

Hui Cheng

Department of Mechanical, Materials and Manufacturing Engineering

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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

PhD, University of Nottingham Ningbo China

PhD, University of Nottingham Ningbo China

Department of Mechanical, Materials and Manufacturing Engineering

Faculty of Science and Engineering

11 Sept 2021 → present

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

博物馆在文化治理中的角色变迁——基于我国博物馆文创发展历程的解读

Cheng, H. & Qiu, X., 15 Mar 2024, In: 艺术博物馆 (Art Museum Magazine) . 38, p. 94-100 7 p.

Constructing and validating the museum product creativity measurement (MPCM): dimensions for creativity assessment of souvenir products in Chinese urban historical museums

Cheng, H., Sun, X., Xie, J., Liu, B.-J., Xia, L., Luo, S.-J., Tian, X., Qiu, X., Li, W. & Li, Y., 19 Feb 2024, In: Humanities and Social Sciences Communications. 11, 1, 280.

The Preliminary Validation of PCMI in the Context of Museum Creativity

Cheng, H. & Qiu, X., 6 Feb 2024, In: Frontiers in Artificial Intelligence and Applications. 383, p. 764-774 11 p.

关于浙江省乡村博物馆“建馆易开馆难”的对策建议

Cheng, H., 28 Dec 2023, 2 p.

An in-depth analysis of PCMI dimensions for museum creativity

Cheng, H., Sun, X., Qiu, X., Liu, B., Xia, L., Luo, S., Xie, J., Li, W., Li, Y. & Tian, X., Dec 2023, In: Thinking Skills and Creativity. 50, 101407.

面向社会治理的文博文创产品服务系统研究

Cheng, H. & Qiu, X., 23 Nov 2023, In: 创意城市学刊. 167, 03, p. 133-140 8 p.

Exploring Correlations of PCMI Metrics in Museum Creativity through Line Chart

Cheng, H. & Qiu, X., 8 Nov 2023, In: AHFE 2023. 10 p.

高质量发展导向的文博文创设计治理体系研究

Cheng, H. & Qiu, X., Aug 2023, In: 工业工程设计. 5, 4, p. 90-99 10 p.

设计治理: 治理视域下的博物馆文创及其治理工具设计

Cheng, H., 1 Jun 2023, 杭州: 浙江大学出版社. 179 p.

关于提升我省博物馆文化服务能级的建议

Cheng, H., 24 Feb 2023, 3 p.

Exploring the Chinese Design Concepts that Shape China's Cultural and Creative Products for Museums

Cheng, H., Liu, B., Luo, S., Xie, J. & Xia, L., 12 Jan 2023, *Design Studies and Intelligence Engineering: Proceedings of DSIE 2022*. Jain, L. C., Balas, V. E., Wu, Q. & Shi, F. (eds.). IOS Press BV, p. 1-12 12 p. (Frontiers in Artificial Intelligence and Applications; vol. 365).

疫情政策变动下应发挥博物馆文创的治理作用

Cheng, H., 12 Jan 2023, 2 p.

Insights on Metrics' Correlation of Creativity Assessment for Museum Cultural and Creative Product Design

Cheng, H., Luo, S., Liu, B., Xia, L., Xie, J. & Qiu, X., 2023, *HCI International 2023 Posters - 25th International Conference on Human-Computer Interaction, HCII 2023, Proceedings*. Stephanidis, C., Antona, M., Ntoa, S. & Salvendy, G. (eds.). Springer Science and Business Media Deutschland GmbH, Vol. 1834. p. 376-384 9 p. (Communications in Computer and Information Science; vol. 1834 CCIS).

历史博物馆文创设计理念的沿革与嬗变

Qiu, X. & Cheng, H., 1 Dec 2022, In: 创意城市学刊. 164, 4, p. 83-90 8 p.

关于我省乡村博物馆可持续发展的建议

Cheng, H., 29 Nov 2022, 2 p.

“社会创新”驱动“社会治理方式创新”的经验介绍

Cheng, H., 29 Nov 2022, 2 p.

