



Dr. Yang Xinxin

Department of Cross-Border E-Commerce

Assistant Professor | Master's Supervisor

Biography

Dr. Yang Xinxin is an Assistant Professor who holds an M.A. from Peking University and a Ph.D. from the City University of Macau. Her research primarily focuses on cultural industries and art theory. With extensive experience in cultural industry analysis, art and design criticism, and curatorial practice, Dr. Yang is dedicated to enhancing public aesthetic literacy and advancing the development of aesthetic education (Meiyu). Her academic and practical contributions to these fields are highly recognized.

To date, Dr. Yang has published over 30 art and design critiques in prominent newspapers and academic journals. As a seasoned curator, she has been instrumental in organizing several prestigious international and national exhibitions, including the Fuzhou International Lacquer Art Biennial and the Xinjiang International Art Biennial. Additionally, she has curated dozens of group and solo exhibitions both in China and abroad.

In terms of research and institutional projects, Dr. Yang has played a key role as a lead creator or core member in numerous high-level initiatives. These include exhibition projects funded by the China National Arts Fund (CNAF), sub-projects of the Major Project of National Social Science Fund of China, research projects under the Ministry of Education's Humanities and Social Sciences Fund, and academic projects supported by the Macao Foundation (FM).

Experience

- Assistant Professor, Faculty of Humanities and Social Sciences, Macau Millennium College (MMC) Aug 2024 – Present
- Exhibition Supervisor, Department of Art Collection, National Centre for the Performing Arts (NCPA) Aug 2015 – Aug 2018
- Academic Assistant, Institute for Cultural Industries, Peking University (ICIPKU) Sep 2012 – Jul 2015

Education

- Ph.D. in Cultural Industries Studies, Faculty of Humanities and Social Sciences, City University of Macau Sep 2020 – Nov 2023
- M.A. in Arts Management and Cultural Industries, School of Arts, Peking University Sep 2012 – Jul 2015
- Exchange Program, Department of Communications, Ming Chuan University (Taiwan) Oct 2013 – Dec 2013
- B.A. in Chinese Language and Literature (Concentration in Cultural Industries), College of Liberal Arts, Capital Normal University Sep 2008 – Jul 2012

Courses Taught:

- Chinese Writing and Analysis
- Cultural Heritage Tourism
- Culture and Management Models
- Artistic Design for the Tourism and Entertainment Industry

Research Interests

- Aesthetic Theory

- Cultural Industries
- Theory and Practice of Curatorial Studies
- Art and Design Criticism
- Intangible Cultural Heritage (ICH) Studies

Professional & Social Service

- Columnist, C2 Creative Magazine, Cultural Affairs Bureau of the Macao SAR Government
Jan 2025 – Present

Honors and Awards

- Second Prize (Two Entries), The 5th National University Teachers' Metaverse Digital Technology Innovation Competition 2024
- Bronze Award (Supervising Instructor), National Foreign Language Proficiency Competition for University Students 2024
- Recommended Paper Award, Peking University International Doctoral Forum on Arts 2022 (Paper Title: "Creative Labor and Aesthetic Value Creation of Graphic Designers in the Context of Digitalization")
- Outstanding Staff Award, National Centre for the Performing Arts (NCPA) 2017
- Outstanding Graduate of Beijing (Honorary Title) 2015
- Outstanding Graduate of Peking University (Honorary Title) 2015
- Excellence Award (Highest Honor), Ruihua National Cultural Industry Scholarship 2014
- Merit Student of Peking University (Sanhao Student) 2014

Research Achievements

Publications

1. Yang, X. X. (2022). "Local Art and Creative Tourism: The Aesthetic Construction of the Setouchi Triennale." Peking University Cultural Industries Review (2021), Huawen Press.
2. Yang, X. X. (2021). "A Study on the Professional Qualities of Contemporary Art Curators." The Logic of Creativity: Collected Teaching Achievements in Arts Management and Cultural Industries, China Federation of Literary and Art Circles Publishing House.
3. Yang, X. X. (2016). "Art as Free Will: The Oil Painting Art of Zhang Zikang." Rong Bao Zhai, (11), 166-175. (AMI)
4. Yang, X. X. (2015). "The Profound Leisure of Mu Xin." Business Weekly, (25), 82-83.
5. Yang, X. X. (2015). "Annual Report on International Cultural Trade of China's Artwork Industry." Annual Report on China's International Cultural Trade 2014, Peking University Press.
6. Guo, S., Yang, Y., Cui, T., Tan, Z., Yang, X., & Li, W. (2026). Development and Validation of the Short-Form Drama Addiction Motivation Scale: A Network Analysis Approach. Acta Psychologica, 265, 106745. (Q2)
7. Reputation Effect on Organic Food Certification Labelling: The Impact of Different Organic Certification Bodies on Tourists' Healthy Organic Food Purchase Intentions. CyTA-Journal of Food. (已接收) (Q3)
8. Zhong, W., Yang, Y., Jing, B., Yang, X., Tan, Z., & Wei, Q. (2025). Scale for students' attitude towards AIGC feedback in english pronunciation learning: Development, validation and application. PloS one, 20(10), e0335210 (Q1)
9. Yanchao, Y. A. N. G., Zehang, T. A. N., & Xinxin, Y. A. N. G. (2025). Fleeing Tiktok to Rednote: Leveraging Generative Technologies to Support Cross-Language Communication for Tiktok Refugees on Chinese Social Networking Platforms. TOJET: The Turkish Online Journal of Educational Technology, 24(2).

