

K. T. WONG

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EMPLOYMENT

- 2025 - **Assistant Professor, Hong Kong University of Science and Technology**
Division of Humanities
- 2023 - 2025 **Postdoctoral Associate, Cornell University**
Department of Asian Studies and Department of Music
Southeast Asia Program Faculty Associate

EDUCATION

- 2023 **Ph.D., Visual Studies**
University of California, Irvine
Dissertation: "Inter-Asian Gaming in Southeast Asia: Remapping the Globalization of Videogames through the Lens of Malaysia and Singapore"
- 2014 **B.A., Music and Theater**
Lafayette College, Easton, PA

PUBLICATIONS

Peer-Reviewed Articles:

- 2024 "Heterogeneity and Globalization: Locating the Malaysian Indie Game Production Culture." In "Local Digital Game Production," edited by Chris J. Young, Emilie Reed, and Brendan Keogh. Special issue, *Media Industries* 11, no. 1 (2024): 35-56.
- 2024 "Is *Kingdom Hearts* a JRPG?: The Racialized Labor of a Japanese Anti-Auteur's Disney-Licensed Videogame." *Journal of Cinema and Media Studies* 63, no. 5 (2023–2024): 77–100.
- 2023 "The Data-Driven Myth and the Deceptive Futurity of 'the World's Fastest Growing Games Region': Selling the Southeast Asian Games Market via Game Analytics." *Games and Culture* 18, no. 1 (2023): 42-61.
- 2020 "Absence, Disappearance, and Obfuscation: Reading the US Anime Market via the Nonpresences in Crunchyroll's *Yaoi* Catalog." In "Queerness in the Digital Age." Special Issue, *Velvet Light Trap* 86 (Fall 2020): 3-15.

Book Chapters:

- 2025 “Restructuring and Redeveloping *Final Fantasy*: Square Enix’s Strategic Survival in a Tumultuous Industrial Landscape, 2000-2020.” In *Handbook of Japanese Games and Gameplay*, edited by Rachael Hutchinson. Japan Documents, 2025.

CONFERENCE PRESENTATIONS

- 2025 “Branding the Nation via Competitive Gaming: The Debut of Esports in the 2019 Southeast Asian Games.” Society of Cinema and Media Studies, Chicago, IL.
- 2024 “Tracing the Evolution of JRPG via the Production Histories of the *Xeno*-Game Series.” Replaying Japan: The International Japan Game Studies Conference, Buffalo, NY.
- 2024 “Envisioning the Region through Coffee Brewing: Toge Productions and Game Community Building in Southeast Asia.” Digital Games Research Association Conference (DiGRA), Guadalajara, Mexico.
- 2024 “Selling Chinese Esports Culture via Animation: Tencent’s Marketing Strategies for *The King’s Avatar*.” Society of Cinema and Media Studies, Boston, MA.
- 2023 “Restructuring and Redeveloping *Final Fantasy*: Square Enix’s Strategic Survival in a Tumultuous Industrial Landscape.” Society for Cinema and Media Studies, Denver, CO.
- 2022 “Wan Hazmer’s *No Straight Roads*: The Making of a National Games Industry under Malaysia’s Semi-Authoritarian Regime.” Society for Cinema and Media Studies, Virtual.
- 2021 “Absence, Disappearance, and Obfuscation: Reading the US Anime Market via the Non-Presences in Crunchyroll’s *Yaoi* Catalog.” Society for Cinema and Media Studies, Virtual.
- 2019 “Making a Case for Game Localization: Playing English-Localized Japanese Games in Southeast Asia.” Replaying Japan: The International Japan Game Studies Conference, Kyoto, Japan.
- 2019 “Automated Inequality: Behind the Apparent Neutrality of Steam’s Algorithmic Culture.” Digital Games Research Association Conference (DiGRA), Kyoto, Japan.

- 2019 “The Subversive Fantasy of *Kingdom Hearts*: Assimilating Disney into A Square Game.” Role-Playing Game Summit at DiGRA (hosted by Analog Game Studies), Kyoto, Japan.
- 2019 “Same yet Different: The Colonialist Positioning of Southeast Asians as Mobile Players in Game Analytics.” Society for Cinema and Media Studies, Seattle, WA.