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

Cheng, H., Qiu, X., Liu, B., Sun, X. & Li, Y., Jun 2022, In: 包装工程. 43, 12, p. 339-347 9 p.

博物馆文创产业中设计的现状、定位、历史与应有角色

Cheng, H. & Sun, X., 17 Apr 2022, *博物馆文创实践与研究*. Bai, J. (ed.). 北京: 学苑出版社, p. 202-217 16 p.

关于完善基层国有博物馆高质量发展保障的建议

Cheng, H., 10 Dec 2021, 杭州. 2 p.

朱仙镇的年味等系列

Cheng, H. (Designer), 1 Oct 2021

Model Construction of Museum Culture and Creativity Industry with Society Governance Targeted
Cheng, H., 21 Jun 2021, In: E3S Web of Conferences. 275, 03040.

“文化兴盛”目标下杭州文博文创产业培育路径研究
Cheng, H., Mar 2021, In: 创意城市学刊. 157, 01, p. 50-61 12 p.

Research of User-centered Intelligent Technology in China's Cultural and Creative Product Design
Cheng, H., 9 Feb 2021, In: E3S Web of Conferences. 236, 5 p., 04050.

“满载而归”系列
Cheng, H. (Designer), 1 Jan 2021

社会创新视域下文化创意驱动社会治理研究
Cheng, H., 18 Oct 2020, 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. 周武忠 & 唐珂 (eds.). 上海: 上海交通大学, p. 39-46 8 p.

博物馆文化创意的边界与“文创思维”
Cheng, H., 14 Apr 2020, 1 p. 北京: 中国文物报.

商业授权下的博物馆文创设计竞赛赛制优化研究
Cheng, H., Jan 2020, In: 中国博物馆. 2020, 01, p. 19-23 5 p.

杭州市博物馆提升“最后一个展厅”服务的方法
Cheng, H., Jan 2020, 杭州蓝皮书: 2020年杭州发展报告(社会卷). 周膺 & 陆文荣 (eds.). 杭州: 杭州出版社, p. 271-281 11 p.

杭州市博物馆文创产业发展现状及对策研究
Cheng, H., Jan 2020, In: 创意城市学刊. 153, 01, p. 74-82 9 p.

博物馆文创产业研究的现状、问题与方向
Cheng, H., Dec 2019, In: 包装工程. 40, 24, p. 65-71 7 p.

源自 梁平木版年画《春花富贵》创新设计
Cheng, H., Dec 2019

“字”做文创
Cheng, H., Oct 2019

盐官古城研学游深度规划的思考
Cheng, H., Sept 2019, In: 创意城市学刊. 151, 03, p. 176-182 7 p.

博物馆文创产品“同质化”问题成因研究
Cheng, H., Apr 2019, In: 艺术与设计(理论). 04, p. 95-97 3 p.

博物馆文创产品开发体系框架构建研究
Cheng, H., 21 Sept 2018, 传承与创新——地方性博物馆变革与发展学术研讨会论文集. Lin, J. (ed.). 南京出版传媒集团, p. 303-307

文创产品避免“同质化”现象的方法: 以海宁为例
Cheng, H., Sept 2018, In: 设计. 19, p. 96-99 4 p.

基于知网搜索结果的“文创产品”主题文献综述研究
Cheng, H., Aug 2018, In: 设计. 15, p. 80-83 4 p.

以“文创产品”为主题的文献综述研究之一
Cheng, H., Feb 2018, In: 工业设计. 2, p. 29-30

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
Cheng, H., Jun 2017, In: 设计. 267, 12, p. 114-116 3 p.

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
Cheng, H., 16 Oct 2015, Hangzhou: 浙江理工大学. 77 p.

对旅游纪念品设计的三点思考
Cheng, H., Oct 2015, In: 设计. 19, p. 88-89

浅析当前国内旅游纪念品行业
Cheng, H., May 2013, In: 设计. 11, p. 57-58

Awards