking and Sustainable Film Industry Development in Hong Kong Cinema.” The First Global Creative Industries Conference. The University of Hong Kong, Hong Kong.

16. (2014). “Theorize New Media and Regionalization in Asia.” Panel paper abstract submitted to the Annual Meeting of the International Association for Media and Communication Research, Hyderabad, India.

17. (2014). “The Globalization of Video Game Art in Southeast Asia.” Panel paper presented at the Annual Meeting of the International Association for Media and Communication Research, Hyderabad, India.

18. (2014). “Doing Critical Transnational Research and Comparative Media Industry Analysis in Asia: A Discussion on Method.” Panel paper presented at the Annual Meeting of the International Association for Media and Communication Research, Hyderabad, India.

19. (2014). “Popular Cultural Production in Southeast Asian Cinema.” Paper Presented at the Post-Asia Film, Media and Popular Culture Conference, Macau.

20. & Yi, L. (2014). “The Regionalization of Co-Production in the Film Industries of Hong Kong and China.” Paper presented at panel, Particularities of East Asian Cultural Politics,” International Communication Association, Seattle, WA, USA.

21. (2013). “Asian Popular Culture in Southeast Asia.” Paper presented at the Annual Conference of the Inter-Asia Cultural Studies Conference, National University of Singapore, Singapore.

22. (2013). “The Political Economy of Outsourcing: Media Regionalization and Game Industry Development in Southeast Asia.” Paper presented at the Annual Meeting of the International Association for Media and Communication Research, Dublin, Ireland.

23. (2012). “The Narratives of Media Regionalization in the Cultural Policies of Hong Kong and Singapore.” Paper presented at the Annual Meeting of the International Association for Media and Communication Research, Durban, South Africa.

24. (2011). “Game Development in Southeast Asia.” Paper presented at the Annual Meeting of the Digital Game Research Association, Utrecht, the Netherlands.

25. (2011). “Media Regionalization and the Digital Korean Wave.” Paper presented at the Annual Meeting of the International Association for Media and Communication Research, Istanbul, Turkey.

26. (2011). “Regional Complexity in the Digital Media Economy of Asia.” Paper presented at the Annual Meeting of International Association for Media and Communication Research, Istanbul, Turkey.

27. (2010). “The Internet Development and the Commercialization of Online Game Industry in China.” Paper presented at the Annual Meeting of the International Association for Media and Communication Research, Braga, Portugal.

28. (2010). “The Emerging Media Exchange in the Cultural Regionalization of Asia.” Paper Presented at the Annual Meeting of the International Association for Media and Communication Research, Braga, Portugal.

29. (2009). "The South Korean Online Gaming Industry and the Model of Creative Industry for the Cultural Economy in Asia." Paper presented at the Annual Meeting of Internet Research 10.0 – Internet: Critical, Milwaukee & Madison, WI, USA.

30. (2009). "New Media Globalization in Asia: The Online Gaming Industries in South Korea, Singapore and China." Paper presented at the annual meeting of the International Association of Media and Communication Research, Mexico City, Mexico.

31. Marsh, T., Nitsche, M., Liu, W., Chung, P., Bolter, J., & Cheok, A. (2008). "Film Informing Design for Contemplative Play." Paper presented at the annual meeting of the ACM SIGGRAPH Video Games Symposium Sandbox 2008, Los Angeles, CA, USA.

32. & Yuan, J. (2008). "Dynamics in the Online Game Industry of China: A Political Economic Analysis of Its Competitiveness." Paper presented at the annual meeting of the International Association for Media and Communication Research, Stockholm, Sweden.

33. (2008). "The Online Gaming Industry in China: A Political Economic Analysis of Its Emergence," Paper presented at the annual meeting of the Chinese Internet Researcher Conference, Hong Kong.

34. (2008). "New Media for Social Change: The Online Game Industries of Singapore and South Korea." Paper presented at the International Workshop of ICT & Development: Experiences from Asia, Singapore.

35. (2007). "The Global Expansion Strategies of South Korean Online Game Companies: A Theoretical Reflection on the Forming of a Globally Integrated Network in Asian New Media Industry." Paper presented at the annual meeting of the International Association for Media and Communication Research, Paris, France.