TEACHING EXPERIENCE

Cornell University, Department of Asian Studies

- 2024 **Videogames in East and Southeast Asia, ASIAN4483/6683**
Upper-level undergraduate/graduate seminar; 20 students; Proposed a course topic not previously offered by the department and developed an original syllabus.
- 2024 **Japanese Popular Culture, ASIAN2260**
Undergraduate introductory course; 25 students; Significantly redesigned an existing syllabus to include modules on production and industrial studies of Japanese anime and videogames.

University of California, Irvine, Department of Film and Media Studies

Instructor of Record, Undergraduate:

History of Film III: The Contemporary Era 2021, 2022

Teaching Assistant, Undergraduate:

History of Film I: The Silent Era	2020, 2021
History of Film II: The Studio Era	2020, 2021, 2023
History of Film III: The Contemporary Era	2019, 2022
Introduction to Film and Visual Analysis	2018, 2023
Sinophone Cinema	2020
Broadcast Media History and Analysis	2019
New Media and Digital Technologies	2019

ACADEMIC SERVICE

Cornell University:

- 2023 - 2025 **CIVIC Fellow, Interactive Media and Games**
Weekly group meeting to discuss ways to promote and integrate the teaching of videogames in the university

- 2023 - 2025 **Contributor, Cornell Library Game Collection**
Work with the librarians to establish and curate a game collection, which includes paratextual materials such as guidebooks and soundtracks
- 2024 **Panel Discussant, Overgrowth/Afterlife: The 26th Cornell SEAP Graduate Student Conference**
Invited to serve as a discussant for a panel entitled “Detritus/Wilderness: Transnational Return and Recovery.”
- 2024 **Organizer, Game Studies Symposium**
A day-long symposium on game-related topics with three invited speakers: Elmo Gonzaga, Iskandar Zulkarnain, and Regina Marie Mills.
- 2023 **Organizer, Game Studies Workshop**
A workshop for graduate students with two invited speakers: game scholar Whit Pow and media practitioner Anna Huff Mercovich.

Academic Journal:

- 2025 **Peer Reviewer**
De Gruyter’s *Digital Culture & Society*
- 2019 - 2021 **Editorial Board Member**
Press Start, A Student-Led Game Studies Journal
- 2020 **Peer Reviewer**
Plaridel, Journal of Communication, Media, and Society

University of California, Irvine:

- 2020 **Graduate Student Representative**
UCI Film and Media Studies Department search committee for a tenure-track faculty in the field of Japanese film and media Studies.
- 2019 **Conference Organizer**
UCI Visual Studies Graduate Student Conference
- 2018 **Conference Abstract Reviewer**
UCI Esports Conference (ESC)

AWARDS AND GRANTS

- 2024 **Center for Teaching Innovation Grant**
Steering Committee Member, Cornell University
Received funding to develop assignments/modules that can be utilized in a variety of courses across disciplines, both undergraduate and graduate

- 2019 **National Humanities Center (NHC) Internship Program Grant**
 Humanities Common, UC Irvine
 Participants of NHC Internship Program West at San Diego, CA
- 2019 **Asian Studies Graduate Student Travel Grant**
 Center for Asian Studies, UC Irvine
 Presenter of Replaying Japan Conference at Kyoto, Japan
- 2019 **Graduate Student Research and Travel Award**
 School of Humanities, UC Irvine
 Presenter of DiGRA Conference at Kyoto, Japan
- 2019 **SCMS Graduate Student Travel Grant**
 Video Game Studies Scholarly Interest Group
 Presenter of SCMS Conference at Seattle, WA
- 2019 **SCMS Graduate Student Travel Grant**
 Society for Cinema and Media Studies Conference
 Presenter of SCMS Conference at Seattle, WA

PROFESSIONAL TRAINING

- 2019 **Humanities Pedagogical Certificate Program**
 UC Irvine Humanities Common and the Division of Teaching Excellence
 and Innovation
 Monthlong weekly instructional meetings on research-based pedagogical
 methods.
- 2019 **National Humanities Center Internship Program West**
 National Humanities Center and San Diego State University
 A podcasting workshop on developing collaborative, public-facing,
 research-based humanities content using digital media.
- 2018 **Mellon Teaching Summer Institute**
 Mellon Foundation and UC Irvine School of Humanities
 A weeklong course led by the pedagogy director of the Mellon
 Humanities Fellows program.

PROFESSIONAL MEMBERSHIPS

Digital Game Research Association (DiGRA)
 Society for Cinema and Media Studies Conference (SCMS)
 SCMS Video Game Studies Scholarly Interest Group
 SCMS Asian/Pacific American Caucus