

The Chinese University of Hong Kong, Faculty of Law (CUHK LAW)
CCTL Obligations Lab Asia

Protecting the Digital Consumer in Asia

Conference

15-16 May 2025 (times given are HK times)

PhD Roundtable – Thursday, 15 May 2025 (in person only)

13:00-13:15 **Registration**, CUHK Graduate Law Centre, Bank of America Building, 2/F, Central

[Venue: Classroom 7]

13:15-13:25 Prof. Normann Witzleb, CCTL Obligations Lab Asia Chair: **Welcome and Introduction**

13:25-14:35 **PhD SESSION I: Rethinking Consumer Protection in the Age of AI**

– Chair: Prof. Siyi Lin, *CUHK LAW*

- Mr. Gang Chen, *University of Macau*
“Consumer Rights and Liabilities in the Context of Algorithmic Systems and Artificial Intelligence in China?” (15 min)
- Ms. Xuan Sun, *CUHK LAW*
“Enhancing Consumers’ Informed Choices in the Age of AI: A Comparative Study of Alternative Legal Frameworks” (15 min)
- Ms. Jialin Li, *KoGuan School of Law, Shanghai Jiaotong University*
“AI-Driven Dark Patterns and Legal Responses” (15 min)
- Commentators: Prof. May Cheong, *UNSW, Australia* & Prof. Siyi Lin, *CUHK LAW* and Discussion (25 min)

14:35-14:45 Tea Break

14:45-15:55 **PhD SESSION II: Data Privacy and Consumer Protection**

– Chair: Prof. Normann Witzleb, *CUHK LAW*

- Ms. Yichen Yang, *University of Macau*
“Cross-Border Data Flows and the Protection of Consumer Personal Information: Regulatory Pathways and Regional Cooperation in Asian Jurisdictions” (15 min)
- Ms. Yujie Cai, *University of Macau*
“Consumer Data Protection in ASEAN E-Commerce” (15 min)
- Mr. Po Kan Noble Lo, *Lancaster University* & Ms. Man Yin Yuen, *CUHK LAW*
“Protecting the Digital Consumer Beyond Life: Post-Mortem Data and Digital Property Rights in Hong Kong” (15 min – remote)
- Commentators: Prof. Célia Matias, *University of Macau* & Prof. Normann Witzleb, *CUHK LAW* and Discussion (25 min)

15:55-16:05 Tea Break

16:05-17:00 PhD SESSION III: Digital Governance and Consumer Rights

– Chair: Prof. Jeannie Marie Paterson, *The University of Melbourne, Australia*

- Ms. Thi Phuong Nguyen, *City University of Hong Kong*
“Private Law Frameworks for Consumer Protection in Digital Marketplaces in Vietnam” (15 min)
- Mr. Attamongkol Tantratian, *Indiana University* & Mr. Gunn Jiravuttipong, *University of California Berkeley*
“Performative Digital Governance: Thailand as a Case Study” (15 min – remote)
- Commentators: Prof. Rostam J. Neuwirth, *University of Macau* & Prof. Jeannie Marie Paterson, *The University of Melbourne, Australia* and Discussion (25 min)

17:00-17:15 Tea Break

17:15-18:25 PhD SESSION IV: Protecting Weak Parties in the Digital Revolution

– Chair: Prof. Mimi Zou, *UNSW, Australia*

- Mr. Yiliang Chen, *University of Macau*
“Exploring the Potential Impact of Information Revolution on Weaker Parties in Consumer Law in the Greater Bay Area” (15 min)
- Mr. Weiwei Yuan, *University of Macau*
“Liability and Compensation in AI-Driven Health Services: Challenges and Solutions under Chinese Consumer Protection Law” (15 min)
- Ms. Peng Guo, *University of Macau*
“Safeguarding Consumers in Public Services on China’s Super Digital Platforms” (15 min)
- Commentators: Prof. Siyi Lin, *CUHK LAW* & Prof. Mimi Zou, *UNSW, Australia* and Discussion (25 min)

18:25-18:30 Closing Remarks

From 19:10 Conference Dinner (speakers only)

Main Session – Friday, 16 May 2025 (hybrid)

9:30-10:00 **Registration**, CUHK Graduate Law Centre, Bank of America Building, 2/F, Central

[Venue: LT2]

10:00-10:05 Prof. Normann Witzleb, *CCTL Obligations Lab Asia Chair*: **Welcome**

10:05-10:10 Prof. Chao Xi, *CUHK LAW Dean*: **Welcome and Introduction**

10:10-10:20 Ms. Gilly Wong Fung-han, *former Chief Executive, Consumer Council, HKSAR China*, **Keynote Address**: “Navigating a 12-Year Digital Shift in Hong Kong: Are Consumers Well Protected?”

10:20-10:30 **Best Paper Prize Presentation for PhD Candidates**

10:30-12:10 **PLENARY SESSION I: Fundamental Concerns in Responding to Digital Consumer Risks**

– Chair: Prof. Siyi Lin, *CUHK LAW*

- Prof. Rostam J. Neuwirth, *University of Macau*
“Consumer Protection in the Age of Artificial Intelligence: Unprecedented Challenges or Old Wine in a New Bottle?” (20 min)
- Prof. Gleb Papyshev, *Hong Kong University of Science of Technology*
“Balancing the Trade-off Between Regulation and Innovation for Artificial Intelligence: An Analysis of Top-down Command and Control and Bottom-up Self-regulatory Approaches” (20 min)
- Prof. Uta Kohl, *CUHK LAW & University of Southampton, UK*
“Limitations of the ‘Digital Consumer’” (20 min)
- Prof. Mimi Zou & Prof. May Cheong, *both UNSW, Australia*
“Systems Intentionality and Algorithmic Contracting: The Next Frontier for Australian Consumer Law?” (20 min)
- Q&A (20 min)

