
Faye Zhu, D.B.A.
Professor
Management
Rohrer College of Business
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Academic Background

D.B.A. Cleveland State University.
MBA Ashland University.

Courses Taught

Foundations of Analytics (undergraduate, previous Decision-Making Tools for Managers)
Operations Management (undergraduate)
Quality Management (undergraduate)
Special Topics (MBA)

Refereed Articles (2015 --)

Dominik, M., Rudin, J., Zhu, F. X., & Jovanovski, S. (2023). Evaluation of a summer course in entrepreneurship for disadvantaged high school students. *International Journal of Business and Economics*, 8 (1), 214-230.

Zhu, F. X., & Rudin, J. (2022). Introducing students to business analytics: A case study. *International Journal of Business and Economics*, 7 (2), 129-139.

Zhu, F., & Fleming, R. S. (2017). Aligning Assurance of Learning Activities with the 2013 AACSB Standards. *Business Education Innovation Journal*, 9 (1), 49-56.

Fleming, R. S., & Zhu, F. X. (2017). The Role of Corporate Management in an Effective Crisis Management Program. *Archives of Business Research*, 5 (6), 48-58.

Zhu, F. X., & Fleming, R. S. (2017). Assurance of learning and assessment at the business program and major levels. *Archives of Business Research*, 5 (3), 248-254.

Presentations of Refereed Papers (2015 --)

Zhu, F. (2024). Building an introductory analytics course in the management curriculum. Northeast Decision Sciences Institute Annual Conference, Boston, Massachusetts.

Dominik, M., Rudin, J., & Zhu, F. X. (2023). Does the Think Like an Entrepreneur Summer Academy enhance entrepreneurial intention? European Academy of Management (EURAM) 2023, Dublin, Ireland.

Zhu, F. (2022). Delivering foundations of analytics to undergraduate management students. The European Conference on Education, London, United Kingdom.

Zhu, F. X. (2019). Teaching an undergraduate analytical course: Lessons learned. International Conference on Social Sciences and Management, Beijing, China.

Zhu, F. X. (2018). Assurance learning and pedagogical improvements: A case study. International Conference for Multiple Academic Disciplines, Geneva, Switzerland.

Zhu, F. X. (2018). Linking teaching and learning with assurance of learning in undergraduate business quantitative courses. International Conference on Education, Teaching, & Learning, Zurich, Switzerland.

Yang, Y. & Zhu, F. X. (2018). More than adjustment: The Roles of Cultural Intelligence in Facilitating Creativity and Altruism. The 4th Asia-Pacific Conference on Social Sciences & Management, Shanghai, China.

Fleming, R. & Zhu, F. X. (2017). The roles of corporate managers in crisis management. International Conference on Management, Economics, & Social Science, Hong Kong, China.

Zhu, F. & Fleming, R. S. (2017). Managing assurance of learning process under the 2013 AACSB standards. International Conference on Management, Economics, & Social Science, Hong Kong, China.

Fleming, R. S. & Zhu, F. X. (2016). Strategic solutions for challenges facing contemporary fire & emergency service organizations. International Conference on Management, Accounting, Banking, Economics, & Business Research, Shanghai, China.

Zhu, F. X. & Fleming, R. S. (2016). An institutional transformation of assessment in response to the 2013 AACSB accreditation standards. International Conference on Management, Accounting, Banking, Economics, & Business Research, Shanghai, China.

Fleming, R. & Zhu, F. X. (2015). Enhancing communication effectiveness during times of crisis through coordinated communication strategies. The Conference on Creative Education, Beijing, China.

Zhu, F. & Fleming, R. (2015). Enhancing assessment effectiveness: An institution's assessment pilgrimage and lessons learned. International Conference: Assessment for Learning in Higher Education, Hong Kong, China.

Professional Services (2015 --)

Reviewer / Chair: Conference

2024: Northeast Decision Sciences Institute Annual Meeting, Boston, Massachusetts.

2023: The 6th International Conference on Education Research and Policy, Beijing, China.

2022: The European Conference on Education, London, United Kingdom.

2022: The 5th International Conference on Education Research and Policy, Beijing, China.

2018: International Conference for Multiple Academic Disciplines, Geneva, Switzerland.

2018: The 4th Asia-Pacific Conference on Social Sciences & Management, Shanghai, China.

Guest Speaker: Conference

2018: International Conference on Education, Teaching, & Learning, Zurich, Switzerland.

Reviewer: Textbook & resources

2021, 2020: McGraw Hill

2019: Wiley

2017: W.H. Freeman and Company (Macmillan Learning)

Reviewer: Article / Manuscript

2018: International Journal of Electronic Banking.

Editorial board member: Academic journal

2019 ---: International Journal of Financial Services Management.

Honors/Awards

Best paper award

2017: International Conference on Management, Economics, & Social Science, Hong Kong, China

Last modified by Faye Zhu (self) on 10/4/2024.