

Hui Cheng is an Associate Professor at Zhejiang University of Finance and Economics Dongfang College. Also, he is a Ph.D. candidate at the University of Nottingham Ningbo China, receiving full scholarship from UNNC and ZJUNB.



His research in 'Museum Cultural Creativity' beginning since 2011 has produced new 20+ serial products for museums and 20+ publications, including a monograph. He has secured over RMB 320 thousands in funding from various bodies.

Research Interests:

My research interests are in the realm of museum cultural creativity, including:

1. Design Methodology Research
2. Design Governance Research
3. Product Design Practice

Currently, I am heading into the research of creativity model construction for museum creative product design using the methodologies from human factor study.

At Present, he is a peer reviewer of several SSCI journals, including:

1. Humanities & Social Sciences Communications (SSCI Q1, Top)
2. Journal of Retailing and Consumer Services (SSCI Q1)

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Qualifications

PhD, UNNC-ZJU Joint Doctoral Training Program

11 Sept 2021 → 30 Aug 2025

Master, Design and Art, Zhejiang Sci-Tech University

1 Sept 2011 → 30 Jun 2015

Bachelor, Software Engineering, Hangzhou Dianzi University

1 Sept 2007 → 30 Jun 2011

Employment

Associate Professor

Zhejiang University of Finance and Economics Dongfang College

China

1 Jan 2023 → present

Committee Member

中国民主同盟浙江省委员会文化专门委员会

China

1 Aug 2022 → present

Research outputs

1. Cheng, H., Sun, X., Xie, J., Liu, B. J., Xia, L., Luo, S. J., Tian, X., Qiu, X., Li, W., & Li, Y. (2024). Constructing and validating the museum product creativity measurement (MPCM): dimensions for creativity assessment of souvenir products in Chinese urban historical museums. *Humanities and Social Sciences Communications*, 11(1), Article 280. <https://doi.org/10.1057/s41599-024-02780-5>
2. Cheng, H., Sun, X., Qiu, X., Liu, B., Xia, L., Luo, S., Xie, J., Li, W., Li, Y., & Tian, X. (2023). An in-depth analysis of PCMI dimensions for museum creativity. *Thinking Skills and Creativity*, 50, Article 101407. <https://doi.org/10.1016/j.tsc.2023.101407>
3. Cheng, H., & Qiu, X. (2023). 面向社会治理的文博文创产品服务系统研究. *创意城市学刊*, 167(03), 133-140.
4. Cheng, H., & Qiu, X. (2023). Exploring Correlations of PCMI Metrics in Museum Creativity through Line Chart. *AHFE 2023*. <https://doi.org/10.54941/ahfe1004221>
5. Cheng, H., & Qiu, X. (in press). The Preliminary Validation of PCMI in the Context of Museum Creativity. *Frontiers in Artificial Intelligence and Applications*.