36. (2007). "The Online Gaming Industries of South Korea and Singapore: Cultural Policy in the Age of Globalization." Paper presented at the Inter-Asia Cultural Studies Conference, Shanghai, China.

37. (2007). "The Online Gaming Industry of South Korea: A Preliminary Analysis of Its Success and Current Standing." Top Second Paper, Debut Category. Paper presented at the annual conference of the Broadcasting Education Association, April, Nevada, USA.

38. & Hsieh, C. (2006). "Defining Space in Social and Cultural Context: Norberg-Schulz and the *World of Warcraft*," Paper presented at the annual meeting of the Association for Internet Researchers, Brisbane, Australia.

39. (2006). "The Creative Industry of Singapore: A Cultural Response to the Theory of Globalization." Paper presented at the annual meeting of the International Association for Media and Communication Research, Cairo, Egypt.

40. (2003). "The 'Local' Dimension of Identity Construction in a Web-Based Political Organization: A Case Study of the Taiwanese Political Movement." Paper presented at the annual Conference of the Association for Internet Researchers, October 16–19, Toronto, Canada.

41. (2003). "The Internet and Participation in Homeland Politics by Taiwanese Immigrants in the United States." Paper presented at the 2003 Conference, "Between Empires: Communication, Globalization and Identity," Auckland University of Technology, February 13–15, Auckland, New Zealand.

KNOWLEDGE TRANSFER ACTIVITIES

Technology Transfer Activities

1. 2024-Present, Collaborating with MBS Studio to prepare an archival project on the preservation of Hong Kong in film sounds.

2. 2023-2024, "Promotion of Video Game Industry in Hong Kong (推動電子遊戲產業建議)" for Professor Hon William Wong Kam-Fai, MH.

3. 2021. Committee Chair. Student Esports Essay Competition. Metagame Conference, Hosted by Association of the Pacific Rim Universities and Cyberport, Hong Kong.

4. 2018. Committee Member. Esports Academy Referee Curriculum Program. International Esports Federation, South Korea. http://esportscommentator.blogspot.com/2018/12/iesfs-referee-workshop-has-been.html

5. 2017. Lecture on common subjects in game studies. International Esports Academy. South Korea.

6. 2016. Collaboration with Hong Kong independent film studio, Experimenta, on creative 3D gaming project. Hong Kong.

RESEARCH GRANTS

Competitive Grants

1. Local collaborator, collaboration period from 2026-2028. Principal Investigator: Dr. S. Chandrasekaran. Project Title: "Soil". (The Indian Migration History in Hong Kong and Singapore." University of the Arts Singapore, Singapore.

2. Local collaborator, collaboration period from 2024-08 onward. Principal Investigator: Cesar Bolano. Project Title: "The Economic Governance of Digital Networks: Toward an Analysis of Internet Markets and Competition and Their Impacts on Users' Rights." Universidade Federal de Sergipe, Brazil.

3. Principal Investigator, "Archiving Hong Kong in Video Game", Project Sponsored by CUHK Research Committee Funding (Direct Grant) from the period 2021-05-22 to 2022-05-21.

4. Principal Investigator, "The Online Distribution Strategies of Independent Application Game Developers in Hong Kong, China and South Korea" (U516042). Project Sponsored by Research Grants Council-General Research Fund during the period 2015-09-01 to 2017-08-31.

5. Associate Researcher, collaboration period from 2015-04 to 2015-11. Principal Investigator: Michael Keane. Project Title: "Willing Collaborators: Negotiating Change in East Asian Media Production." Sponsored by the Australian Research Council for period January 2014–December 2016.

6. Principal Investigator, "A Cultural Analysis of Popular Media Production and Consumption in Southeast Asia" (AL11674). Project Sponsored by CUHK Research Committee Funding (Direct Grant) during the period 2012-01-16 to 2013-09-15.

7. Local Collaborator, collaboration period from 2011-11 to 2012-1. Principal Investigator: Wonho Jang. Project Title: "Time-Spatial Study on Asian Pop Culture" (NRF-2011-330-B00119). Sponsored by the National Research Foundation of Korea for the period September 2011–August 2014.

