

Jing Betty Feng, PhD

SUNY AI for Public Good Fellow

Professor
The School of Business
Farmingdale State College (SUNY)

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EDUCATION

PhD	Marketing & International Business	Georgia State University	May 2014
MBA	Integrative Management	Michigan State University	Dec 2007
BBA	Supply Chain management	Michigan State University	Dec 2004

CERTIFICATES

Assessment of Learning Outcomes Certificate with Distinction, SUNY Center for Professional Development, 2024

Creative Problem Solving (CPS) Credential, Creative Education Foundation, 2019

Certified Facilitator for LEGO® SERIOUS PLAY®, LEGO® SERIOUS PLAY®, 2018

ACADEMIDA APPOINTMENT

Farmingdale State College (SUNY)

- Professor Sep 2025 - Present
- Associate Professor Sep 2021 – Aug 2025
- Assistant Professor Sep 2014 – Aug 2021

Adelphi University, Adjunct Professor

Jan 2020 – Present

TEACHING EXPERIENCES

- Undergraduate courses: International Business, International Management, Seminar of Global Strategy, Creativity and Innovation in Organizations
- MBA courses: Negotiation for Negotiation for Business Professionals, Negotiations in a Global Context.
- Non-credit bearing Curriculum Development: AI For Business, Sustainable Business and Technology, Green Workforce Development, AI-Enabled Strategic Communication, Venture Creation

ACADEMIC LEADERSHIP EXPERIENCES

Grant Administrator and Project Lead (CO-PI): Accessible Sustainable Business Program for MWBEs, Jun 2023 – May 2026

- Proposed and awarded grant of \$258,540 from Offshore Wind Training Institute (OWTI) to advance sustainability and renewable energy education opportunities for workforce development from underrepresented community.
- Conducted industry survey and benchmarking to design multidisciplinary learning modules to meet the needs of the small business learners.
- Established a series of short, non-credit bearing, self-paced online workshops focusing on sustainable business practices and introductory renewable technology.
- Identified participating faculty and coordinate instructional design tasks for workshop content and assessment development.
- Established learning management system (LMS) to deliver learning modules, allow self-enrollment and self-paced learning, and to receive certification upon completion.

- Engaged stakeholders throughout the program development from design to implementation.
- Budgeted and manage grant funding and expenses.

Department AACSB Leadership

Chair and Member, Assurance of Learning Committee September 2, 2024 - Present.

- Support AOL Chair to achieve assessment goals & objective
- Support the committee to provide assessment trainings for faculty
- Coordinate faculty in the process of designing assessment tools to improve teaching & learning outcomes
- Conduct data collection and data analysis
- Evaluate the assessment outcome to recommend and facilitate for continuous curriculum improvement
- Contribute to draft and edit of assessment report for accreditation;

Co-Chair for Societal Impact Committee October 8, 2020 - August 30, 2024

- Establish societal impact goals, objectives, tactics, and action plans to align with academic, scholarship, and engagement standards.
- Establish the engagement and impact reporting format.
- Examine existing data in Axiom
- Identify Axiom data entry issues
- Establish the data collection process to report societal impact
- Provide both qualitative and quantitative contents to reflect on the societal impact of the program.

Academy of International Business Teaching & Education Shared Interest Group (AIB T&E SIG)

Vice-Chair, AIB Chapter Events Sep 2024 - Present

- Created and organized teaching and education professional development events and activities on behalf of the TE SIG at the AIB World event, including (1) the AIB TE Professional Development Pre-Conference Workshop and (2) Teaching Cafes on various SoTL topics with a variety of facilitators.
- Involved with special TE activities at the AIB World conference, supporting other initiatives created by the SIG team, and organizing various events of emerging new format.

DEI Coordinator Jul 2022 – Aug 2024

Responsible for assisting DEI vice-chair in implementing various DEI initiatives among AIB and AIB T&E SIG members, supporting and promoting inclusiveness within AIB T&E SIG.

- Implement and facilitate the Teaching Café in local chapters to share the knowledge of the best teaching and learning practices.
- Organized and moderated the *Global Webinar Series: A Global Perspective on DEI in IB Education* to explore DEI perspective and initiatives from different institutional contexts.

Co-lead, AAPI Affinity Group at Farmingdale February, 2023 - June, 2025

Co-lead to establish the AAPI Affinity Group, the first affinity group, at FSC in Spring 2023. The group brings faculty and students across campus together and seeks to increase awareness and advocacy for the diverse needs of FSC's AAPI community through educational, cultural, and social activities. As the organizers of the group, we completed the follow tasks:

- Organized and facilitated annual symposium to spotlight AAPI achievements

- Promote the event and invited campus leaders to advocate for AAPI events.
- Supported AAPI Faculty Panel to engage AAPI faculty in conversation and foster an inclusive environment for AAPI members
- Facilitated AAPI social luncheon event to engage AAPI faculty for social network.

