

## **JAKE ZHU, Ph.D.**

Jack H. Brown College of Business and Public Administration  
California State University, San Bernardino

### **LEADERSHIP EXPERIENCE AND PROFESSIONAL ACCOMPLISHMENTS**

**Associate Dean, Jack H. Brown College of Business and Public Administration (JHBC)** (Interim from 2017.7 to 2017.11)  
*CALIFORNIA STATE UNIVERISTY SAN BERNARDINO;* 2017 - Present  
*SAN BERNARDINO, CA 92407*

#### ***Primary Responsibilities***

- Manage over \$1 million operational budget for various functions in the college and \$1 million scholarship fund for students, and set priorities for \$400,000 Jack H. Brown Endowment yearly distribution, and \$100,000 for the yearly Dean's Teaching Innovation Grant
- Lead academic program development, innovation, faculty development and success
- Directed MBA programs including traditional, professional and self-support MBA online; managed Alumni Advisory Board and its activities (during Interim)
- Lead AACSB Accreditation: faculty qualifications, assessment, assurance of learning (AoL), continuous improvement reporting, planning for peer review team visitation, and collaborating with AACSB and PRT team members
- Oversee JHBC Student Success Center including advising, engagement, retention and graduation
- Lead and implement JHBC strategic plans and college high impact practices
- Administer 6 graduate and undergraduate programs serving over 3600 undergraduate and 300 graduate students
- Assist and advise the Dean on and participating in diversity and inclusion, faculty hires, the annual budget process, data-driven and collaborative decisions in the college
- Lead JHBC innovation projects including CSU Graduation Initiative (GI) 2025, Quarter to Semester (Q2S) conversion, and JHBC advising planning, new faculty orientation, etc.
- Serve 60 full-time and 50 part-time faculty members and nearly 4000 very diverse students within the college
- Collaborate with administrators and manage course offerings and AACSB faculty qualifications at our Palm Palm Desert Campus
- Direct Supervision of 15 staff members and 25 graduate student assistants in the college
- Serve as an MPP in the college helping the Dean to management faculty, staff and personnel matters for the college
- Serve on leadership roles on several key college committees and several key university committees

#### **ACE Fellow – Class of 2016-2017, American Council on Education, Washington D.C.**

*HOST INSTITUTION: NEW JERSEY CITY UNIVERSITY (NJCU); JERSEY CITY, NJ* 2016-2017  
My ACE Fellow Project: *"Change Management: How to Lead a Campus-wide Student Success Initiative."*

#### ***Senior Leadership Experience and Contributions***

- Shadowed President Sue Henderson and Provost Dan Julius of NJCU in leading a university including budgeting, student success initiatives, campus conversations with students, staff and faculty, fundraising and donor cultivation, etc.

*Zhu, J.*

*March, 2018*

- Fostered a deeper understanding of the challenges and opportunities in today's higher education, an appreciation for the need of high impact practices supporting student success, diversity strategies, and change management
- Worked with NJCU senior leaders on balancing a \$150 million budget implementing cost reductions
- Designed a Career and Professional Preparation program and redesigned the Internship and Co-op program for NJCU
- Critically examined diversity and inclusion at the national level and its implications on local higher ed practice with of cohort of 28 ACE Fellows

**Interim Associate Dean for Administration, College of Business and Public Administration**

*CALIFORNIA STATE UNIVERISTY SAN BERNARDINO; SAN BERNARDINO, CA*  
92407

2015-2016

**Primary Responsibilities**

- Served as a key member in the college's Senior Leadership Team (SLT) and contributed to major college decisions including budgeting and strategic planning
- Responsible for college academic programs, faculty and staff development, and student affairs in the college
- Responsible for innovative teaching, active learning and developing college high impact practices
- Responsible for college efficiency, data analysis and major reports for data-driven college decisions
- Advised and worked with chairs on course offerings and AACSB accreditation
- Responsible for adjunct faculty member year-end evaluation
- Represented the Dean and worked with Development Officers in community outreach and fundraising that resulted in over \$10 million endowment leading to the naming of the college
- Assisted the Dean, and managed the college innovation, operations, and personnel matters
- Advised the Dean with faculty and staff hiring
- Served on the college strategic planning committee and advised on college strategic planning
- Served on the college curriculum committee and advised on college curriculum matters

