

Liang Yang (Leon)

Ph.D. Candidate in Interdisciplinary Studies (Expected Graduation: Nov./Dec. 2025)

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EDUCATION

The Hong Kong University of Science and Technology (HKUST), Hong Kong SAR

Ph.D. Candidate, Individualized Interdisciplinary Program (IIP), Division of Emerging Interdisciplinary Areas (EMIA), [Academy of Interdisciplinary Studies](#) (AIS). September 2020 – Present

Dissertation (Working Title):

"Governing Digital Selves: An Identity-first, Avatar-centric Framework for the Metaverse"

Advisors: [Prof. Pan Hui](#) (EMIA, AIS) & [Prof. Yan Xu](#) (ISOM, Business School).

Wuhan University, Wuhan, China

B.Eng. in Electronic Information Engineering, Minor in Marketing. First-Class Honour. 2005 – 2009

PUBLICATIONS

1. Yang, L., Xu, Y., & Hui, P. (2025). [Framing metaverse identity: A multidimensional framework for governing digital selves](#). *Telecommunications Policy*, 49(3).

- ✓ Conceptualized a multidimensional definition of metaverse identity, proposing **governance principles** to address critical **social challenges** and balance innovation with user protection.
- ✓ [Lead article of the published issue](#) & [Best Student Paper Award](#) of 24th ITS Biennial Conference.
- ✓ **First author**, identified gap, led conceptualization, methodology, and wrote manuscript.

2. Yang, L., Ni, S.-T., Wang, Y., Yu, A., Lee, J.-A., & Hui, P. (2025). [Interoperability of the Metaverse: A digital ecosystem perspective review](#). *IEEE Engineering Management Review*, 53(3).

- ✓ Mapped the current landscape and set the future research roadmap for **metaverse interoperability**, a key topic in **sustainable metaverse innovation and development**.
- ✓ Featured on the special issue [front cover](#), selected as one of 9 papers from 60 submissions to the [Special Issue on Technology Management in Metaverse Technology and Applications](#).
- ✓ **First author**, led literature review, content analysis, and manuscript writing.

3. Lee, J.-A., Yang, L., & Hui, P. (2023). [Legal implications of self-presence in the Metaverse](#). *Media & Arts Law Review*, 25(4).

- ✓ **Theoretically synthesized mechanisms of virtual harm** and applied Lessig's four modalities of regulation as an analytical framework to **propose actionable governance levers** for avatar-mediated rights violations.
- ✓ **One of the only three articles** in that quarterly issue.
- ✓ **Co-first author**; contributed equally to conceptualization, theoretical development and writing.

4. Lam, K.-Y., Yang, L., Alhilal, A., Lee, L.-H., Tyson, G., & Hui, P. (2022). [Human–avatar interaction in the Metaverse: Framework for full-body interaction](#). In *Proceedings of the 4th ACM International Conference on Multimedia Asia (MM Asia 2022)*, Tokyo, Japan.

- ✓ Engineered a lightweight, scalable full-body **human–avatar interaction framework** for real-time shared virtual environments.
- ✓ **Second author**, contributed to framework design, literature review, user study and manuscript revision.

ACADEMIC ACTIVITIES AND AWARDS

Academic Exchange Activities

- ✓ Jan-Jun 2025, Academic doctoral visitor, [Leverhulme Centre for the Future of Intelligence, University of Cambridge](#); research exchanges on AI and Metaverse ethics and governance.
- ✓ Mar-Apr 2022, Visiting researcher at the [Metaverse Culture Lab, Tsinghua University](#); contributed to Metaverse industry research, discussions, report writing, and project planning.

Conference Participation and Presentations

- ✓ Apr 2025, Expert discussant, *The Imaginaries of Immortality in the Age of AI*, co-organized by the Leverhulme Centre for the Future of Intelligence (University of Cambridge) and the Berggruen Institute (Peking University).
- ✓ Jun 2024, *International Telecommunications Society (ITS) 24th Biennial Conference*, Seoul, Korea, June 23–26. Presented preliminary draft of “[Metaverse Identity](#)”; First Prize ([Best Student Paper Award](#)).
- ✓ Mar 2023, *Metaverse Law Conference*, Faculty of Law, The Chinese University of Hong Kong, March 14. Co-presented preliminary draft of “[Legal Implications](#)” within metaverse, published later after peer-review.
- ✓ Dec 2022, *ACM Multimedia Asia 2022*, Tokyo, Japan, December 13 – 16. Joint presentation and live system demo: “[Human-Avatar Interaction: Framework for Full-body Interaction](#)”

Policy and Industry Engagement

- ✓ Jun 2023, *INTERPOL Police Science Congress*, Singapore, June 8–9, 2023. Participant in the thematic discussion “[Metaverse: New Frontier of Policing](#)”; contributions reflected in INTERPOL report “[Metaverse — A Law Enforcement Perspective](#)” (January 2024).
- ✓ Jan-Nov 2022, Contributor of *Metaverse Development Research Report 2.0* (January 2022) and *3.0* (November 2022), led by the School of Journalism and Communication, Tsinghua University; reports received widespread attention.
- ✓ May-Aug 2022, Contributor of the [MetaHKUST](#) project, pioneering **metaverse-based higher education innovation exploring the future of learning** by integrating HKUST Clear Water Bay and Guangzhou campuses into a unified virtual-real platform; featured in international media.