8. Co-Investigator, "Southeast Asian Game Industry." Principal Investigator: Anthony Fung, Project Title: "Creative Industries, Mapping the Hong Kong Game Industry: Cultural Policy, Creativity and the Asian Market" (4001-SPPR-09). Principal Investigator: Anthony Fung. Grant Funded by Central Policy Unit, HKSAR during period between September 2010 and May 2013.

EDITOR AND ADVISORY BOARD

1. Editorial Board Member, The International Journal of eSports Studies (since 2023).

2. Editorial Board Member, Journal of Digital Media and Policy (since 2022). Journal URL: <https://www.intellectbooks.com/journal-of-digital-media-policy>

3. Editorial Board Member, *International Journal of Esports Research* (2020-present). Journal URL available at <https://www.ijesports.org >

4. Member of World Video Hall of Fame Selection Committee (2018-present). The Strong Museum, Rochester, NY, USA. < https://www.museumofplay.org/about/annual-report/2020/advisors >

5. Editorial Board Member, *The Anthem Soft Power and Public Diplomacy Book Series* (2018-Present), Chief Editor of Professor Naren Chitty.

6. Editorial Board Member, *Journal of Southeast Asian Media Studies* (2018 -present). Journal ULR available at < https://ejournals.ph/article.php?id=14310>

7. Editorial Board Member, *Journal of the Political Economy of Communication* (2014–present). Journal URL available at <http://polecom.org> .

8. Editorial Board Member, *Asian Communication Research* (2014–2025).

9. Editorial Board Member, *Journal of Contemporary East Asia* (2014–present).

INVITED PRESENTATIONS/ LECTURES

Invited Presentations/Lectures at Conferences, Workshops, Research Institutes and Universities

In English

1. Invited Speaker (November 2025). "Computational Culture" and "Video Games". Fujen University, Taiwan.

2. Invited Speaker (April 2025). "Digital Labour and Computational Gaming in Esports". Current Perspectives in Video Game Studies. School of Creative Media, City University of Hong Kong. Hong Kong.

3. Invited Speaker (February 2025). "Digital Labour and Computational Gaming in Esports". 3rd International Esports Conference. Center for Esports Studies, Kyunsung University. Busan, South Korea. (sponsored)

4. Invited Speaker (December 2023). "Esports Education in Asia: A Digital Solution and Paradigm Shift". WE Academic Seminar. International Esports Federation. Busan, South Korea. (sponsored)

5. Invited Speaker (November 2023). "Data Society, Digital Labor and the Data Analytic Industry in Hong Kong". Media and Creative Industries Webinar Series. Lingnan University. Hong Kong.

6. Invited Speaker (April 2023). "The Transformation Moment of Play in Hong Kong Independent Games." "Game, Brain, Learning and Beyond" Conference on Game and Gamification Studies. Faculty of Education, The University of Hong Kong, Hong Kong.

7. Invited Speaker (February 2023). "Between Super Players and Mega Fans: The Emergence of Data-Led Gaming Environments in Korean Esports." International Conference for Center of eSports, Kyungsung University, Busan, South Korea. (sponsored)

8. Invited Speaker (April 2022). "New Realities of Metaverse in Cybergame". Chung Chi College 70 Anniversary Symposium, Chinese University of Hong Kong.

9. Invited Speaker (December 2021). "Gamification of Wellbeing in Esports". Metagame Conference. Cyberport, Hong Kong.

10. Invited Speaker (November 2021). "The Politics and Economics of Independent Game Distribution in China and Hong Kong." Media and Creative Industries Webinar Series. Lingnan University. Hong Kong.

11. Invited Speaker (December 2020). “Digital Cultural Preservation of Hong Kong in Video Game”. Invited Online Presentation at the Workshop of Researching Game-Making: Skills, Cultures and Politics, Queensland University of Technology, Australia.

12. Invited Speaker (June 2019). “Esports and East Asian Culture”. Presented at Hangyang University, Seoul, South Korea.

13. Invited Speaker (April 2019). “Esports Gaming Culture in East Asia and Its Political Economic Implications”. Presented at Suffolk University. Boston, USA.

