



Dr. Cheang Chong Fu

Department of Cross-Border E-Commerce | Assistant Professor

Employment History

Dr. Cheang has more than ten years of experience in cross-border finance, with a strong focus on the integration of innovative financial business and traditional financial services. Dr. Cheang has extensive experience in addressing enterprises' pain points and challenges in cross-border finance and has provided practical facilitation scenarios for enterprises seeking global expansion, thereby enhancing their end-to-end overseas service experience, accelerating the collection of business funds, and supporting the steady and healthy expansion of their overseas business.

Macao Cloud Market Digital Technology Co., Ltd. was established in March 2021. The company has built an innovative digital e-commerce platform integrating a digital mall with an ERP-connected system, providing SMEs with dedicated mall platforms and overseas connection services for cross-border e-commerce. By integrating the fragmented sales resources of SMEs, the platform helps reduce the start-up costs of merchants and individuals, enhance participants' sales capabilities, and enable shared access to technology and resources. Its corporate clients include Wai Yuen Tong, Long Cheong Hong, Kin Ngai Hong and Timepiece Collector.

Dr. Cheang promoted the business model of Macao Cloud Market Digital Technology Co., Ltd., which was selected for the third "NIFD-DCITS FinTech Innovation Cases (2022)" collection initiated by the Research Center of Financial Technology of the National Institution for Finance and Development. It was the only enterprise from Hong Kong, Macao and Taiwan to be selected, among a total of 30 state-owned and private enterprises included in the case database.

In recent years, Dr. Cheang has explored the integration of digital technologies with the transformation of traditional cultural industries, providing planning solutions for the digital transformation of the cultural sector.

Dr. Cheang has organised preview exhibitions by a number of international auction houses at the Macau Timepiece Museum, including Christie's, Antiquorum and Bonhams.

In September 2023, Dr Cheang hosted the first Macao International Watch Guild Show, with the transaction amount reaching approximately HKD50 million on that day.

Dr. Cheang has also developed a new medium for carrying the basic elements of intangible cultural heritage products, promoting the transformation of copper-plate paper-cutting works into gold-plate paper-cutting works, thereby improving their circulation in the international market.

Education

- Doctor of Business Administration, Macau University of Science and Technology, 2023
- Master of Business Administration, University of Wales, Newport, United Kingdom, 2012
- Bachelor's Degree in International Tourism Management, Macau University of Science and Technology, 2008

Academic Positions

- Member, Union of Macau Scholars
- Distinguished Associate Professor, Guangzhou Institute of Science and Technology
- Distinguished Research Fellow, China Association of Public Affairs Management

Research Achievements

1. Co-researcher, *Correlation between Employment Policy Awareness and Organisational Commitment among Practitioners in the Macao Construction Industry*, November 2023.
2. Co-researcher, *Research on the Influencing Factors of Social Media on Rural Tourism*

Decision-making in the Context of Rural Revitalisation, August 2023.

3. Presented *A Study on Self-marketing Strategies for Aspiring Internet Celebrities in the Context of We-media Entrepreneurship* at the 8th Chinese Scholar Marketing Association, June 2023.
4. Co-researcher, *Research on Rural Tourism and the Integration of the Primary, Secondary and Tertiary Industries in Rural Areas from the Perspective of Rural Revitalisation: A Case Study of the Rural Revitalisation Demonstration Belt for Agriculture–Tourism Integration in the Lianxi Area of Lianzhou Town, Doumen District*, June 2022.
5. Co-author, *Hainan Offshore Finance with Chinese Characteristics and Innovation in Competitive Sports*, included in *Economic Reference*, published by the Development Research Centre of the State Council, Issue 18, 2020, General Issue No. 2428, May 2020.
6. Presented the paper *A Study on the Relationship among Workplace Bullying, Job Burnout and Positive Emotions among Public Employees* at the Xiamen Cross-Strait Science and Technology Experts Forum in June 2019, where the paper was recognised as an Outstanding Paper by the conference.