Co-Curriculum Leadership Activities

Organizer and Facilitator for Annual Innovation Challenge 2018 – Present

Established and organize annual Innovation Challenge to drive student’s multidisciplinary collaboration for creative problem solving for social and environmental issues

- Collaborated with PSEG LI for their sponsorship of student prizes and engage PSEG LI employees for Annual Innovation Challenge in Fall 2018, 2019, 2024.
- Collaborated with the Sports Management to support the planning and coordination effort for the Nets Innovation Challenge in Fall 2021.
- Led the effort to organize virtual USPS Direct Effort innovation challenge for integrative marketing champion. Six colleges joined the event, 2020

Faculty advisor for New York State Business Case Competition 2014 - 2019

- Provided workshop and events every semester to train students developing and pitching business ideas.
- Invited faculty to participate and judge students’ business ideas.
- Selected and incubated potential business ideas into high-quality business plans to participate the NYS Business Plan Competition.
- Promoted the competition around the campus, recruited students from different Departments, and guided students through the competition process.

Faculty advisor for International Business Club, 2017- 2023

- Lead students participating the 2022 CIBER International Business Case Competition.
- Organized the annual virtual Business Plan Competition in Fall 2020 to align with the United Nation Sustainable Development Goals (UNSDGs).
- Initiated Student Consultancy activities to engage students providing international business consulting service for small businesses.
- Invite industry guest speakers for international business workshops.

Student Research Projects & Mentorship

- Provide students funded professional internship experience through research or external community partners
- Mentor for the Research Aligned Mentorship (RAM) program, provide research seminars, mentoring student projects, student research and/or independent studies since 2015
- Service engagement initiative to conduct research on Long Island Offshore Wind Supply Chain, Fall 2021
 - Received The Nexus Center Social Science Institute (SSI) funding to support students’ community engagement.
 - Collaborated with local organizations and agencies for knowledge sharing.
- Lead a multidisciplinary team of students to establish Long Island International Engagement Dashboard, Fall 2021

RESEARCH

Journal Publications

Moon, S. and Feng, J.B., 2026, Technofeminism at Work: AI-Mediated Negotiations and the Reproduction of Gendered Communication Norms, *Gender, Work & Organization*,

Cho, H, Feng, J.B., & Ulusoy, E. 2024, Encompassing Diversity in International Business Education: A Case Study of Virtual Service-Learning, *Journal of Teaching in International Business*, 35(1-2). 50-73

Chiou, A & Feng, J.B., 2024 East Asian American Cultural Essentialism, *Frontiers in Organizational Psychology*, 2, 1337393.

Feng, J.B. & Liu, L.A., Culture Fit and Employee Engagement in Foreign Subsidiaries: Evidence from Chinese MNEs in the United States, *International Journal of Cross-Cultural Management*, 23(3) 2023.

Feng, J.B., Liu, S, & Liu, L.A., 2023, Cognitive Antecedents of EMNEs' Dynamic Capabilities: A Case Study of Global Identity at Lenovo, *Journal of Business Research*, 154, 113312.

Feng, J.B., Liu, L.A., & Jiang, C.Y, 2019, Parochialism and Implications for Chinese Firms' Globalization, *Management and Organization Review*, 15(4), 705–736

Guo, W.B., Feng, J.B., McKenna, B & Zhang, P.Z, 2017, Inter-organizational governance for trilateral trust building: A case study of R&D crowdsourcing in China, *Asian Business & Management*, 16(3), 187–207.

Kaul, M, Feng, J.B. & Mathiassen, L., 2017, A semantic sense-and-respond approach to IT-enabled buyer-supplier relationship management: an action research study, *International Journal of Business Information Systems*, 25(4), 427-455.

Feng, J.B, 2016, Improving intercultural competence in the classroom: A reflective development model, *Journal of Teaching in International Business*, 27(1), 4-22.

Liu, L.A., Inlow, L.B. & Feng, J.B. 2014. Institutionalizing sustainable conflict management in organizations: Leaders, networks, and sensemaking, *Conflict Resolution Quarterly*, 32.2, 155–176

Book Chapters

Feng, J.B. and Zhang, X, 2024, Teaching Social Impact Measurement to Enable Socially Savvy Decisions in Business in A. Šilenskytė, M.A. Schmitz and S. Toh (Eds.), *Teaching social sustainability: A toolkit on circularity, equity, diversity and inclusion in business education*: Palgrave Macmillan (2024), pp. 89-107.

