



TBIS

Topic of the Speech:

Research on a Business Modeling-Driven Construction Mechanism for Distributed Trustworthy Digital Product Passports (DPP)

Aris Rui Huang

Position: Senior Engineer, Senior System Architect, and Distinguished Associate Professor

Institute: Institute of International Economics and Management, Xihua University
China



Professor Aris Rui Huang, Founder of SwiftChain LLC, Senior Engineer, Senior System Architect, and Distinguished Associate Professor at the Institute of International Economics and Management, Xihua University. With over 20 years of experience in the design, development, and testing of large-scale complex systems, he specializes in the integration of industry, academia, and research. He previously served as a Band 9 Application Expert and CRM System Expert at AsiaInfo, with a strong technical background and industry experience.

As the initiator and solution author of several major projects, he led the National Social Science Foundation project "Applying Blockchain Technology to Optimize China's Infectious Disease Surveillance System" and the Ministry of Industry and Information Technology's 2020 Industrial Internet Innovation Development Project "Blockchain-Based Anti-Counterfeiting and Traceability Platform for Industrial Products." Additionally, he is a core team member of the Baihang Credit Project "Research on Non-Banking Financial Business Credit Technology Path" and has participated in over 20 large-scale telecom, financial, and blockchain application projects both domestically and internationally.

In academia, he has published dozens of influential papers, monographs, and articles with industry impact, and holds multiple patents, committed to driving technological innovation and industry development.