

# Gejun Huang, PhD

## Curriculum Vitae

Email: [Gejun.Huang@xjtlu.edu.cn](mailto:Gejun.Huang@xjtlu.edu.cn) | [Google Scholar](#) | [Personal Website](#)  
Department of Media and Communication, School of Humanities and Social Sciences  
Xi'an Jiaotong-Liverpool University  
111 Renai Rd., SIP  
Suzhou, Jiangsu 215000, China

### Education

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- Ph.D.                      Media Studies, Department of Radio-Television-Film  
The University of Texas at Austin, May 2020  
Dissertation: "New Frontier of Digital Media and Entertainment: Exploring  
Entrepreneurship in the Chinese Digital Game Industry."  
Committee Chair: Wenhong Chen
- M.A.                      Media Studies, Department of Radio-Television-Film  
The University of Texas at Austin, August 2014
- B.A.                      Journalism, School of Journalism and Communication  
Sichuan International Studies University, June 2012

### University Appointments

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- 2023-Present            **Assistant Professor**, Department of Media and Communication  
Xi'an Jiaotong-Liverpool University
- 2020-2022              **Lecturer**, Department of Journalism, School of Communication  
Soochow University
- 2021                      **Adjunct Lecturer**, School of Film and TV Arts  
Xi'an Jiaotong-Liverpool University
- 2019-2020              **Research Fellow**, Center for Entertainment & Media Industries Fellowship  
The University of Texas at Austin
- 2013-2019              **Graduate Research Assistant**, Department of Radio-TV-Film  
The University of Texas at Austin
- 2014-2019              **Teaching Assistant**, Department of Radio-TV-Film  
The University of Texas at Austin

## Publications

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### Peer-Reviewed Journal Articles

Huang, G., Hu, A., & Chen, W. (2022). Privacy at risk? Understanding the perceived privacy protection of health code apps in China. *Big Data & Society*, 9(2).

<https://doi.org/10.1177/20539517221135132>

Chen, W., Huang, G., & Hu, A. (2022). Red, yellow, green or golden: the post-pandemic future of China's health code apps. *Information, Communication & Society*.

<https://doi.org/10.1080/1369118X.2022.2027502>

Huang, G. (2021). The impacts of cultural policy on gaming entrepreneurs in Shanghai: an entrepreneurial ecosystem approach. *Cultural Trends*, 1–21.

<https://doi.org/10.1080/09548963.2021.1978815>

Huang, G. (2021). Social Capital and Venture Creation: Identifying Entrepreneurial Opportunities in the Chinese Digital Game Industry. *International Journal of Communication*, 15, 2355-2377.

Chen, W., Li, X., Huang, G., & Straubhaar, J. (2021). If you built a sandbox: How children, network diversity, and community interventions are related to Google Fiber signup in disadvantaged urban communities. *Telematics and Informatics*, 60. <https://doi.org/10.1016/j.tele.2021.101580>

Robinson, L., Schulz, J., Khilnani, A., Ono, H., Cotten, S. R., McClain, N., Levine, L., Chen, W., Huang, G., Casilli, A. A., Tubaro, P., Dodel, M., Quan-Haase, A., Ruiu, M. L., Ragnedda, M., Aikat, D., & Tolentino, N. (2020). Digital inequalities in time of pandemic: COVID-19 exposure risk profiles and new forms of vulnerability. *First Monday*, 25(7).

<https://doi.org/10.5210/fm.v25i7.10845>

Huang, G. (2020). Social Capital and Financial Capital Acquisition: Creating Gaming Ventures in Shanghai's Entrepreneurial Ecosystem. *Chinese Journal of Communication*.

doi:10.1080/17544750.2020.1762686

Huang, G., Li, X., Chen, W., & Straubhaar, J. D. (2018). Fall-behind parents? The influential factors on digital parenting self-efficacy in disadvantaged communities. *American Behavioral Scientist*, 62(9), 1186-1206. doi:10.1177/0002764218773820

Chen, W., Huang, G., Miller, J., Lee, K., Mauro, D., Stephens, B., & Li, X. (2018). "As we grow, it will become a priority": American mobile start-ups' privacy practices. *American Behavioral Scientist*. doi:10.1177/0002764218787867

Chen, W., Shen, C., & Huang, G. (2016). In game we trust? Coplay and generalized trust in and beyond a Chinese MMOG world. *Information, Communication & Society*, 19(5), 639.

doi:10.1080/1369118X.2016.1139612

Alan César Belo Angeluci, & Huang, G. (2015). Rethinking media displacement: The tensions between mobile media and face-to-face interaction/ repensando o deslocamento da mídia: As tensões entre as mídias móveis e a interação face-a-face. *Revista FAMECOS*, 22(4), 173.