Feng, J. B. and Yu, L, 2021, Lenovo – the Global Challenger from an Emerging Market, case published in *Doing Business in Emerging Markets, the third edition*.

Other Publications

Fleck, E, Feng, J.B. and Beal, J, 2020, The Hidden Payoffs of Entrepreneurship Competitions, *Entrepreneurship & Innovation Exchange*.

Feng, J.B., 2020. Integrate LEGO® SERIOUS PLAY® for Collective Creativity, *Entrepreneurship & Innovation Exchange*.

Feng, J.B., Liu, L.A., & Jiang, C.Y, 2019, What Is Parochialism? A Beast that May Block Chinese Firms' Globalization, *Management Insights*, 20

Feng, J.B., 2018. Innovation challenge engages students at a commuter school, *Entrepreneurship & Innovation Exchange*

Feng, J.B., 2013. What is up with the U.S. big-box retailers in China? The cases of Home Depot and Best Buy. *China Currents*, 12.2

Feng, J.B. & Yu, L 2013. Case study: Lenovo – The global challenger from emerging market. *International Business: The New Realities*, third edition, Cavusgil, S.T, Knight, G, & Riesenberger, J, Prentice Hall

Reports

Long Island Offshore Wind Supply Chain Analysis, Long Island Economic Development Council Work Group – Tradeable Sectors, 2022.

2020 Long Island Business Development Report, Long Island Economic Development Council Work Group – Tradeable Sectors, 2020.

Contributor of Tradeable Sectors Work Group Report, biotech industry and high-tech industry research, commissioned by New York State's Global Working Group, 2019.

Long Island Business Development Market Research Report, commissioned by New York State's Global Working Group, 2018

Contribute to 2015 Annual Business Survey Report on Chinese Enterprises in the U.S., commissioned by China General Chamber of Commerce - U.S.A., 2016.

Contribute to 2015 White Paper, commissioned by China General Chamber of Commerce - U.S.A., 2016.

On-going Research Project

Jing Betty Feng, Sue Moon, Ebru Ulusoy Akgun and Hyejin Cho, The Diffusion of Feminist Narratives: A Case Study of the Barbie Movie in China and South Korea

Jing Betty Feng, Sue Moon and Andy Chiou, Gender Role in AI-Mediated Contract Negotiation

Jing Betty Feng and Gregorio Diaz Martinez with undergraduate students, AI Literacy and Learning Outcomes Among College Students

Edward Yihuai Wang, Jing Betty Feng and Leigh Anne Liu, Exploring Identity Through LEGO® SERIOUS PLAY®: Visual Metaphor, Storytelling, and Interpersonal Connections in Multicultural Learning Environments

HONORS, GRANTS, AND FELLOWSHIPS

2026 2026 Faculty Center Award for Online Course of Distinction, Farmingdale State College

2025 SUNY AI for Public Good Fellowship

Key personnel for building electrification programs, SUNY Green Workforce Grant Program: total grant \$120,000

2025 E-FEST Travel Stipend & E-FEST Entrepreneurship Education Development Grant, the Richard M. Schulze Family Foundation and EIX.org: \$5,250 (2025)

2024 Provide stipend to support 32 students to participate Innovation Challenge in Fall 2024, Nexus Center Applied Learning: \$6,400

Support nine students for non-credit bearing paid internship (100-250 hours each) for Spring & Fall 2024, Nexus Center Applied Learning: \$22,600

Preparing Workforce for Offshore Wind Manufacturing in OSW, Offshore Wind Training Institute: \$4,500