Research Projects

1. Early Language Service Practices of Robert Morrison and Macao's International Communication Studies | Funder: Macao Foundation (FM) Academic Grant 2026 Role: Core Member | Status: In Progress
2. China's Lotus:Macao's Return to the Motherland Thematic Art Exhibition Funder: China National Arts Fund (CNAF) 2022, Communication and Promotion Grant | Role: Lead Creator | Status: Completed
3. Comparative Study on the Development of Typical Global Bay Areas: Guangdong-Hong Kong-Macao, New York, San Francisco, and Tokyo Funder: Macao Foundation (FM) | Role: Participant | Status: Completed
4. Valuation of Intangible Assets in Cultural Industries | Funder: Humanities and Social Sciences Research Project of the Ministry of Education (MOE) | Role: Participant | Status: Completed
5. Sub-project of "Research on China's Cultural Industry Development Strategy" Funder: Major Project of the National Social Science Fund of China (NSSFC) Role: Participant | Status: Completed
6. China Cultural Industry Trade Report 2014 | Funder: Research Project Commissioned by the Ministry of Culture to the Institute for Cultural Industries, Peking University | Role: Participant | Status: Completed

Conference Presentations & Proceedings

1. Yang, X. X. (2021, January 16). Local Art and Creative Tourism: The Aesthetic Construction of the Setouchi Triennale. Presented at the 18th New Year Forum on China's Cultural Industries, Peking University, Beijing.
2. Yang, X. X. (2022, September 3). Creative Labor and Aesthetic Value Creation of Graphic Designers in the Context of Digitalization. Presented at the Peking University International Doctoral Forum on Arts, Peking University, Beijing.

3. Yang, X. X. (2022, November 20). Bodily Perception in Metaverse Virtual Reality Contexts through the Lens of Phenomenology of Perception. Presented at the "Post-Art Era: Compatibility of Aesthetics" Symposium, Department of Philosophy (Zhuhai), Sun Yat-sen University.
4. Tan, Z., Yang, Y., Yang, X. X.*, Liu, X., Wei, Q., & Kong, L. H. (2025). "AI in Tourism Education: A Review of AIGC Teaching and Evaluation Tools." In Proceedings of the 2025 11th International Conference on Education and Training Technologies (ICETT 2025) (pp. 34–35). Macau, China. (Corresponding Author)

Book Chapters & Edited Volumes

1. Yang, X. X. (2016). Zhang Zikang and His Art. Beijing: People's Fine Arts Publishing House.
2. Yang, X. X. (Executive Editor). (2016). Behind the Scenes and Center Stage: Stage Art Exhibition of the National Centre for the Performing Arts. Hefei: Anhui Literature and Art Publishing House.

Selected Art & Cultural Criticism

I. Column in C2 Creative Magazine

1. "Cultural Macao: Possibilities of Stock, Flow, and Increment—Observations on the 'Macao Stories' Youth Writer Cultivation Program," No. 63.
2. "From 'Utility' to 'Goodness': Three Humanistic Inquiries into AIGC Empowering Cultural and Creative Fields," No. 62.
3. "The Temperature of Art: How Aesthetics Heal the Trauma of an Island," No. 61.
4. "A Life of Painting that 'Penetrates the Paper': Truth and Power in He Muqun's Works," No. 60.
5. "Ocean Breeze: Review of the Exhibition Blue Ribbon—Exploring Mysterious Waters and Encountering Silk Road Treasures," No. 59.

