

Liang Yang(Leon)

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EDUCATION

Hong Kong University of Science and Technology

Hong Kong SAR

Individualized Interdisciplinary Program(IIP), Division of Emerging Interdisciplinary Areas

Ph.D. Candidate in Computer, Media and Arts

July 2022 – Now

Ph.D. Student in Innovation, Public Policy and Entrepreneurship

September 2020 – June 2022

Wuhan University

Wuhan, China

B.A. in Electronic Information Engineering, Minor in Marketing

September 2005 – July 2009

Major GPA: 3.65/4.0 | Comprehensive ranking: Top 15% among 400 students

RESEARCH INTERESTS

Ethics and Impact of Artificial Intelligence, Technologies and Governance of Metaverse , Digital Society, etc.

PUBLICATIONS

1. Yang, L., Xu, Y., & Hui, P. (2024). **Digital Self Governance: Principles and Challenges for Metaverse Identity**. arXiv preprint arXiv:2406.08029.

- ***First Prize of Student Paper Award*** at *The 24th Biennial Conference of the International Telecommunications Society*, Korea University, Seoul, Korea, June 23-26, 2024.
- Under second round review for *Telecommunication Policy* journal.

Contribution: **First author**, led conceptualization, methodology, and manuscript writing.

2. Yang, L., Ni, S. T., Wang, Y., Yu, A., Lee, J. A., & Hui, P. (2024). **Interoperability of the Metaverse: A Digital Ecosystem Perspective Review**. arXiv preprint arXiv:2403.05205.

- Under review for *IEEE Engineering Management Review* Special Issue on Technology Management in Metaverse Technology and Applications.

Contribution: **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).

- Presented at the *Metaverse Law Conference*, CUHK LAW Graduate Law Centre, Hong Kong, Mar 14, 2023.

Contribution: **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, December). **Human-avatar interaction in metaverse: Framework for full-body interaction**. In *Proceedings of the 4th ACM International Conference on Multimedia in Asia* (pp. 1-7).

Contribution: **Second author**, contributed to framework design, literature review, user study and manuscript revision.

PROFESSIONAL EXPERIENCE

EON Reality Inc. *(Irvine, USA)*

Fujian, China

Director of Business Development and Partnerships

February 2017 – August 2020

- Forged partnerships with 10+ leading Chinese organizations, including China Merchant Group
- Secured \$6M+ USD government funding to co-establish an XR Innovation Center
- Orchestrated high-profile international seminars, fostering cross-domain innovation and cooperation
- Developed a VR/AR Incubating Community, engaging 100+ entrepreneurs
- Mentored start-ups in entrepreneurship innovation programs

Incubators Home Ltd.

Shenzhen, China

COO/ Co-founder

February 2015 – January 2017

- Co-founded startup in response to China's "Mass Entrepreneurship and Innovation" campaign
- Developed country's first comprehensive portal for 1000+ incubators,
- Conducted in-depth research on 300+ incubators, interviewing key stakeholders nationwide
- Led government-commissioned research on entrepreneurship services in Nanshan, Shenzhen
- Provided policy recommendations adopted for Nanshan's 2016-2018 innovation plan

HUAWEI Technology (Ghana), Ltd.

Ghana, Western Africa

Service Solution Manager

July 2011 – September 2014

- Managed marketing and sales of solutions such as consulting, training, maintenance, installation&optimization, etc.
- Conducted annual surveys to optimize solutions and improve customer satisfaction

HUAWEI Technology (China), Ltd.

Shenzhen, China

Service Engineer

July 2009 – June 2011

- Participated in China's 4G network construction project
- Ensured smooth operation of indoor network for 2010 Shanghai World Expo
- Won first place in benchmark competition test and 2011 Huawei Dedicated Award

SKILLS AND INTERESTS

Languages Skills: Mandarin (Native), English (Fluent)

Computer Skills: Basic C/C++, AutoCAD, LaTeX, etc.

Interests: Hiking, Reading, Soft Music, Meditation