### Book Chapters

Huang, G. (2023). Exploring Cultural Policy and Gaming Entrepreneurship in Shanghai: An Entrepreneurial Ecosystem Perspective. *The Onlooker Sees: The Chinese Video Game Industry*. Palgrave Macmillan.

Straubhaar, J.D., & Huang, G. (2015, March). Conclusion to IGI Collection. *Comparative Approaches of the IGI-Global Collection*. IGI Global.

### Reports

Chen, W., Straubhaar, J.D., Li, X., Mora, A., Crocker, T., Huang, G., Sinta, V., & Spence, J. (2016). *Deep Digital Divides in Austin's Public Housing Communities. Unlocking the Connections Series Part I*. 79 pp.

Chen, W., Huang, G., Miller, J., Lee, K-Y., Mauro, D., Stephens, B., & Li, X (2015). *Mobile Ventures' Identity and Privacy Management*. 40 pp.

### Awards and Honors

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2021	Mass Innovation and Entrepreneurship Doctoral Fellowship, Jiangsu Province, RMB150,000
2020	Excellent Young Scholar, Soochow University
2020	Center for Entertainment & Media Industries Fellowship, UT Austin
2019	Kyun Hur Fellowship, UT Austin
2019	Academic Enrichment Fund, UT Austin
2018	Doctoral Fellowship, Chiang Ching-kuo Foundation for International Scholarly Exchange, USD18,000
2018	Graduate Dean's Prestigious Fellowship Supplement, UT Austin
2014-18	Moody Fellowship, UT Austin

### Grants

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2023	Seed Fund, Department of Media and Communication, Xi'an Jiaotong-Liverpool University, RMB10,000
2022	Jiangsu Colleges' Philosophy and Social Science Research Fund, Jiangsu Education Department, RMB10,000
2020	Startup Research Grant, Soochow University, RMB100,000

## Research Experience

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2022	Principle Investigator, The Going Out Pathway of Digital and Creative SMEs in Jiangsu, Soochow University
2021-2022	Principle Investigator, Digital Parenting in Contemporary Chinese Families, Soochow University
2020-21	Principle Investigator (Co-PI: Wenhong Chen, UT Austin), Health Code and Digital Privacy in China, Soochow University
2019-20	Graduate Research Assistant, Media and Entrepreneurship in Rural and Small Town Texas, UT Austin
2016-17	Graduate Research Assistant, GamiLearning, UT Austin
2015-2018	Graduate Research Assistant, Mobile Media Entrepreneurships in Austin and Lisbon, UT Austin
2015	Graduate Research Assistant, Mobile Ventures' Identity and Privacy Management, UT Austin
2014-15	Graduate Research Assistant, Unlocking the Connection: Bridging the Digital Divide for Austin's Low-Income Residents, UT Austin
2013	Graduate Research Assistant, The Network is the Medium: Search, Discovery, and Connected Viewing among Global Youths, UT Austin

## Selected Scholarly Presentations

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Huang, G., Hu, A., & Chen, W. (2022, July). *Privacy Concerns and Knowledge toward Health Code Apps in China*. Presented at International Association for Media and Communication Research 2022 (online). Beijing.

Huang, G., Li, C., Deng, W., & Lu, W. (2022, July). *Platformizing cultural creativity: The power relation between gaming entrepreneurs and Tencent in China*. Presented at International Association for Media and Communication Research 2022 (online). Beijing.

Huang, G. (2021, Dec). *Platformizing creativity in the Chinese digital game industry: A case study of Tencent's gaming entrepreneurship scheme*. Presented at Chinese Digital Game Research 2021 Conference (online). Hong Kong.

Huang, G. (2021, May). *Strategies of Globalization among China's Digital Game Entrepreneurs*. Presented at the 18<sup>th</sup> Chinese Internet Research Conference (online). Melbourne, Australia.

Huang, G. (2020, May). *Social Capital and Venture Creation: Identifying Entrepreneurial Opportunities in the Chinese Digital Game Industry*. Presented at International Communication Association 2020 (online). Gold Coast, Australia.

Huang, G. (2019, Aug). *Exploring Cultural Policy and Gaming Entrepreneurship in Shanghai*. Presented at Chinese Digital Game Research 2019 Conference. Beijing, China.

Huang, G. (2019, June). *Social capital, financial resource access, and entrepreneurial ecosystem: Exploring the creation of gaming ventures in Shanghai*. Presented at Chinese Internet Research Conference 2019. Singapore.

Huang, G. (2019, March). *A Small Fish in a Big Pond: Understanding Entrepreneurship in Chinese Game Industry*. Presented at Society for Cinema and Media Studies 2019. Seattle, USA.

Huang, G., Chen, W., & Stephens, B. (2018, May). *The digital linchpin for mobile startup? Exploring the social media knowledge and managerial skills of mobile entrepreneurs*. Presented at Association for Education in Journalism and Mass Communication 2018. Washington DC, USA.