**Major Accomplishments**

- Initiated a college wide Teaching and Research Conference that enhanced faculty development
- Spearheaded a college Honors Program
- Initiated and led the planning of college quarter to semester (Q2S) conversion
- Initiated a quarterly Welcome Booth staffed with faculty, staff, students, and administrators to serve students during the first week of classes at the beginning of each quarter
- Helped to increase the College's 4-year graduation rate four points above the university average

**Professor and Chair, Department of Information and Decision Sciences (IDS)**

*College of Business and Public Administration*  
*CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO; SAN BERNARDINO, CA*  
92407

2009-2015

**Primary Responsibilities**

- Served as a member in the college's Senior Leadership Team (SLT) and contributed to major college decisions including budgeting, and strategic planning and implementation

- Responsible for departmental program offerings: a BS and BA in Business Administration, a BS in information systems and technology (IST) and an MBA program, a total of 9 concentrations, three minors and several certificate programs
- Responsible for student enrollment, retention and success
- Responsible for department's strategic planning and budgeting
- Responsible for planning, hiring, developing and evaluating tenure, tenure-track and adjunct faculty members to meet the needs of a very diversified workforce
- Responsible for managing faculty qualifications, assurance of learning (AoL) for AACSB Accreditation
- Represented the department in community outreach and internationalization
- Responsible for outreaching, fundraising and making direct asks
- Responsible for department policy development

### **Major Accomplishments**

- Led the creation of a Bachelor of Science degree in Information Systems and Technology (IST), substantially enhanced the competitive position of the department
- Led departmental effort to have revised all undergraduate and graduate courses and programs
- Provided leadership and support for faculty that resulted in receiving over \$6 million NSF grant funding in the department
- Provided leadership and support for faculty in having successfully managed an NSA and Homeland Security supported Scholarship for Service program for 6 plus years and as a result, over 80 of our students from our cyber security program were hired by several federal agencies.
- Nurtured a departmental culture that was inclusive, supportive, and transparent in decision making that fostered trust among faculty and staff in which everyone's input was valued, and improved the way we served students and collaborated on research
- Balanced the budget each year in 6 consecutive years and increased rollover funds from 0 to \$220K
- Created strategies and hired diversity candidates as faculty and staff
- Collaborated with Southern California Distribution Management Association (DMA) to have created a scholarship that awarded over \$10,000 scholarship to supply chain management students in my department, and a Book Scholarship where DMA supplied a text book for an entire class in our Supply Chain Management program (multiple times)
- Spearheaded a Supply Chain Management Advisory Council
- Grew FTES substantially and doubled major student enrollment in the department

### **Interim Department Chair, Department of Management**

*CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO*  
*SAN BERNARDINO, CA 92407*

2012.1-2012.8

### **Primary Responsibilities**

- Managed two departments concurrently, Information and Decision Sciences and Management.
- Responsible for a combined operation of over 1000 FTEs
- Managed 29 full-time tenured or tenure-track faculty members and about 35 part-time adjunct lecturers
- Oversaw a total budget of \$3.66 million

### **Co-Director, Center for Information Assurance and Security Management (iASM) (later renamed as Cyber Security Center)**

CALIFORNIA STATE UNIVERSITY, SNA BERNARDINO; SAN BERNARDINO, CA  
92407

2006-2009

**Major Accomplishments**

- Created a Center of Academic Excellence (CAE) in Cyber Security Education with the following goals: 1) to become a cyber security information hub for knowledge dissemination and communication; 2) to enhance research and teaching practice within the university and beyond in the areas of cyber security and risk management education; 3) to bring in outside funding for course development, capacity building, and program enhancement to augment student career preparation, help student success and impact society
- Collaborated with faculty in delivering high quality cyber security academic programs

**Associate (with tenure) and Assistant Professor, Department of Information and Decision Sciences**

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO; SAN BERNARDINO, CA  
92407