14. Invited Speaker (November 2018). “Presentation on Esports Governance in East Asia” and “Panel Discussion on Esports Administration”. Global Esports Executive Summit. Busan, Korea (sponsored).

15. Invited Speaker (October 2018). “Independent Game Development and Gamer-Led Innovation in Asia.” Presented at the Workshop of Digital Transactions in Asia. De La Salle University, Manila, Philippines (sponsored).

16. Invited Speaker (August 2018). “Game and Gamer-Led Innovation in Asia.” Conference of Global Digital Technology and Culture, Korean Association for Broadcasting and Telecommunication Studies, Seoul, South Korea (sponsored).

17. Invited Speaker (June 2018). “Labor and Gamer-Led Innovation in Asia.” Workshop on Current Perspectives in Game Studies. School of Creative Media, City University of Hong Kong.

18. Invited Speaker (November 2017). “Ethnographic Research on Digital Game Development and Distribution in Asia.” Workshop on Digital Ethnographies. RMIT Vietnam (sponsored).

19. Invited Speaker (November 2017). “Esports History and Ecosystem in East Asia.” Global Esports Executive Summit. Busan, Korea (sponsored).

20. Invited Speaker (October 2017). “Digital Disintermediation and the Formation of Esports Gaming Network in East Asia”. Workshop on Game Industry Studies. University of Umea, Sweden (sponsored).

21. Invited Speaker (March 2017). “PWNED: How Gaming Culture in Asia is Redefining Societal Successes.” Raising the Bar, A Public Event Held at Lang Kwai Fong, Hong Kong.

22. Invited Speaker (December 2016). “Spatial Politics of Digital Game Distribution,” School of Creative Media, City University of Hong Kong.

23. Invited Speaker (February 2016). “Application Game Development and Distribution in China.” School of Design, Hong Kong Polytechnic University.

24. Invited Speaker (November 2014). “Game Development in China and East Asia.” School of Design, Hong Kong Polytechnic University.

25. Invited Speaker (April 2014). “Culture and Market Integration in the Digital Media Industries of Southeast Asia.” Faculties of Humanities, Hong Kong Polytechnic University.

26. Invited Speaker (April 2014). “Organization Strategies and Cultural Complexity in the Media Market of Southeast Asia.” Faculties of Humanities, Hong Kong Polytechnic University.

27. Invited Speaker (February 2014). “Market Factor on the Development of East Asian Game Art”. School of Design, Hong Kong Polytechnic University.

28. Invited Speaker (February, 2014). “When Global Capital Meets Local Creative Labour: A Talent-Based Innovation Model for Game Industry Development in Southeast Asia.” Faculty of Fine Arts, LaSalle College of the Arts, Singapore (sponsored).

29. Invited Speaker (May 2013). "Revisiting Creative Industry Models for Game Industry Development in Southeast Asia." International Conference of New Directions in the Development of Creative and Media Industries, School of Journalism and Communication, The Chinese University of Hong Kong, Hong Kong.

30. Invited Speaker (February 2013). "Online Game Development in Southeast Asia". School of Design, Hong Kong Polytechnic University.

31. Invited Speaker (December 2011). "Digital Media Culture in Asia", Workshop on Transmedial Interaction, Linnaeus University, Växjö, Sweden (sponsored).

32. Invited Speaker (August 2011). Public Lecture on "Co-Creating Korean Wave: User-Generated Content and Community-Based Participatory Communication". International Conference for the Integration of Science and Technology into Society. KAIST, Daejeon, South Korea (sponsored).

33. Invited Speaker (2010). Panel Discussion on "ICT in Driving Competitiveness and Regional Integration", The EU Centre in Singapore. Singapore.

34. Invited Speaker (2009) "Cultural Regionalization of Asia," Paper Presented at the International Conference of Media and Cultural Identity in Asia, Hanyang University, Seoul, South Korea (sponsored).

35. Invited Speaker (2008). Workshop, "Information Communications Technologies (ICTs) and Development: Experiences from Asia." National University of Singapore, Singapore.

36. Invited Speaker (2007). Panel Discussion, "Video Game Studies in Singapore". The Fourth Australasian Conference on Interactive Entertainment, Melbourne, Australia.