- 2023 the 2023 CUIBE award for Best Paper on International Business Education, Warsaw, Poland
Co-PI for Online Training Workshops for Minority and Women Owned Business Enterprises (MWBES) and Small Startups in the Offshore Wind Industry, New York State Offshore Wind Training Institute Workforce Development: \$258,540.
- 2022 Offshore Wind industry report Research, The Nexus Center Social Science Institute (SSI): \$1,000
2022 E-FEST Entrepreneurship Education Development Grant, the Richard M. Schulze Family Foundation and EIX.org: \$1,500
- 2021 Long Island Offshore Wind Supply Chain Research, The Nexus Center Social Science Institute (SSI): \$9,600 (Sep 6 - Dec 10, 2021).
Long Island International Engagement Dashboard Project, The Nexus Center Social Science Institute (SSI): \$12,000 (Sep 2021 - May 2022).
Shoring & Rebuilding Supply Chains, NYMEP Emergency Assistance-Focus, Research Foundation at Stony Brook: \$7,000 (Sep - Dec 2021).
2020 Schulze Publication Award, "Integrate LEGO® SERIOUS PLAY® for Collective Creativity", the Richard M. Schulze Family Foundation and EIX.org
E-FEST Entrepreneurship Education Development Grant, the Richard M. Schulze Family Foundation and EIX.org
- 2020 SUNY RF Summer Research Fund, Farmingdale State College
2020 E-FEST Entrepreneurship Education Development Grant, the Richard M. Schulze Family Foundation and EIX.org
- 2019 Farmingdale College Foundation Award for Excellence in Teaching;
the Ruth B. Noller Research Grant, the Creative Education Foundation, Buffalo, NY;
2019 Schulze Publication Award, "Innovation Challenge Engages Students at a Commuter School", the Richard M. Schulze Family Foundation and EIX.org
- 2018 the Schulze Entrepreneurship Challenge: E-FEST Grant, the Richard M. Schulze Family Foundation and EIX.org;
the 2018 CTLT Annual Award for Outstanding Scholarly Publication in the Social Science or Humanities, "Improving intercultural competence in the classroom: A reflective development model", Farmingdale State College;
the Students First Grant: A Seminar of Ideation and Interdisciplinary Collaboration, Co-curricular Activities Outside of the Classroom, Farmingdale State College;
SUNY 4Pi Grant for Applied Learning Course Development Incentive Application, Farmingdale State College
- 2017 the Schulze Entrepreneurship Challenge: E-FEST Grant, the Richard M. Schulze Family Foundation and by EIX.org;
the Emerald Best International Symposium Award, Atlanta, GA;
CIMaR Best Conference Paper Award, Florence, Italy
- 2016 the inaugural CUIBE award for Best Paper on "Teaching International Business", New Orleans, LA;

Research Aligned Mentorship Program-Research Placement, Farmingdale State College

- 2015 the Students First Grant: Develop intercultural effectiveness through reflective learning, Improve Teaching Inside the Classroom, Farmingdale State College
- 2014 the W.E.B. Du Bois Faculty Student Research Experience, Farmingdale State College;
- 2013 Clyde Kitchens/Thoben Elrod/Delta Sigma Pi Doctoral Scholarship (2013), Georgia State University;

Conference Presentations

Feng, J.B., Moon, S, and Chiou, A, “*Negotiation with AI: Neutrality or Reproduction of Gender Roles?*” Presentation to the the 2026 International Association for Conflict Management (IACM), Vienna, Austria on July 7, 2026.

Feng, J.B., and Casnici, C, “*Teaching Café - Navigating Demographic Change: Integrating Global Trends into IB Education.*” Workshop to be conducted at the 2026 Annual Academy of International Business Conference, Manchester, UK on July 2, 2026.

Feng, J.B., Šilenskyte, A, and Yang, M.K, “*Network Readiness for Insidership: A Case Study of Foreign Renewable Energy Firms’ Entry in the U.S.*” Paper to be presented to the 2026 Annual Academy of International Business Conference, Manchester, UK on July 1, 2026.

Feng, Issapour, M and Shirvani, K, “*Designing for a Sustainable Future: Multidisciplinary Collaboration between Business and Engineering.*” Presentation to the SUNY General Education Conference, Saratoga, NY on April 9, 2026.

Feng, J.B. Martinez, D, and Long, Z, “*Linking AI Literacy to Learning Gains: A Mixed-Methods Study of College Students’ AI-Assisted Learning Behaviors.*” Paper to be presented to the SUNY General Education Conference, Saratoga, NY on April 9, 2026.

Feng, J.B. and Yang, K.M, “*A Social Contract Approach to Global Firm-Specific Advantages: The Case of Offshore Wind Development.*” Paper to be presented to the The 85th Annual Meeting of the Academy of Management (AOM 2025), Copenhagen, Denmark on July 29, 2025.

Feng, J.B., “*PDW Workshop: Teaching Global Leadership: Best Practices and Cutting Edge Topics.*” Workshop to be conducted at the 85th Annual Meeting of the Academy of Management (AOM 2025), Copenhagen, Denmark on July 25, 2025.

Wang, E.Y., Feng, J.B. and Liu, L.A, “*Exploring Identity Through LEGO® SERIOUS PLAY®: Visual Metaphor, Storytelling, and Interpersonal Connections in Multicultural Learning Environments.*” Paper to be presented to the Academy of International Business 2025 Annual Conference, Louisville, KY on June 30, 2025.