2002-2009

**Major Accomplishments**

- Developed and taught the following courses: MIS, networking, cyber security, computer forensics, network defense both at the undergraduate and graduate levels; taught courses in marketing principles and marketing research
- Piloted hands-on labs in all IDS network classes
- Co-hosted a week-long Cisco Router Security seminar in CSUSB for 20 plus community college professors, an advanced technical training provided by Cisco due to my outreach effort (2005)
- Obtained a Cisco Network Equipment Grant greater than \$90,000 for capacity building (2004)
- Provided leadership and expertise in having successfully created an Information Assurance and Security Management concentration, which later became the Cyber Security Program

**Network Manager, Department of Information Technology Services**

REDLANDS UNIFIED SCHOOL DISTRICT; REDLANDS, CA 92373

2000-2002

**Primary Responsibilities**

- Responsible for the operations and security of over 3000 computers distributed in all 17 schools and supporting offices in the district
- Responsible for supporting over 2000 users in the school district

**Major Accomplishments**

- Provided the technical expertise in maintaining seamless network connections for the district's 2000 plus employees and supported their operations
- Led and trained users to use computers and applications, created positive user experiences and built great relationships with school teachers, staff members and administrators
- Trained district support staff on computer and network maintenance and repairs

**Owner and Chief Information Officer**

EDUCATIONAL COMPUTING SYSTEMS, INC.; REDLANDS CA 92374

1996-2000

**Primary Responsibilities**

- Responsible for company strategic directions, budgeting and product production
- Responsible for company IT and supporting operations

#### **Major Accomplishments**

- Provided IT products and services for several local school districts and schools in San Bernardino County, CA
- Increased the company's operational efficiency by implementing new technologies that enhanced capacity and reduced costs

#### **Operations Manager**

*Redlands Computer Center, Inc.; REDLANDS CA 92374*

1990-1996

#### **Primary Responsibilities**

- Responsible for computer systems production and service

#### **Major Accomplishments**

- Increased profit for the company
- Provided quality service for retail and institutional customers

#### **EDUCATION**

Ph.D. in Education, University of California, Riverside; Riverside, CA 1997

*Concentration: Curriculum and Instructions*

M.A. in Education, University of Redlands; Redlands, CA 1991

*Concentration: Curriculum Leadership*

B.A. in English, Hunan Educational Institute; Hunan, P. R. China 1988  
*Major: English*

#### **LEADERSHIP DEVELOPMENT**

- AACSB Continuous Improvement Report (CIR) Seminar (Las Vegas, NV 2018)
- Society for College and University Planning (SCUP) Planning Institute I and II (St. Louis, MO, 2017)
- American Council on Education Fellowship (Washington D.C.). Host institution: New Jersey City University, Jersey City, NJ (2016-2017), a leadership development program that combines many years' senior level experience into a very intensive one-year of comprehensive and cohort-based fellowship.
- Academic Impressions Advanced Leadership Seminar (Ontario, Canada, 2015)
- AACSB Associate Dean's Training (Kansas City, 2015)
- AACSB Accreditation Mentors' Training (Kansas City, 2015)
- AACSB Aspiring Dean's Seminar and Training (San Antonio, TX 2014)
- Academic Impressions Advancement and Fundraising Seminars for CSU Administrators (Oakland, CA, 2012)
- AACSB Department Chair Training (Anaheim, 2009, and San Diego, CA 2013)
- CSU Department Chair Training in labor relations (Long Beach, CA 2009 and 2012)
- Excellence in Higher Education (EHE) Leadership Evaluation Boot-Camp – a three-day comprehensive strategic planning workshop with Dr. Brent D. Ruben of Rutgers University, NACUBO (Tampa, FL, 2010). As part of the "[NACUBO Challenge 2010 Grant](#)" awarded to California State University System Office. My role was an EHE project facilitator at CSUSB, one of the three CSU campuses that participated in this grant