6. Cheng, H., & Qiu, X. (2023). 高质量发展导向的文博文创设计治理体系研究. *工业工程设计*, 5(4), 90-99. <https://doi.org/10.19798/j.cnki.2096-6946.2023.04.012>
7. Cheng, H. (2023). 设计治理: 治理视域下的博物馆文创及其治理工具设计. 浙江大学出版社.
8. Cheng, H. (2023). 关于提升我省博物馆文化服务能级的建议.
9. Cheng, H., Liu, B., Luo, S., Xie, J., & Xia, L. (2023). Exploring the Chinese Design Concepts that Shape China's Cultural and Creative Products for Museums. In L. C. Jain, V. E. Balas, Q. Wu, & F. Shi (Eds.), *Design Studies and Intelligence Engineering: Proceedings of DSIE 2022* (pp. 1-12). (Frontiers in Artificial Intelligence and Applications; Vol. 365). IOS Press BV. <https://doi.org/10.3233/FAIA220695>
10. Cheng, H. (2023). 疫情政策变动下应发挥博物馆文创的治理作用.
11. Cheng, H., Luo, S., Liu, B., Xia, L., Xie, J., & Qiu, X. (2023). Insights on Metrics' Correlation of Creativity Assessment for Museum Cultural and Creative Product Design. In C. Stephanidis, M. Antona, S. Ntoa, & G. Salvendy (Eds.), *HCI International 2023 Posters - 25th International Conference on Human-Computer Interaction, HCII 2023, Proceedings* (Vol. 1834, pp. 376-384). (Communications in Computer and Information Science; Vol. 1834 CCIS). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-35998-9_51
12. Qiu, X., & Cheng, H. (2022). 历史博物馆文创设计理念的沿革与嬗变. *创意城市学刊*, 164(4), 83-90.
13. Cheng, H. (2022). 关于我省乡村博物馆可持续发展的建议.
14. Cheng, H. (2022). “社会创新”驱动“社会治理方式创新”的经验介绍.
15. Cheng, H., Qiu, X., Liu, B., Sun, X., & Li, Y. (2022). 国内文创产品设计方法研究综述: 基于对《包装工程》所刊发的文创产品设计主题论文的分析. *包装工程*, 43(12), 339-347. <https://doi.org/10.19554/j.cnki.1001-3563.2022.12.042>
16. Cheng, H., & Sun, X. (2022). 博物馆文创产业中设计的现状、定位、历史与应有角色. In J. Bai (Ed.), *博物馆文创实践与研究* (pp. 202-217). 学苑出版社.
17. Cheng, H. (2021). 关于完善基层国有博物馆高质量发展保障的建议.
18. Cheng, H. (2021). 朱仙镇的年味等系列. Design, Designerbooks.
19. Cheng, H. (2021). Model Construction of Museum Culture and Creativity Industry with Society Governance Targeted. *E3S Web of Conferences*, 275, Article 03040. <https://doi.org/10.1051/e3sconf/202127503040>
20. Cheng, H. (2021). “文化兴盛”目标下杭州文博文创产业培育路径研究. *创意城市学刊*, 157(01), 50-61.
21. Cheng, H. (2021). Research of User-centered Intelligent Technology in China's Cultural and Creative Product Design. *E3S Web of Conferences*, 236, Article 04050. <https://doi.org/10.1051/e3sconf/202123604050>
22. Cheng, H. (2021). “满载而归”系列. Design, Hightone Publishing(HK) Co., Ltd..
23. Cheng, H. (2020). 社会创新视域下文化创意驱动社会治理研究. In 武忠周, & 珂唐 (Eds.), *东方设计学研究: 第六届东方设计论坛暨第二届中国乡村文化振兴高层论坛论文集* (pp. 39-46). 上海交通大学.
24. Cheng, H. (2020). 商业授权下的博物馆文创设计竞赛赛制优化研究. *中国博物馆*, 2020(01), 19-23.
25. Cheng, H. (2020). 杭州市博物馆提升“最后一个展厅”服务的方法. In 膺周, & 文荣陆 (Eds.), *杭州蓝皮书: 2020年杭州发展报告(社会卷)* (pp. 271-281). 杭州出版社.
26. Cheng, H. (2020). 杭州市博物馆文创产业发展现状及对策研究. *创意城市学刊*, 153(01), 74-82.
27. Cheng, H. (2019). 博物馆文创产业研究的现状、问题与方向. *包装工程*, 40(24), 65-71. <https://doi.org/10.19554/j.cnki.1001-3563.2019.24.010>
28. Cheng, H. (2019). 源自梁平木版年画《春花富贵》创新设计. Design, 中华手工.
29. Cheng, H. (2019). 盐官古城研学游深度规划的思考. *创意城市学刊*, 151(03), 176-182.
30. Cheng, H. (2019). 博物馆文创产品“同质化”问题成因研究. *艺术与设计(理论)*, (04), 95-97. <https://doi.org/10.16824/j.cnki.issn10082832.2019.04.025>
31. Cheng, H. (2018). 博物馆文创产品开发体系框架构建研究. In J. Lin (Ed.), *传承与创新——地方性博物馆变革与发展学术研讨会论文集* (pp. 303-307). 南京出版传媒集团.
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33. Cheng, H. (2018). 基于知网搜索结果的文创产品主题文献综述研究. *设计*, (15), 80-83.
34. Cheng, H. (2018). 以“文创产品”为主题的文献综述研究之一. *工业设计*, (2), 29-30.
35. Cheng, H. (2017). 初构品牌衍生品设计的理论路径模型: 东方影剧院品牌衍生品设计规划思考. *设计*, 267(12), 114-116.
36. Cheng, H. (2015). 基于产品视角的旅游纪念品设计探析——以良渚文化旅游纪念品设计分析为例. 浙江理工大学.
37. Cheng, H. (2015). 对旅游纪念品设计的三点思考. *设计*, (19), 88-89.
38. Cheng, H. (2013). 浅析当前国内旅游纪念品行业. *设计*, 57-58.