Feng, J.B. and Yang, K.M, “*Developing Global Firm-specific Advantages through Local Stakeholders Engagement: A Social Contract Perspective.*” Presented to the 2024 Annual Academy of International Business Conference, Seoul, South Korea on Jul 6, 2024.

Kaliappen, N and Feng, J.B., “Scholarship of Teaching & Learning (SoTL): Learning from SoTL Editors and Scholars.” Panel chair and organized to 2024 Academy of International Business Annual Conference, Seoul, South Korea on Jul 4, 2024.

Feng, J.B., Moon, S, Cho, H and Ulusoy, E, “Barbie Unboxed: Navigating Successes, Failures, and Gender Equality in International Business.” Presented to the 2024 Annual Academy of International Business Conference, Seoul, South Korea on Jul 4, 2024.

Feng, J.B., “Reach the World with X-Culture Project in the Asynchronous Online Class.” Panel presented at the AIB-SE 2023 Annual Conference, Atlanta, GA on Oct 28, 2023.

Feng, J.B., “Women in Academia: Perspectives in Research, Teaching, Service and Beyond.” Panel presented at the AIB US Northeast 2023 Chapter Conference, Providence, RI on Oct 22, 2023.

Feng, J.B., “Wellness and Happiness in International Business: Literature Review and Recommendation for Future Studies.” AIB US-Northeast 2023 Conference, Providence, RI on Oct 21, 2023.

Cho, H and Feng, J.B., “A Service-Learning Approach to Managing Diversity in International Business Education.” Present to the 2023 Academy of International Business, Warsaw, Poland on Jul 7, 2023.

** Received the inaugural CUIBE award for Best Paper on International Business Education

Feng, J.B., “Diverse perspectives on the Opportunities and Challenges of Teaching International Business in a post-COVID Era.” Panel presented at the AIB 2023 Annual Meeting, Warsaw, Poland on Jul 8, 2023.

Chiou, A and Feng, J.B., “The effects of cultural essentialism and bicultural identity integration on Asian American career development.” Poster presented at the Society for Personality and Social Psychology Annual Convention 2023, Atlanta, GA on Feb 25, 2023.

Feng, J.B. and Yang, M, “Developing FSA through MNCs’ social and environmental impacts: A value chain analysis of offshore wind development in the U.S.” Paper presented to the AIB US-Northeast 2022 Chapter Conference, Washington D.C. on Oct 15, 2022.

Zhang, X and Feng, J.B., “Embedding Sustainability in Economics and Business Education.” Paper presented to the 74th NYSEA Annual Conference, Old Westbury, NY on Oct 8, 2022.

Feng, J.B., Liu, S.Y. and Liu, L.A., “How Global Identity Fosters Dynamic Capabilities in EMNEs? An Attention Based Case of Lenovo.” Presentation to the 2022 Academy of International Business Annual Meeting, Miami, FL in Jul 7, 2022.

Chiou, A.Y.*, Feng, J.B. and Cho, H, “Perception of self-enhancing and self-effacing behaviors in different cultures.” Poster presented at the Society for Personality and Social Psychology Annual Convention 2022, Virtual on Feb 19, 2022.

Moon, S and Feng, J. B, “Gender and Online Learning Preferences: An Exploratory Study .” Presentation to the 6th Annual Celebration of Faculty Scholarship, Farmingdale State College on Dec 10, 2021.

Feng, J. B., “Long Island Offshore Wind Supply Chain Analysis: an Exploratory Study to Support Local Economic Growth through Sustainability.” Presentation to the 6th Annual Celebration of Faculty Scholarship, Farmingdale State College on Dec 10, 2021.

Feng, J. B., “Long Island Business Development Report: A Research Application for Community Engagement.” Presentation to the 5th Annual Celebration of Faculty Scholarship, Farmingdale State College on Dec 10, 2020.

Feng, J. B., “Service Learning through IFDI Attraction Analysis - Local yet Global: Bringing the World to an International Business Class.” Panel presented at the 2020 Academy of International Business Annual Meeting, on Jul 7, 2020.

Chavez, D (Student), Chiou, A* and Feng, J.B., “Bicultural identity integration and antecedents of bicultural academic stress.” Poster presented at the 2020 SPSP Annual Convention, New Orleans, LA on Feb 28, 2020.

Feng, J.B., “Driving multidisciplinary collaboration and innovation through Innovation Challenge.” Presentation to the 2020 CTLT Annual Conference, Farmingdale State College on Jan 31, 2020.