ACADEMIC SERVICES

Postgraduate Representative, [Committee on Postgraduate Studies, HKUST](#) | 2024

- ✓ Reviewed proposals for new postgraduate programs (e.g., [MSc in AI and Entrepreneurship](#), [Bilingual Doctor of Business Administration Program](#)) and revisions to existing offerings, providing input on academic standards and compliance.
- ✓ Contributed a research postgraduate and industry-professional perspective to discussions on student welfare and program quality.

RESEARCH GRANTS AND FUNDING

Contributor, Grant & Partnership Development, MC² Lab, HKUST | 2022–2024

- ✓ Contributed to industrial cooperation and the successful funding application for the industry-academia collaboration project *3D Virtual Scenes and Digital Humans (Project Code: 2022ZD012)*, awarded a RMB 5 million grant under the [2022 Nansha District Key Technology R&D Program \(Guangdong\)](#).
- ✓ Supported my supervisor, Prof. Pan Hui, on metaverse industrialization initiatives; represented the lab at major events (e.g., [World Conference on VR Industry 2023](#)); facilitated partnerships with enterprises including [CRRC Zhuzhou Institute \(CRRCZIC\)](#).

TEACHING EXPERIENCE

Teaching Assistant, HKUST & HKUST (Guangzhou) | 2022–2023

UCMP 6030: Cross-disciplinary Design Thinking (Spring 2023, over 100 postgraduate students)

IIMP 6030: Cross-disciplinary Design Thinking (Fall 2022, 11 Ph.D. students)

- ✓ Mentored 15+ postgraduate teams through **the full design thinking lifecycle**, from **user empathy and problem framing to iterative prototyping and business model validation**.
- ✓ Leveraged my industry background to provide practical, real-world feedback, helping student teams bridge the gap between academic concepts and commercially viable solutions.
- ✓ Led technical tutorials, graded project deliverables, and received **positive student feedback** for providing actionable, industry-relevant guidance.

Program Director & Lead Instructor, AVR Innovation Academy (EON Reality) | 2017 – 2020

- ✓ **Curriculum Execution**: Directed a comprehensive 11-month “4+7” applied XR talent program, integrating intensive technical training with mentored, project-based team delivery. Successfully scaled the program to train **20+ engineers and designers annually**.
- ✓ **Direct Instruction**: Personally developed and delivered modules on **Project Management**, **Strategic Solution Design**, and **B2B Solution Sales**, which emphasizes real-world client challenges and commercial objectives.
- ✓ **Entrepreneurial Mentorship**: Mentored newly-formed project studios on the entire business lifecycle, guiding them from initial concept and proposal writing to project execution and first revenue generation. This “0-to-1” mentorship was a cornerstone of the academy’s applied learning model.
- ✓ **Industry-Academia Ecosystem Building**: Curated and hosted a guest lecture series, inviting **professors from top universities (e.g., Shanghai Jiao Tong University, Xiamen University)** and **senior industry executives** to provide trainees with diverse, cutting-edge perspectives.
- ✓ **Invited Guest Lecturer**: Recognized as an industry expert and invited to deliver guest lectures on applied VR/AR use cases and development practices at leading universities, including **Tsinghua University, Shanghai Jiao Tong University, and The Chinese University of Hong Kong (Shenzhen)**.

PROFESSIONAL EXPERIENCE

EON Reality (China Interactive Digital Center) | Fujian, China

General Deputy Manager (China) | February 2017 – August 2020

- ✓ **Strategic Leadership & Funding**: Recruited to establish and lead the China Interactive Digital Center. Developed the center’s strategic vision, securing multi-year corporate and governmental support to build a regional XR innovation ecosystem.
- ✓ **Academia-Industry Bridging**: **Initiated and managed over 10 strategic partnerships with universities** (e.g., Xiamen University) and industry leaders (e.g., Pou Chen Group) to co-develop applied research projects and drive industry adoption of XR technologies.
- ✓ **Entrepreneurial Mentorship**: **Incubated and mentored** new project studios, transforming talents into commercially viable teams capable of executing global XR development projects. This initiative directly bridged the gap between training and entrepreneurship.

Incubators Home Ltd. | Shenzhen, China

Co-founder & COO | February 2015 – January 2017

- ✓ **Field Research & Data-Driven Analysis**: **Directed a nationwide field research project** on 300+ innovation incubators, developing a standardized taxonomy and data quality framework for analysis. Built the first national data portal mapping over 1,000 innovation carriers.
- ✓ **Policy Impact & Government Advisory**: **Provided data-driven advisory services to government bodies**, with policy recommendations directly incorporated into the Shenzhen Nanshan District’s 2016–2018 innovation development plan.
- ✓ **Entrepreneurial Leadership**: Co-founded the venture, **led the full cycle from concept validation and seed funding acquisition to building a self-sustaining organization** focused on innovation ecosystem analysis.

Huawei Technologies Co., Ltd. | China & Western Africa

Service Manager | July 2009 – September 2014

- ✓ **Cross-Cultural Strategic Management**: Promoted to Service Manager at age 26, entrusted with **leading a large-scale, cross-cultural technology partnership** with a key global account (Vodafone Ghana).
- ✓ **Complex Project Governance**: **Designed and implemented strategic management frameworks** (e.g., Quarterly Business Reviews, KPI dashboards) to govern complex service delivery, manage risk, and align objectives across multiple stakeholder levels.
- ✓ Received **Top Contributor (2010)** and **Huawei Dedicated Employee (2011)** awards.