

Suwan(Cheng) Long

Email: [REDACTED]
LinkedIn: [REDACTED]

Cheng Long

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Education Background

Trinity College Dublin, Trinity Business School	PhD, Finance (2021-2024)
University of Cambridge, Judge Business School	Associate Researcher (2022-Present)
University College Dublin, Michael Smurfit Business School	MSc, Environmental Finance
University College Dublin, Lochlann Quinn Business School.	BComm, Business Analytics

Working Experience

Director of ESG, SAI.TECH (Nasdaq: \$SAI)

April 2021 – Feb 2023

- Successfully facilitated the company's participation in several key nonprofit organizations dedicated to decarbonization efforts, such as the Climate Action 100+ initiative and the CDP (formerly Carbon Disclosure Project), demonstrating the company's commitment to reducing its carbon footprint.
- Spearheaded the development and publication of the company's comprehensive ESG and carbon footprint reports, providing stakeholders with transparent and detailed insights into the organization's environmental, social, and governance performance. These reports served as valuable tools for investors, customers, and regulatory compliance.
- Established a robust ESG risk assessment framework that identified potential risks to the company's operations and reputation, allowing for proactive measures to mitigate these risks and enhance SAI's resilience.

Investment Analyst, Longway Investment Group

Aug 2019 – April 2021

- Conducted in-depth financial analysis and due diligence for renewable energy projects, assessing their feasibility, profitability, and risk profiles.
- Conducted environmental, social, and governance (ESG) assessments of potential investments to align the portfolio with responsible and sustainable investment principles.

Research Experience

Judge Business School, University of Cambridge

May 2022 - Present

- Associate researcher at Cambridge Centre for Alternative Finance (CCAF). Work on climate impact. ESG and cryptocurrencies.

Trinity College Dublin

May 2021 – Present

- PhD Candidate, supervised by Prof Brian Lucey. We have been working on projects including fintech, natural language processing (NLP), energy economics, behavioral and development finance, and crypto-related research.

UCD Michael Smurfit Business School, Research Assistant

May-Jun 2020

- Work as a research assistant for Professor Andreas Hoepner and Dr Theodor Cojoianu on the Greenwatch project. we propose to build a climate change mitigation greenwashing detection tool which analyses the claims of companies worldwide and contrasts them with the actual performance and activities of companies.

Published and Working Papers

Publication:

- **Negative elements of cryptocurrencies: Exploring the drivers of Bitcoin carbon footprints**, 2023, *Finance Research Letters*
- **Nonlinear asset pricing in Chinese stock market: A deep learning approach**. 2023, *International Review of Financial Analysis*
- **Climate Finance: What we know and what we should know?** 2022, *Journal of Climate Finance*
- **'I Just Like the Stock': The Role of Reddit Sentiment in the GameStop Short Squeeze**, 2022, *Financial Review*
- **A tale of two tails among carbon prices, green and non-green cryptocurrencies**, 2022, *International Review of Financial Analysis*

- **Renewable Energy in Africa: a Discussion of the Feasibility and Socio-Economic Effects of Solar Photovoltaic (PV) System, 2019, IOP Conference Series: Earth and Environmental Science (EES)**

Working Paper:

- In search of infodemics: US media amplification of risk? *R&R at Risk Analysis*
- EconSentGPT: A Universal Economic Sentiment Engine? (March 31, 2023). Available at SSRN: <https://ssrn.com/abstract=4405779> or <http://dx.doi.org/10.2139/ssrn.4405779>
- How do the social media sentiments drive the Bitcoin intraday price volatility? Dynamic Return and Volatility Connectedness between the Bitcoin Price and the Retailer Investors' sentiments? *Minor revision at European Journal of Finance*
- A Machine Learning-Infused Approach to Decode Cryptocurrency Market Emotions, *In progress*
- The economic geography of Bitcoin mining: a global analysis, *In progress*
- Behind the speech, a textual analysis of board of governors of Fed monetary policies communications, *In progress*

Extracurricular Awards and Activities

Qualification Exams of Fund Practitioners of Asset Management Association of China (AMAC)

Qualification Exams of Securities Practitioners of Securities Association of China (SAC)

- Both passed with merit. Funds practitioner qualification is a necessary certificate for entering the securities industry and Securities practitioner qualification is a necessary certificate for entering the securities industry.

United Nation Summer Academy 2020

2020

- Recipient of the UN Summer Academy scholarship sponsored by the state of North Rhine-Westphalia
- Worked on *SDGs 5 (Gender Equality)* with UN officers, researchers and experts. Our presentation has been selected as the winner of "The strongest message in terms of content" and the team's [video](#) has been presented on General Assembly of United Nations 75th Anniversary

NASA Space Apps COVID-19 Challenge Hackathon

2020

- Work as a leader of team PACE to address *SDG-7 (Affordable and Clean Energy)* for NASA Space Apps COVID-19 Challenge. PACE has developed a website that outline and foremost educate citizens to help them 'Green switch', into a cleaner, more reliable energy sources
- Winner of NASA Space Apps COVID-19 Hackathon Morocco Session, awarded as Global Nominee By NASA

Google Code Jam for Women

2016

- Apply Python knowledge acquired during extracurricular time, questions requiring ability to form insights from examples, along with programming knowledge like dynamic programming
- Final ranking at *39th worldwide*. Received invitation to Google I/O2016 at Mountain View, California.

China's Social-Economic Development Analysis Tournament

2015

- Digitalize Chinese local-country-level and city-level gazetteers and create a socioeconomic database. Timely contribution in terms of both data preparation and data analysis upon complicated instructions; Cross-check data provided by National Bureau of Statistics of China to fully evaluate policy reform and long-term economic outcomes
- Honorable Mentioned Participant, ranking top 15% among over 200 teams, awarded by Harvard University

Teaching Experience:

- Academic Mentor (Executive Education) – University of Cambridge, United Kingdom (*Dec/2022 – Present*)
- Adjunct Lecturer – Dublin City University, Ireland (*Dec/2021 – Present*)
- Adjunct Lecturer – Rennes School of Business, France (*May/2023*)
- Seminar Leader (TA) – Trinity College Dublin, Ireland (*Sept/2021 – May/2022*)

Professional Services:

- Organization of Climate Energy and Climate, Co-Founder
- Referee: International Journal of Economics and Finance, International Review of Financial Analysis, Heliyon, Research in International Business and Finance

Skills & Interests:

Computer: Python, R, EViews, JavaScript/React, LaTeX, Bloomberg, Microsoft Packages

Languages: Mandarin (Native), English (Fluent), Cantonese (Fluent), French (Basic)