Fleck, E, Feng, J.B. and Beal, J, “Considering the Alternative Benefits of Entrepreneurship Competitions.” Paper accept to the 2020 Annual Meeting of the United States Association for Small Business and Entrepreneurship (USASBE), New Orleans, LA on Jan 4, 2020

Liu, S.Y, Feng, J.B. and Liu, L.A., “Forming Dynamic Capability beyond Borders: The Role of Global Identity.” Paper presented to the 2019 Academy of International Business Annual Meeting, Copenhagen, Denmark on Jun 25, 2019

Feng, J. B., Local Socio-Cultural Context and International Engagement in the U.S. Workshop conducted at the 27th Annual CIMaR conference, Atlanta, GA on Sep 16, 2018.

Liu, S.Y, Feng, J.B. and Liu, L.A., “Forming Dynamic Capability beyond Borders: The Role of Global Identity.” Paper presented to the 2019 Academy of International Business Annual Meeting, Copenhagen, Denmark on Jun 25, 2019.

Yasin, A. S. (Student), Feng, J.B. and Chiou, A, “Antecedents of Academic Stress among Asian American College Students.” Poster presented at the 2019 SUNY Undergraduate Research Conference (SURC), Farmingdale, NY on Apr 26, 2019.

Jao, A.M. (Student), Chiou, A. and Feng, J.B., “An Analysis on Regional Personality Profiles and Differences in Societal Change.” Poster presented at the 2019 SPSP Annual Convention, Portland, OR on Feb 9, 2019.

Feng, J.B., “Local Socio-Cultural Context and International Engagement in the U.S.” Workshop conducted at the 27th Annual Consortium for International Marketing Research Conference (CIMaR) conference, Atlanta, GA on Sep 16, 2018.

Liu, S.Y., Liu, L.A. and Feng, J.B., Forming Dynamic Capability Beyond Cross-Border Incongruences: A Global Identity Perspective for Symposium: Intercultural Communication, Negotiation, and Adaptation. Paper presented to the International Association of Chinese Management Research Annual Conference (IACMR), Wuhan, China on Jun 16, 2018.

Jao, A.M. (Student), Feng, J. B. and Chiou, A.Y., “An Analysis of Cultural Differentials Between Societies.” Poster presented at the FSC Student Research Day, Farmingdale State College on Feb 16, 2018.

Feng, J. B., Inward Foreign Direct Investment Proposal: A Service Learning Project. Panel presented at the "Teaching International Business Through Experience" at the Academy of International Business US Southeast 2017 Conference, Washington, DC on Oct 28, 2017.

Feng, J.B., Cultural Identity Management in the Mixed Cultural Environment. Symposium organizer at the Annual Academy of Management conference 2017, Atlanta, GA on Aug 7, 2017.

** Received the Emerald Best International Symposium Award

Chiou, A and Feng, J.B., The Bamboo-Ceiling or Not? Cultural Essentialism and Career Development in Asian-Americans. Paper presented to the Annual Academy of Management Conference 2017, Atlanta, GA on Aug 7, 2017.

Song, J, Feng, J.B, & Donthu, N., Global Brands Personality and Equity Perception in Emerging Markets: A Comparison Study between the American and Chinese Consumers. Paper presented to the 26th Annual CIMaR Conference, Florence, Italy on Jun 22, 2017.

** Received CIMaR Best Conference Paper Award

Choiu, A & Feng, J.B, What allows Asians in the US to break through the bamboo ceiling? Poster presented to the 2017 Annual Convention of the Society for Personality and Social Psychology, San Antonio, Texas on Jan 19-21, 2017

Feng, J.B. & Liu, L.A, Innovation norms: a new explanation of how culture shapes national innovation. Paper presented to the 2016 Academy of International Business US-Northeast Conference, Philadelphia, PA on Oct 28th, 2016

Feng, J.B., Viswanathan, N* & Greenwald, L, Peer-to-peer mentorship: building intercultural competencies of college students. Paper presented to the 2016 Mentoring Conference, Albuquerque, NM on Oct 27, 2016.

Feng, J.B., Corner, AJ & Richter, U., Sense of power: a barrier or enabler for cultural intelligence? Paper presented to the 2016 Academy of Management Meeting, Anaheim, California on Aug 8, 2016

Feng, J.B., Liu, L.A., & Liu, Y-H, Symposium: Global, local, and ambicultural identities in cultural adaptation. Panel presented at the 2016 Academy of Management Meeting, Anaheim, California on Aug 8, 2016.

Feng, J.B., Developing intercultural effectiveness in the classroom: an application of reflective learning. Paper presented to the Academy of International Business 2016 Conference, New Orleans, LA on Jun 28, 2016.