37. Invited Speaker (2006). "Digitizing Chinese Culture in the Age of Globalization: Community, Software and Representation of Identity." Paper presented at the international conference of Chinese Culture and Globalization, Taipei, Tamkang University (sponsored).

38. Invited Speaker (2004). "The 'Local' Dimension of Identity Construction in a Web-Based Political Organization: A Case Study of Taiwanese Political Movement," Paper presented at workshop, "Internet Media in Asia," German Institute of Japan Studies, Tokyo, Japan (sponsored).

In Chinese

1. Invited Speaker (2018). "A Cultural Look at Gaming Fever" [電玩潮] . Salon11: Living Culture. 39 Cross-Disciplinary Dialogues Series. K11 Artist Club. Hong Kong.

2. Invited Speaker (2018). "Esports History and Ecosystem in East Asia: Some Social Implications," Industry Panel Talk on One Degree Beyond Esports Workshop, Hong Kong.

3. Invited Speaker (2017). "Flying Away: Digital Technology and the New World of Wuxia in Computer Gaming." [飛天遁地——數碼科技與遊戲中的武俠新世界]. School of Chinese Language and Culture, Hang Seng College of Management. Hong Kong

4. Invited Speaker (2015). "Rhetoric of Growth: For Life and For Work". General Education, Tamkang University, Taiwan (Skype Lecture). "從工作和生活談成長的定義". 淡江大學「榮譽學程思考訓練與溝通藝術」遠距演講系列.

5. Invited Speaker (2012, 2013). "The Distribution Network for Online Games in Asia: A Digital Cultural Perspective" [網遊在亞洲的研發與行銷—以文化流動觀點看數位文化]. Hong Kong University of Science and Technology, Hong Kong.

KEYNOTE SPEECHES/ DISTINGUISHED LECTURES

1. (Nov 2025). "Evolving Curriculum Changes in the Higher Education of Hong Kong." Presented at the 11th Anniversary of Media and Ecology Conference, Fujen University, Taiwan.

2. (Nov 2024). "An Intersectoral Exploration for the Development of Ecosystem Integration between Video Games and Esports in the Era of Artificial Intelligence." Presented in the First

Esports International Conference: The Future of Game and Esports Generation. Korean Esports Association, Seoul, Korea.

3. (Dec 2021). “Sustainable Esports Development and Esports Higher Education” Presented at the Six Global Esports Executive Summit, International Esports Federation, Busan, Korea.

4. (Nov 2018). “Esports Governance in East Asia.” Presented at the Third Global Esports Executive Summit, International Esports Federation, Busan, Korea.

5. (2016). Plenary panel. “The Role of Broadcasting in Asia Development: The Past, Present and Future of Broadcasting Industry in ASEAN.” Korea-ASEAN Cultural Exchange Forum, Seoul, Korea.

6. (2016). Plenary panel. “Regionalisation as Praxis: Multiculturalism and Diversity in Asia's Cultural Integration”. International Symposium, “Cultural and Communication in Anatolia: Past, Present and Future,” Atilim University, Ankara, Turkey.

7. (2015). Keynote speaker. “Mapping Game Studies in Asia: Trajectory Toward the Sustainable Chinese Game Industry.” Chinese Digital Game Research Association, Tsinghua University, Beijing, China.

8. (2010). Plenary panel, “Asian Cloud Manifesto: Cloud Computing, Asian Growth and Regional Integration.” Keio University, Tokyo, Japan.

9. (2003). Plenary panel. “The Political and Cultural Implications of Satellite Digital Multimedia Broadcasting Service: A Case Study of South Korea.” Paper published in the Conference Proceedings for the International Conference of the Korean Society for Journalism and Communication Studies, Seoul, Korea.

PROFESSIONAL SOCIETY ACTIVITIES

1. Member. Humanities and Social Science Panel. University Grants Committee. Hong Kong (2024-2026).

2. Vice Chair, Political Economy Section, International Association for Media and Communication Research (2014–2018).

3. Schiller Award Committee, International Association for Media and Communication Research (2013, 2016, 2022).

4. Smythe Award Committee, International Association for Media and Communication Research (2014, 2023).