

# Caleb Huanyong Chen



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## **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**

## **Conference Papers**

## **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