**TECHNICAL TRAINING AND BUSINESS EDUCATION**

- Cisco Academy Faculty Development Workshop (Tempe, Arizona, 2014)
- Cyber Security Summer Camps for Faculty (Carnegie Mellon University, 2 summers, 2009 and 2010)
- Computer Forensics Training (week long with Mile 2 Inc., Plano, TX, 2005)
- Cisco Router Security Training (Cisco Inc., 2004)
- Cyber Security Training (Cal State, Pomona, 2003 and 2004)
- Three-unit semester graduate course in Information Assurance and Security Management (Idaho State) (2003)
- Microsoft MSCE Network Training (almost a year-long weekend training (with a private Microsoft Solution Provider, in Diamond Bar, CA, 2002)
- Cisco CCNA Basic Network Training (Colton, CA, 2002)
- MS Access Database Training (University of California, Riverside Extension, 2001)
- Oracle Database Database Administration (DBA) Training (2 quarters, 5 quarter-long courses at University of California, Irvine Extension) (1997)

**PUBLICATIONS****Refereed Journal Articles**

1. Varzandeh, J.; Farahbod, K., & Zhu, J. (2016). Global Logistics and Supply Chain Risk Management. *Journal of Business and Behavioral Sciences*, 28(1)
2. Zhu, H., Rohm, T., Zhu, J., & Lin F. (2014). Information Technologies and Elderly Care in China. *Communications of the IIMA* 14(3/4)
3. Varzandeh, J.; Farahbod, K; & Zhu, J. (2014). An Empirical Investigation of Supply Chain Sustainability and Risk Management. *Journal of Business and Behavioral Sciences*, 26(2)
4. Toygar, A., Rohm, T., & Zhu, J. (2013). What Will Happen to Your Digital Assets when you die? *Journal of International Technology and Information Management*, 22(4)
5. Li, Y., Zhu, J., Li, A., Stewart, W. & Rohm, T. (2012). Online Privacy Policy of the Thirty Dow Jones Corporations: Compliance with FTC Fair Information Practice Principles and Readability Assessment. *Communications of the IIMA* 12(1)
6. Farahbod, K., Varzandeh, J., & Zhu, J. (2012). Using Supply Chain Efficiency in Portfolio Selection. *Journal of Business and Behavioral Sciences*, 24(1)
7. Sritapan, V., Rohm, T., Zhu, J., & Stewart, W. (2011). Developing a Metrics Framework for the Federal Government in Computer Security Incident Response. *Communications of the IIMA*, 11(3)
8. Zhu, J. (2010). Business Students' Learning with Online Discussion Forums: The Case of a Virtual Classroom Community. *Information System Education Journal*, 8(22), <http://isedj.org>.
9. Carlin, A., Manson, D. P., & Zhu, J. (2010). Developing the Cyber Defenders of Tomorrow with Regional Collegiate Cyber Defense Competition. *Information System Education Journal*, 8(14).
10. Lee, H.-M., & Zhu, J. (2009). Intelligent Semantic Web Services for Enterprise Information Systems. *Journal of International Technology and Information Management*, 18
11. He, S., & Zhu, J. (2007). Corporate Blogs of 40 Fortune 500 Companies: Distribution, Categorization and Characteristics. *Journal of International Technology and Information Management*, 16(3)
12. Zhu, J., & Coulson, S. (2007). Designing a Class Activity to Enhance Business Students' Learning of Management Information Systems. *Communications of the IIMA*, 7(2)
13. Collins, K., Coulson, A., Zhu, J., Rohm, T., & Stewart, W. (2006). Web Design: Elements of effective communication. *Communications of the IIMA*, 6(2), 6(2)
14. Coulson, A., Zhu, J., & Rohm, T. (2005). The Price of Security: The Challenge of Measuring Business Value Investments in Securing Information Systems. *Communications of the IIMA*, 5(4)

15. Zhu, J., Coulson, A., Shan, M., & Rohm, T. (2004). An Analysis of E-Commerce of Virtual Communities: Value, Membership and Technology Security. *Journal of Business and Behavioral Sciences*, 12(1)
16. Zhu, J., Coulson, A., Shan, M. Y., & Rohm, T. (2004). Enterprise Content Management: Understanding the Taxonomy. *Communications of the IIMA*, 4(1)
17. Coulson, A., Zhu, J., Stewart, W., & Rohm, T. (2004). The Importance of Database Application Knowledge in Successful ERP System Training. *Communications of the IIMA*, 4(3)
18. Zhu, J., He, S., & Coulson, A. (2003). A Factor Analysis of Dimensions of Attitude Toward Web-Based Learning. *Journal of Business and Behavioral Sciences*, 10(2)
19. Zhu, J., Coulson, A., & He, S. (2003). Effects of Gender and Age on Knowledge, Feeling and Action Toward Online Learning. *Communications of the IIMA*, 3(3), 39-48
20. Coulson, A., Shayo, C., Rohm, T., & Zhu, J. (2003). Enterprise Resource Planning (ERP) Systems: Evolution, Technology and Research Challenges. *Communications of the IIMA*, 3(4)
21. Coulson, A., McInturff, P., Rohm, T., & Zhu, J. (2003). Understanding Web Page Anatomy Process. *Journal of International Technology and Information Management*, 11(2)