** Received the inaugural CUIBE award for Best Paper on "Teaching International Business"

Guo, W.B., Feng, J.B.*, & McKenna, B, Inter-organizational governance and trilateral trust-building in R&D crowdsourcing: A case study of open innovation in China. Presented at the Local Context and Challenges of Innovation in China, Apr 10, 2016, London, UK.

Feng, J.B. & Liu, L.A., Multilevel Cultural Fit and Employees Engagement: a Multiple-Case Study of Chinese Firms Operating in the United States." Presentation to The Global Transformation of Work: Market Integration, China's Rise, and Labor Adaptation, Mar 17, 2016, New Brunswick, NJ.

Feng, J.B., Liu, L.A & Friedman, R., Cross-cultural adaptation to functional fitness: Evidence from Chinese firms operating in the U.S. Presentation at the 2015 Academy of Management Meeting, Aug 10, 2015, Vancouver, Canada.

Feng, J.B. & Liu, L.A., Organizational cross-cultural adaptation: A multiple-case study of Chinese firms operating in the United States, Inaugural International Conference, “Cracking the U.S. Market Opportunities & Threats for Chinese Multinationals”, Feb 8, 2015, San Francisco, CA

Feng, J.B., Symposium: Perception of and reaction to intercultural interactions: Individual and organization adaptation. 2014 Academy of Management (AOM) Meeting, Philadelphia, USA

Feng, J.B. & Liu, L.A., Organizational cross-cultural adaptation: A multiple-case study of Chinese firms operating in the United States. Presentation at AIB 2014, Vancouver, Canada

Feng, J.B., Liu, L.A. & Jiang, C.Y., Villager mentality: Toward conceptual clarity and implications for Chinese companies’ globalization. Presentation at IACMR 2014, Beijing, China

Feng, J.B., China and the Global Business Environment. Panel discussion at AIB-SE 2013, Atlanta, USA

Feng, J.B., Liu, L.A., & Jiang, CY, Villager mentality: Toward conceptual clarity and implications for Chinese companies’ globalization. Presentation at The Middle Class Phenomenon in Emerging Markets 2013, Atlanta, USA

Feng, J.B., Song, J.* & Donthu, N., Cultural variations in global brands consumption: a study of Chinese consumers. Presentation at The Middle Class Phenomenon in Emerging Markets 2013, Atlanta, USA

Feng, J.B. & Liu, L.A., How national culture influences national rate of innovation? A longitudinal analysis of 53 countries. Presentation at AOM 2013, Orlando, USA

Feng, J.B. & Liu, L.A., How national culture influences national rate of innovation? A longitudinal analysis of 53 countries. Presentation at AIB 2013, Istanbul, Turkey

Feng, J.B., Organizational cross-cultural adaptation through social networks. Presentation at SAUPO 2013, Atlanta, USA

Kaul, M*, Feng, J.B. & Mathiassen, L., A semantic sense-and-respond approach to it-enabled buyer-supplier relationship management: an action research study. Presentation at AMCIS 2012 annual meeting, Seattle, USA.

Feng, J. B* & Cavisgil, T. S., Contrasting the evolution of middle class in advanced and emerging economies. Presentation at CIMar 2011 Annual meeting, Atlanta, USA

Lectures & Seminars

Jing B. Feng, *Long Island Offshore Wind Supply Chain: Achieve Economic Growth Through Sustainability & Innovation*, Webinar presented to the IEEE Power & Energy Society, on Oct 6, 2022.

Jing B. Feng, *The Cultural Differences of Mask Wearing as a Social Dilemma*, at the panel *Racism and Social Dilemma during the Pandemic: Examine the Influence of Language and Cultural Factors*, Panel Presentation presented to the Farmingdale, on Feb 23, 2021.

Jing B. Feng, *Forecasting the 2021 Economy: A Virtual School of Business Alumni Panel Discussion*, Panel Presentation presented to the Farmingdale State College, Alumni Engagement, on Jan 28, 2021.

Jing B. Feng, *Cross-Cultural Negotiation: Comparison of American and Chinese Negotiation*, Panel Presentation presented to the HIA-LI Manufacturing & International Trade Committee monthly meeting, on Oct 14, 2020.

Jing Betty Feng, “*Combating Cultural Clashes in the Workplace*”, *Combating Cultural Clashes in the Workplace*, Panel Presentation presented to the PSEGLI D&I Relevant Conversation on May 21, 2018.

