

Xue PANG (Rose)

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EDUCATION

Ph.D. in Strategic Management

- Faculty of Business, The Hong Kong Polytechnic University, Hong Kong

Visiting Researcher

- Beedie School of Business, Simon Fraser University, Canada

Master of Science in Management

- Faculty of Business, University of Leeds, United Kingdom

Bachelor of Science in Financial Management, Bachelor of Arts in English Education

- Qingdao University, China

INDUSTRY EXPERIENCE

Developer Advocate, July 2024 - June 2025 Part-time

Aperture Finance (AI-powered DeFi intent execution protocol)

- Conducted weekly performance data tracking and analytics, uncovering user intents and growth.
- Compiled weekly market performance reports tailored for marketing and community update cycles.
- Produced public-facing content, including Medium articles on protocol milestones, cornerstone partnerships, and ecosystem narratives.
- Designed and curated Twitter publicity, selecting angles, drafting threads to enhance visibility and engagement.
- Participated and hosted AMAs in English and Mandarin.

Business Development Advisor Role

Supporting leading financial media groups in expanding into the Web3 ecosystem

- Advised a top-tier Chinese financial media group on developing its Web3 presence and narrative positioning.
- Identified and brokered cross-ecosystem partnerships, matching Web3 projects with tailored sponsorship and publicity formats, ranging from advertorials to premium event benefits.
- Acted as execution liaison for Web3 clients, managing timelines, briefing media teams, and ensuring deliverables.

Project Coordinator/Researcher

Centre for Business Sustainability, The Chinese University of Hong Kong

- Compiled annual sustainability performance assessment for public firms in Hong Kong and the Greater Bay Area.
- Organized annual conferences and knowledge-sharing workshops for public firms and small-and-medium enterprises in Hong Kong.
- Took initiatives to accomplish a series of research projects.
- Participated in developing University Sustainability Index.

Assessor for Hong Kong Corporate Citizenship Program

Hong Kong Productivity Council (HKPC)

- Served as assessor for Hong Kong Corporate Citizenship Programme.

ACADEMIC EMPLOYMENT

- Assistant Professor, Programme Director, DBA supervisor
- Postdoctoral Fellowship (Hong Kong government funded)
- Visiting Lecturer (part-time)

Research fields: business sustainability, ESG, strategic CSR, stakeholder communication, organizational applications of emerging technologies, particularly AI and blockchain.

INVITED TALK (Selected)

- “CSR Development in China: Themes and Actions,” Imperial College EMBA China Residency Program, Hong Kong, 2024
- “Leadership Challenges for a Sustainable Future,” Fidelidade, Macau, 2023
- “University Social Responsibility Conference,” CUHK, Hong Kong, 2023
- “Sustainability Strategies and Practices,” SME Association, Hong Kong, 2022
- “University Social Responsibility Research and Practices,” Ministry of Education Republic of China (Taiwan), 2022
- “Invited Lecture on Environmental and Social Responsibility,” Pusan National University (Korea), 2021
- Various academic conferences

OTHER PROFESSIONAL ACTIVITY

Fund application

- Macao Foundation project – The GBA Sustainability Leadership Training Project (2025)
- RAE Social Science Research Impact Fund Impact Case (2022)
- Collaborative Research Fund (CRF) for 2021/22 (Shortlisted)
- RGC Research Impact Fund (RIF) (2020)
- Impact Postdoctoral Fellowship Scheme (IPDFS) (2019)

Reviewer service for

- *Asia Pacific Journal of Management, Public Administration Policy, Business Ethics: A European Review, Frontiers of Business Research in China, Journal of Cleaner Production, Studies for Higher Education, Research in International Business and Finance, Regulation & Governance, Journal of Environmental Policy & Planning, etc.*

SKILL

- Software: Stata, SPSS, HLM, AMOS, Atlas.ti, NVivo, fsQCA
- Research method: econometrics, structural content analysis, interview, survey

RECOGNITION

- Recognized under the Shenzhen Municipal Global Talent Scheme.