Huang, G., Chen, W., Li, X., & Straubhaar, D.J. (2017, May). *Digital Parenting Skills on the Margin*. Presented at International Communication Association 2017. San Diego, USA.

Chen, W., Huang, G., Miller, J., Lee, K., Mauro, D., Stephens, B., & Li, X. (2016, June). "Your Privacy is Very Important to Us": *American Mobile Ventures' Privacy Management*. Presented at International Communication Association 2016. Fukuoka, Japan.

Huang, G. & Chen, W. (2016, June). *Understanding the Production and Distribution Sectors of China's Online Game Industry*. Presented at International Communication Association Preconference 2016: Willing Collaborators: The Rise of China, and Changing Networks of Asian Media Production. Tokyo, Japan.

Huang, G. (2015, August). *From Global to Local: Mapping the Production and Distribution Sectors of Online Game Industry in China*. Presented at Media Sociology Preconference 2015. Chicago, IL.

Chen, W., Shen, C., & Huang, G. (2015, August). *The Implications of Coplay for Generalized Trust in and beyond a Chinese MMOG World*. Presented at American Sociological Association 2015. Chicago, IL.

## Teaching Experience

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2023	Instructor, Introduction to Digital Media and Communication, Xi'an Jiaotong-Liverpool University
	Instructor, Quantitative Research Methods, Xi'an Jiaotong-Liverpool University
2022	Co-instructor, Research Methods for Cultural and Creative Industries, Xi'an Jiaotong-Liverpool University
	Co-instructor, Final Year Project: Moving Image, Xi'an Jiaotong-Liverpool University
	Instructor, Introduction to Internet and New Media, Suzhou City University
	Instructor, Media and Social Change, Suzhou City University
2021	Instructor, Introduction to Media Literacy, Soochow University
	Instructor, Game Industry and Game Culture, Soochow University

	Instructor, Introduction to New Media, Soochow University
	Instructor, Introduction to Media Literacy, Soochow University
	Instructor, History of Broadcasting, Xi'an Jiaotong-Liverpool University
2019	Teaching Assistant, Introduction to Media and Entertainment Industries, UT Austin
2018	Teaching Assistant, Introduction to Media and Entertainment Industries, UT Austin
	Teaching Assistant, Media and Society, UT Austin
2017	Teaching Assistant, Introduction to Media Studies, UT Austin
	Teaching Assistant, Exploring Children's Media, UT Austin
2016	Teaching Assistant, Race, Internet and Social Media, UT Austin
2015	Teaching Assistant, Media Industries and Entrepreneurship, UT Austin
	Teaching Assistant, Introduction to Media Studies, UT Austin
2014	Teaching Assistant, Introduction to Digital Media, UT Austin

### Student Advising and Mentoring

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Undergraduate Thesis (34)	2 in the Department of Media and Communication, Xi'an Jiaotong-Liverpool University; 22 in the School of Communication, Soochow University; 12 in the Department of Literature and Communication, Suzhou City University (formerly Wenzheng College of Soochow University)
Student Research Mentoring (3)	3 in the School of Communication, Soochow University
Research Project Advising (1)	Undergraduate Extracurricular Research, Soochow University (2022)

### University Service

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2023	Disability Officer, Department of Media and Communication, Xi'an Jiaotong-Liverpool University
2022	Panel Coordinator and Best Paper Award Committee Member, IAMCR 2022 Suzhou Pre-conference, Soochow University
2021	Panel Coordinator, "Mr. Science" Science Communication Forum in Suzhou, Soochow University
2021	Graduate Student Recruitment Interview Coordinator, School of Communication, Soochow University
2020	Forum Host, Science Literacy and Public Health Crisis Forum, World Conference on Science Literacy, Beijing Jiaotong University
2017-2020	Student Organizer, Global Media Industries Speaker Series, UT Austin
2013-14	Column Editor, <i>Flow</i> Volume 19, Department of Radio-TV-Film, UT Austin
2012	Panel Coordinator, Flow Conference 2012, UT Austin

## Ad-Hoc Peer Review

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Journals	Big Data & Society; Journal of Chinese Sociology; International Journal of Business Communication; Global Media and China; International Journal of Communication; Environmental Communication; Information Processing and Management; Information, Communication & Society; Simulation & Gaming; Telematics and Informatics; Chinese Journal of Communication
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## Professional Affiliation

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2022-Present	Secretary, Chinese Digital Games Research Association (DiGRA)
2018-Present	National Communication Association
2016-Present	International Association for Media and Communication Research
2015-Present	International Communication Association
2014-Present	American Sociological Association

## References

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Wenhong Chen	Associate Professor Department of Radio-TV-Film The University of Texas at Austin 2504 Whitis Ave. Stop A0800 Austin, TX 78712-1067, USA Phone: +1-5124714952 Email: <a href="mailto:wenhong.chen@austin.utexas.edu">wenhong.chen@austin.utexas.edu</a>
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