Jing B. Feng, *Intercultural Competence in Diverse Working Environment*, Panel Presentation presented to the PSEGLI D&I Relevant Conversation “Combating Cultural Clashes in the Workplace”, on May 18, 2018.

Jing B. Feng, *Long Island Business Activities*, Panel Presentation presented to the Long Island Chamber of Commerce, on Jun 16, 2015.

SERVICE ACTIVITIES

Internal Service at Farmingdale State College

- Co-lead the AAPI Affinity Group at FSC to establish the AAPI Affinity Group in May 2023. The group brings faculty and students across campus together and seeks to increase awareness and advocacy for the diverse needs of FSC’s AAPI community through educational, cultural, and social activities. May, 2023 – Jun, 2025
- Member of Department Assurance of Learning (AoL) Committee. Sep, 2024 – Present
- Member of College standing committee, College Continuing and Term Appointment Committee (CCTA). Aug 2024 – Present
- Open Scholarship Subcommittee of Open Education and Open Scholarship Advisory Committee 2018 – Present
- Co-chair of AACSB Social Impact and Community College Committee. 2020 – Sep 2024
- Member of College standing committee, College Academic Faculty Promotions Committee (CAFPC). Sep 1, 2022 – Sep 2024
- Collaborative Online International Learning (COIL) Task Force. May, 2021 – Dec 2022.
- Member of College standing committee, Planning and Budget Committee. Jun 1, 2019 - Present.
- Member of Planning and Budget Committee 2019 – 2022
- Member of Middle States subcommittee 2019
- Chair of AACSB Intellectual Contributions and Research 2016 - 2019
- Standing member for Sabbatical and Course Load Reduction Committee 2016 – 2019
- The Campus Fulbright Committee. Interview the students for scholarship application, and assist individual students the application process. Sep - Nov 2015
- Selection Committee member for the CTLT Awards for Outstanding Scholarly Publication and Outstanding Faculty Mentorship, 2015

Professional Service

Member of Advisory Board: **Direct Effect®**, Jul 2022 – Jun 2023.

Editorial board Member: **Entrepreneur & Innovation Exchange (EIX.org)**, 2021- Present

Editorial Board Member: **Journal of Business Research**, 2017 – Present

Track Chair: Teaching and Education track at the AIB 2024 conference

Track Chair: the IB Pedagogy and Experiential Education track at the AIB NE conferences, 2023, 2024, 2025

Community Service

- Member of Long Island Economic Development Council Work Group - Tradeable Sectors to better reflect NYS priority initiatives, Jun 2018 – present
- Participated in the survey design and drafted the White Paper for China General Chamber of Commerce, USA, 2015-2016
 - 2015 Annual Business Survey Report on Chinese Enterprises in the U.S., commissioned by China General Chamber of Commerce - U.S.A., 2016.
 - China General Chamber of Commerce - U.S.A. 2015 White Paper, commissioned by China General Chamber of Commerce - U.S.A., 2016.

PROFESSIONAL DEVELOPMENT

The Assessment of Learning Outcomes Certificate Program, SUNY Center for Professional Development (Aug - Nov 2024).

Creative Problem Solving Institution, University of Buffalo, Buffalo, NY (Jun 18, 2019 - Jun 22, 2019).

LEGO® SERIOUS PLAY® facilitator training, Boston, MA (Apr 8, 2019 - Apr 12, 2019).

HBR Case Teaching Method Seminar, Boston, MA (Mar 17, 2017 - Mar 18, 2017).

Certificate of Achievement, 2016 Faculty Development in International Business: Globalization Workshops, Atlanta, GA (Jun 2, 2016 – Jun 5, 2016)

Teaching and Learning Certificate for New Faculty Program, SUNY Center for Professional Development (Feb, 2015- Apr, 2016)

INDUSTRY EXPERIENCE

Brambles – CHEP	Jan 2008 – May 2009	Orlando, FL
Project Manager, Transportation Optimization		
Whirlpool Corp	May 2004 – Jan 2008	St. Joseph, MI
OEM Logistics Manager – KitchenAid Portable Division		Jan 2007~Jan 2008
Supply Chain Analyst		Jan 2005~Jan 2007
Supply Chain Intern		May 2004~Aug 2004
Unilever Home & Personal Care, North America		Clinton, CT
Supply Chain Intern - Deployment Planner, Logistics Center		Jul 2003 ~ Dec 2003
Dell Computer (China)	Jun 1998 – Jul 2001	Xiamen, China
Logistics Specialist, Logistics Department		Jul 1999 ~ Jul 2001
Service Operation Planner, Service and Technical Support Department		Jun 1998 ~ Jul 1999