12:10-13:40 **Lunch Break**

[Venue: LT2]

13:40-14:45 **PARALLEL SESSION I: Strengthening Accountability for Digital Consumer Risks**

– Chair: Prof. Eliza Mik, *CUHK LAW*

- Prof. Isabel Mousinho de Figueiredo, *University of Macau*
“Follow the Money – AI and Tort” (15 min)
- Dr. Neerav Srivastava, *Deakin University, Australia*, & Prof. Normann Witzleb, *CUHK LAW*
“The ‘Predators’ Playground’: Liability of Dating Apps for User-to-User Harm” (15 min)
- Dr. Pangyue Cheng, *The University of Hong Kong*
“Expanding Fiduciary Duty in the Digital Age: The Growing Responsibility of

Corporate Officers in Technology Oversight and Consumer Protection”
(15min)

- Q&A (20 min)

[Venue: LT3]

13:40-14:45 **PARALLEL SESSION II: Specific Issues in Digital Consumer Protection**
– Chair: Prof. Célia Matias, *University of Macau*

- Prof. Rachel Phang, *Singapore Management University*
“Protecting the Digital Consumer in the Cryptocurrency Markets: A Singapore Perspective” (15 min)
- Prof. Man Teng Iong, *University of Macau*
“Online TCM Consultations and Telemedicine: Legal Challenges and Consumer Protection in Macao” (15 min)
- Dr. Vivi Tan, *RMIT, Australia*, Prof Jeannie Marie Paterson & Prof Julian Webb, *both The University of Melbourne, Australia*
“Generative AI in Providing Information in Resolving Consumer Disputes: Assessing the Merits in the Face of Uncertainty” (15 min)
- Q&A (20 min)

14:45-15:05 **Tea Break**

[Venue: LT2]

15:05-16:10 **PARALLEL SESSION III: Enhancing Balance and Fairness in Online Consumer Dealings**

– Chair: Prof. Rostam J. Neuwirth, *University of Macau*

- Prof. Eliza Mik, *CUHK LAW*
“Centaur Commerce – Rethinking Transactional Imbalances in the Age of Automation” (15 min)
- Dr. Juthamas Thirawat, *Thammasat University, Thailand*
“Enhancing Consumer Protection Law in Thailand: The Need to Redefine ‘Consumer’ for Traditional and Digital Markets” (15 min)
- Prof. Alexandr Svetlicinii, *University of Macau*
“Algorithmic Price Discrimination as Unfair Commercial Practice: A Chinese Approach?” (15 min – remote)
- Q&A (20 min)

[Venue: LT3]

15:05-16:10 **PARALLEL SESSION IV: Improving Consumer Protection Frameworks in Southeast Asia**

– Chair: Prof. May Cheong, *UNSW, Australia*

- Dr. Đào Gia Phúc, *University of Economics and Law, VNU-HCM, Vietnam*
“Challenges for Consumer Protection in the Era of AI: The Case of Vietnam” (15 min)
- Dr. Ridoan Karim & Prof. Adnan Trakic, *both Monash University Malaysia*
“Artificial Intelligence as an Agent: Implications for E-Contracts and the Malaysian Legal Framework” (15 min – remote)
- Ms. Jani Purnawanty & Ms. Cenuk Widiyastisna Sayekti,

Universitas Airlangga, Surabaya, Indonesia

“Ensuring Fairness in Algorithmic Advertising: Consumer Autonomy and Rights in the Digital Era” (15 min)

- Q&A (20 min)

[Venue: Classroom 8]

15:05-16:10 **PARALLEL SESSION V: Data Privacy and Digital Consumer**

– Chair: Prof. Normann Witzleb, *CUHK LAW*

- Prof. Célia Matias, *University of Macau*
“Data Consumer Contracts in the AI Age: Is There an Unjust Imbalance?” (15 min)
- Ms. Clemence Wong, *Office of the Privacy Commissioner for Personal Data, Hong Kong*
“Cross-boundary Flow of Personal Information Within the Greater Bay Area” (15 min)
- Dr. Ruifeng Song, *CUHK Office of University General Education*
“Ex Post Transparency: Shattering the One-Way Mirror” (15 min)
- Q&A (20 min)

16:10-16:30 **Tea Break**

[Venue: LT2]

16:30-18:10 **PLENARY SESSION II: New Approaches to Addressing Digital Consumer Risks**

– Chair: Prof. Mimi Zou, *UNSW, Australia*

- Prof. Duncan Fairgrieve, *Université Paris-Dauphine, France* & Prof. Geraint Howells, *University of Galway, Ireland*, “Reforming Product Liability: Where Europe Goes, Should Asia (and Others) Follow?” (20 mins – remote)
- Prof. Iris Benöhr, *University of Southampton, UK*, “Artificial Intelligence and Consumer Protection in EU Credit Regulation” (20 min – remote)
- Prof. Jodi Gardner & Dr. Joshua Yuvaraj, *both University of Auckland, New Zealand*, “Banking Scams and the Digital Consumer” (20 min – remote)
- Prof. Jeannie Marie Paterson, *The University of Melbourne, Australia*
“Wellbeing Bots and the Legal Patchwork for Consumer Protection” (20 min)
- Q&A (20 min)

18:10-18:20 Prof. Normann Witzleb, CCTL Obligation Lab Chair Asia: **Closing Remarks**