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Ph.D. Student

BSSC in Communication

Hong Kong Baptist University, Hong Kong, China

MIPA in International and Public Affairs

The University of Hong Kong, Hong Kong, China

MSc in Politics and Communication

London School of Economics and Political Science, London, UK

MA in Art History

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Research Interests:

- Climate communication
- Environmental communication
- Energy communication
- Environmental Social and Governance (ESG), Sustainable Development Goals communication (SDG)

Refereed Journal Article:

Chen, B., (2023). Mass Media's Role in Stimulating Interest in Solar Energy Uptake: Examination of Feed-in Tariff News Coverage in Hong Kong. *Journal of Asian Energy Studies*, 7, 121-131.

<https://ejournals.lib.hkbu.edu.hk/index.php/jaes/article/view/2668>

Conference Paper Presentation:

Chen, B., (2024, June). Mascot as government's KOL: A case study of Big Waster in Hong Kong. ICA Preconference: Impacts of Strategic Communication in an Interconnected World, University of Technology Sydney, Australia, June 16-17, 2024.

Chen, B., (2024, March) *Mascot as policy communicator: A case study on the HK Big Waster. Communication Symposium, The New Order of Cyber Regulation: Power, Control and Governance.* PhD colloquium. March 20-22, 2024.

Chen, B., (2023) *Mass media's impact on solar energy uptake: Examine through Feed-in-Tariff news in Hong Kong.* Asia Solar Energy for Climate Change Conference (ASECCC), August 24-25, 2023.

Chen, B., (2023) *Newsroom conflicts in Hong Kong media in the post National Security Law era*. Journalism Research and Education Section. International Association for Media and Communication Research (IAMCR) Annual Conference, Lyon, OCP23 (online), June 26 –July 13, 2023.

Chen, B., Zhou, Y., and Yang, L. (2023) *Has the Pursuit of Postgraduate Education Become a Social Norm? Examining Through the Lens of Involution in China*. Rethinking education: teaching and learning, schools and society, mainstreams and alternatives session, (Re)thinking Futures: Introspection, Retrospection and Prospection, 10th Global Social Sciences Graduate Student Hybrid Conference, Hong Kong Baptist University, May 19, 2023.

Published Articles:

The Standard, Grasping at straws in drive for clean fuel (2024)
<https://www.thestandard.com.hk/section-news/fc/1/262507/Grasping-at-straws-in-drive-for-clean-fuel>

The Standard, Cashing in on carbon trading (2024)
<https://www.thestandard.com.hk/section-news/fc/1/261510/Cashing-in-on-carbon-trading>

The Standard, Green grid goal (2024)
<https://www.thestandard.com.hk/section-news/fc/1/260666/Green-grid-goal>

The Standard, Waste not, want not (2024)
<https://www.thestandard.com.hk/section-news/section/47419585/260448/Waste-not,-want-not>

The Standard, In a silent way (2024)
<https://www.thestandard.com.hk/section-news/fc/1/260449/In-a-silent-way>

The Standard, Hydrogen fuels hypersonic hope (2023)
<https://www.thestandard.com.hk/section-news/fc/1/256985/Hydrogen-fuels-hypersonic-hope>

The Standard, Elemental attraction (2023)
<https://www.thestandard.com.hk/section-news/fc/1/255759/Elemental-attraction>

The Standard, Carbon market ripe for the picking (2023)
<https://www.thestandard.com.hk/section-news/fc/1/254065/Carbon-market-ripe-for-the-picking>

The Standard, Green finance surges but exclusion jitters rise (2023)
<https://www.thestandard.com.hk/section-news/fc/7/253839/Green-finance-surges-but-exclusion-jitters-rise>

The Standard, In the line of fire (2023)

<https://www.thestandard.com.hk/section-news/section/50016688/253234/In-the-line-of-fire>

The Standard, Bridging the gulf (2023)

<https://www.thestandard.com.hk/section-news/fc/1/253010/Bridging-the-Gulf>

The Standard, Carbon credit NFTs join battle to save the world (2023)

<https://www.thestandard.com.hk/section-news/fc/1/252802/Carbon-credit-NFTs-join-battle-to-save-the-planet>

Awards:

(2024, June) International Trade Fellowship, National Press Foundation, Singapore, June 23-26, 2024

(2024, April) Start-up Saturday, Environmental social and governance (ESG) and digital economy, Start-up fund HK\$30,000, Career Centre, Hong Kong Baptist University, April 20, 2024.

(2024, March) First Business Model Award, Startup fund HK\$15,000, Techstars _ Startup Weekend Social Innovation, Hong Kong Baptist University Centre for Innovative Service-Learning, March 15-17, 2024.