

Caleb Huanyong Chen



Title: Assistant Professor
Faculty: School of Business
Email huaychen@must.edu.mo
address:
Tel: (853) 8897-3291
Fax: (853) 2882-3281
Office: O941
Address: Avenida Wai Long, Taipa, Macau
Dept/Fields: Management

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

Chen, C.H., Huang, Y., Liu, Y., & Gao, K. (2023). Will great power come with great responsibility only? A dual model of consumer power and negative WOM on social media review platforms. *Journal of Promotion Management*. DOI: 10.1080/10496491.2023.2216197

Chen, C.H., Wei, W., Gao, K., Yang, Y., Wang, C., & Lu, C. (2023). Hyperlocal or international: Aomi's bottleneck and breakthrough. *Ivey Publishing*.

Chen, C.H., Li, Y.W., Chan, A.K.K., & Huang, Y. (2022). Yun Don Jia: The silver lining on "cloud" during the Covid-19 pandemic. *Emerald Emerging Markets Case Studies*, 12(4), 1-32.

Wu, J., Chen, C.H., Wang, H., & Zhang, J.H. (2022). Higher Collective Responsibility, Higher COVID-19 Vaccine Uptake, and Interaction with Vaccine Attitude: Results from Propensity Score Matching. *Vaccines*, 10(8), 1295.

Chen, C.H., & Chan, A.K.K. (2018). From Asia to Africa: The international expansion

- of Hon Chuan Enterprise. *Emerald Emerging Markets Case Studies*, 8(1), 1-33.
- Chan, A.K.K., Chen, C.H., & Zhao, L. (2018). JD.com: Leveraging the edge of e-business. *Emerald Emerging Markets Case Studies*, 8(3), 1-30.

Conference Papers

- Chen, C.H., Wei, W., Yang, Y., Wang, C., & Lu, C. (2022). Aomi: A “Y” strategy. *Paper presented at North American Case Research Association 2021 Annual Conference*, October 6-8, Niagara Falls, Ontario, Canada.
- Chen, C.H., Che, P., Gao, K., & He, G. (2022). Historic towns in rural cultural tourism: Cultural elements and marketing. *Proceedings of 10th China Marketing International Conference*, July 20-30, Wuhan, China.
- Huang, Y., Che, P., & Chen, C.H. (2022). Goals and mystery box purchase: An experiment. *Proceedings of 10th China Marketing International Conference*, July 20-30, Wuhan, China.
- Chen, C.H., Chan, A.K.K., & Zhao, L. (2021). JCom: A technopreneur’s dilemma. *Paper presented at North American Case Research Association 2021 Annual Conference*, October 14-16, online.
- He, G., Che, P.H., Chen, C.H., & Chan, A.K.K. (2021). Word-of-mouth and visit intention in cultural tourism. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry*, pp. 3237-3241.
- Che, P.H., Chen, C.H., & Li, C.S. (2021). Survey data using information theory: A new method for business research. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry*, pp. 775-778.
- Li, C.S., Jiang, H., Huang, A., Chen, C.H., & Yu, J. (2021). Consumption impulse determination: The roles of internet celebrity endorsement and peer pressure in the expectation-confirmation model. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry*, pp. 922-925.
- Chen, C.H., Li, Y.W., Chan, A.K.K., & Leung, C.M.Y. (2020). Yun Dong Jia: A silver lining on “cloud” during Covid-19 lockdown. *Paper presented at North America Case Research Association 2020 Annual Conference*, October 8-10, online.
- Chen, C.H., Che, P.H., & Chan, A.K.K. (2020). Creating cultural experience through cultural branding in cultural parks. *Paper presented at China Marketing International Conference*, July 20-30, online.
- Che, P.H., & Chen, C.H. (2020). Sentiment analysis on reviews: Understanding eWOM using deep learning. *Paper presented at China Marketing International Conference*, July 20-30, online.
- Chen, C.H., & Chan, A.K.K. (2019). Give wings to micro businesses: YDJ cloud computing services. *Paper presented at North America Case Research Association 2019 Annual Conference*, October 10-12, Tempe, USA.
- Chen, C.H., Che, P.H., & Chan, A.K.K. (2019). The role of cultural heritage in tourism route design and marketing. *Paper presented at China Marketing International Conference*, July 22-25, Guangzhou, China.
- Che, P.H., & Chen, C.H. (2019). Smart tourism and marketing: WiFi positioning for tourism patterning. *Paper presented at China Marketing International Conference*, July 22-25, Guangzhou, China.

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 (4th Place), 2016 CEEMAN Case Writing Competition

Academic Membership/Service

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

Member, North American Case Research Association