II. Selected Articles in Beijing Youth Daily

1. "I.M. Pei: Starting from the Lion Grove Garden to the World," 2025-02-13 (A11).
2. "On the Edge of Life and Death: Portraying the Shudder of the Soul," 2019-11-08 (C07).
3. "The Ukiyo-e Style of Julian Opie," 2019-08-30 (C05).
4. "The Courage of Rebellion: As Shimmering as His Paintings," 2019-05-24 (C08).
5. "Cry Out if You Want To!" 2019-01-18 (C08).
6. "When We Discuss Design, We Are Actually Discussing Curiosity," 2019-05-24 (C08).
7. "Architecture in Japan and the 'Japan of Architecture'," 2018-09-14 (B06).
8. "Once I Enter the State, I Am Oblivious Even to a Tiger's Presence," 2018-05-11 (B05).
9. "Kengo Kuma's Materials: Bamboo, Wood, Soil, Paper, and Others," 2018-05-04 (B08).
10. "Will Technology Suffocate Us?" 2018-03-30 (B07).
11. ".ZIP: Dazzling, Charming, and Astonishing," 2017-08-11 (B05).
12. "A Sea of Paper Flowers: From Rigid Strength to Instant Suppleness," 2017-07-28 (B05).
13. "The Light of James Turrell," 2017-06-12 (B05).
14. "Art Basel Hong Kong: A Market for the Well-Presented," 2017-03-31 (B06).
15. "How Wild Can Love Be? Review of the Film The Danish Girl," 2017-03-17 (B07).
16. "The Tampered Photography," 2017-03-10 (B08).
17. "Does the Sculptor's Hand Still Matter? A Forbidden City without the Forbidden City," 2016-11-18 (B07).
18. "Trees of Steel: Review of Yang Motong's Installation Original Wood," 2016-07-12 (B04).
19. "On How to Become an Artistic Master Like Picasso," 2016-07-08 (B07).
20. "What Can We See After the New Jinling School of Painting?" 2016-05-30 (B03).
21. "Why Did Directors Like Gu Changwei 'Fall into the Money Trap'?" 2015-11-27 (B07).
22. "The Leisure of Mu Xin and the Beauty of the 'Mu Xin Field'," 2015-11-27 (B07).
23. "Don't Forget to Pay Tribute to Them While Watching the Performance," 2015-10-23 (B07).
24. "Art as a Healing Process for Historical Scars," 2015-07-28 (B03).
25. "The Beauty of Xinjiang Waiting to be Discovered," 2014-05-30 (B20).

Selected Curatorial Experience

1. **Curator**, Hey, I Miss You in Macao! — An Artistic Experiment in Human-AI Collaboration (Parallel Exhibition of Art Macao: Macao International Art Biennial 2025) | Macao, China | 2025.09
2. **Curator**, From South to North, East to West: Macao Poster Design in Dongyang | Zhejiang, China | 2025.07
3. **Curator**, The Power of Design: Macao Poster Design Exhibition (Inaugural Exhibition of the MMC Art Gallery Project) | Macao, China | 2024.01
4. **Lead Creator**, China's Lotus: Macao's Return to the Motherland Thematic Art Exhibition (Funded by China National Arts Fund 2022) | Macao / Guangzhou / Beijing, China | 2022 – 2023
5. **Curator**, The Mirror: Trio Exhibition of Korean Artists | Gyeonggi-do, South Korea | 2022.02
6. **Curator**, Diving Diary: Solo Exhibition of Song Youn-ju | Shanghai, China | 2021.10
7. **Curator**, Relics: Solo Exhibition of Liu Gang | Beijing, China | 2019.07
8. **Curatorial Assistant**, Fuzhou International Lacquer Art Biennial 2018 | Fuzhou, China | 2018.08
9. **Curator**, Doctoral Program Exhibition of Tama Art University | Tokyo, Japan | 2018.11
10. **Curator**, Who Ate Your Shoes? Special Exhibition for the Film "SHe" | Beijing, China | 2018.08
11. **Exhibition Coordinator**, The Backbone of the Planet: Pure Starry Sky · Ecological China Audiovisual Art Exhibition | Beijing, China | 2018.07
12. **Exhibition Coordinator**, Painting What I See: Art Exhibition of Li Yushuang | Beijing, China | 2018.05
13. **Exhibition Coordinator**, Print · Dialogue: The 2nd NCPA Printmaking Invitation Exhibition | Beijing, China | 2017.11

14. **Curatorial Assistant**, Metaphor of the City: Art Exhibition of Li Xiangqun | Beijing, China | 2016.11
15. **Curator**, A Dialogue Across Time and Space: Shakespeare and His "Feathers of Time" | Beijing, China | 2016.09
16. **Exhibition Coordinator**, Echoes from the Western Regions: Exhibition of Ancient Dance and Music Cultural Relics from Xinjiang | Beijing, China | 2016.07
17. **Exhibition Coordinator**, Melody of Chinese Opera in Ink: Works of Eight Renowned Opera Painters | Beijing, China | 2016.01
18. **Curatorial Assistant**, Triumph: Installation Exhibition for the Opera "Aida" | Beijing, China | 2015.09
19. **Curatorial Assistant**, Flow: China-Italy Contemporary Art Exchange | Vicenza, Italy | 2015.09
20. **Project Manager & Curatorial Assistant**, Peking University Campus Art Gallery Project | Beijing, China | 2014 – 2015
21. **Exhibition Coordinator**, Behind the Scenes and Center Stage: Stage Art Exhibition of the NCPA | Beijing, China | 2014.12
22. **Assistant Curator**, Echoes of the Silk Road | Beijing, China | 2014.12
23. **Curatorial Assistant**, The 1st Xinjiang International Art Biennial | Urumqi, China | 2014.06