Tencent

NUS National University of Singapore | Centre for Governance and Sustainability
NUS Business School

Technology for Good: Driving Social Impact 2025

Call for Research Participation

Digital technologies, particularly AI, are evolving rapidly and reshaping our world. While technology has unlocked new opportunities, it has also introduced challenges. How technology serves the well-being of humanity has become a concern for academics, businesses and the wider society. Cultural and socio-economic differences may result in diverse approaches

To foster research on how technology can be tapped for good, the Centre for Governance and Sustainability (CGS) at the National University of Singapore (NUS) Business School and Tencent are jointly calling for research participation related to the theme "Technology for Good: Driving Social Impact". Topics include the technology scene in China and its comparison to Western economies.

To broaden the initiative's outreach and impact, participation may be in the form of research papers, commentaries, and short videos. We welcome applicants such

as researchers from universities, research institutes, think tanks and international organisations, as well as technology social observers/commentators and video creators. The deadline for the research proposal submission is 31 May 2025.

Shortlisted participants will get research support in the form of subsidised travel to China and related living expenses. They will also get opportunities to engage with Chinese technology firms and researchers, as well as present their research at a conference in Singapore in November 2025. Outstanding entries will receive cash prizes of up to SGD 30,000.

Research Themes and Topics

In-depth, innovative and interdisciplinary research entries with real-world relevance are encouraged. While applicants may explore any topic relevant to the overall theme "Technology for Good: Driving Social Impact", research proposals related to the following themes and topics are of particular interest:

Theme 1: Approaches for AI Inclusiveness and Internet Technology Equity

- A global perspective of the core competitiveness of Chinese online products and AI inclusiveness

- Comparative studies of AI technological innovation and Large Language Model application between China and the West

- The development and global expansion of Chinese super apps (e.g. WeChat and others)

- Comparative studies of the philosophies and trends behind online product development in China and the West

- The application and challenges of Chinese online products in emerging markets

Theme 2: Enterprise Pursuits of Technology for Good

- Comparative studies of Chinese and Western technology companies in their implementation and models of "Technology for Good"

- The influence of varying platform algorithms and AI tools on shaping public opinion and the perception of different groups

- AI and digital technologies' roles in driving ESG and philanthropic innovation: A

comparative study of China and the West

- Socio-economic impacts of mass-adopted online products: Case studies from China and beyond

- Empirical studies of smartphone addiction (e.g. short videos, games, social media etc) in minors in China and other countries

Selection Criteria and Process

Selection criteria:

1. **Innovativeness**: Innovative ideas drive technological development and impact. The research projects should provide innovative insights centred around the overall theme "Technology for Good: Driving Social Impact".
2. **Grounded Research**: Research grounded in real-world observations would inform recommendations for pursuing technology for good.

Selection process:

After submission, shortlisted applicants may be invited to an online interview in June to present to the selection committee. Thereafter, successful applicants will be notified before 15 July 2025.

Final Deliverables

Shortlisted participants should submit their final research entries, which is either **a research paper (6,000 – 10,000 words)**, **a commentary (1,500 – 3,000 words)** or **a video (3 – 10 mins)** by 31 October 2025.

Please note that plagiarism is strictly prohibited. All submissions must be original, and any detected plagiarism will result in disqualification.

Incentives

1. **Conference Presentation**: Shortlisted applicants may be invited to Singapore to present their work at a conference in November 2025.
2. **Prizes**: Entries selected by the judging committee stand to win cash prizes of up to **S$30,000**.
3. **Research Support**: Selected researchers will have opportunities to do exchange and on-site research at technology companies (e.g. Tencent etc) in China, with support in data, case studies, fieldwork, academic exchanges and research dissemination. Selected researchers will receive stipends covering international flights and local living expenses during visits.

Application Materials and Process

Participants can participate individually or as a team of up to five members. We welcome individuals and research teams from all nationalities, disciplines, academic and non-academic professions.

Application materials:

1. Completed application form
2. CVs (if participating as a team, please submit the CVs of all team members)
3. Past work

Application process:

All materials must be prepared and submitted in English. Please note that each individual or team is only allowed to choose one category and submit one application. Please download the application form and submit the above materials in Word format through this link by 31 May 2025. Please direct enquiries to cgs@nus.edu.sg.

We look forward to your participation!