#### **Book Chapter**

1. Coulson, A., Zhu, J., & Rohm, C.E.T. (2004). The Internet as a Knowledge Management Communication Backbone, in M. G. Hunter and K. Dhanda (Eds), *Information Systems: Exploring Applications in Business and Government*, ISONE World

#### **Invited Magazine Articles:**

1. Zhu, J. (2003) *Philosophy of marketing: A tale of two phrases (Part I)*. Window of Sun & Sea 26, pp. 3-4
2. Zhu, J. (2003) *Philosophy of marketing: A tale of two phrases (Part II)*. Window of Sun & Sea 27, pp. 4-6

#### **PUBLICATIONS IN CONFERENCE PROCEEDINGS**

Since 2002, I have published over 30 articles in conference proceedings.

#### **INVITED TALKS AND LECTURES**

Between the years of 2002 and 2017, I have delivered proximately 100 talks and speeches at academic conferences, community and fundraising events, and lectures for special groups for domestic and international audiences.

#### **PROFESSIONAL SERVICES AND ACTIVITIES**

##### **Editorships**

Managing Editor, Proceedings for ASBBS Annual Conference, American Society of Business and Behavior Sciences (ASBBS) (2005-2015)

Editor-in-Chief, Journal of International Technology Information Management, IIMA (2009- 2015)

##### **Conference Chair**

International Conference Program Chair, IIMA Annual Meeting, Beijing China (2007)

##### **Track Chairs**

Conference Track Chair: Virtual Communities. American Society of Business and Behavior Sciences (ASBBS), Las Vegas, USA (2004-2005)

Conference Track Chair: Distance Teaching and Learning. Annual Conference of the International Information Management Association (IIMA), Dublin, Ireland (2005)

Conference Track Chair: Wireless Technology and Networking. Annual Conference of the International Information Management Association (IIMA), Chicago, USA (2004)

**Professional  
Membership and  
Affiliations**

American Council on Education (ACE) Council of Fellows (COF)  
American Society of Business and Behavioral Sciences (ASBBS)  
International Information Management Association (IIMA)

**External Leadership:  
Community and  
Professional Services**

Founding Board Member, Southern California Council of Chinese Americans (SCCCA). Provided leadership creating a Youth Leadership Program, in fundraising for events and initiatives, over \$10,000 raised in 2015 as Chair of Communication and Outreach Committee (2014 to present)

Member, Chaffey College CIS Curriculum Advisory Board (2012-2014)

President, International Information Management Association (IIMA) (2009-2010). Provided strategic directions for the association and managed association operations; planned and implemented an international annual conference; recruited members

Board Member, California State University (CSU) system-wide CIS and Computer Science Chairs' Council (2009-2013). Led the CSU IS and computer science curriculum development

Board Member, Redlands Sister City. Initiated and helped with the establishment of a sister city between Redlands, California and a city in Hunan, China in 2004 (2004-2008)

Member of the Advisory Board, Redlands-Colton-Yucaipa Regional Occupational Programs (CRY-ROP) (1993-2004)

Served as an external Reviewer for faculty tenure and promotion of an international and one domestic universities

Redlands Swimming Team Volunteer (Hundreds of hours donated, 2004-2013)

Special guest speakers for local elementary schools and high schools (numerous times)

**UNIVERSITY SERVICES**

- Co-Chair, CMS Executive Committee, CSUSB (2016-2018)
- Co-Chair, CSUSB Information Technology Services Division Strategic Planning - Infrastructure Committee (2016)
- Ex-official, college strategic planning committee (2015-2016, and 2017-2018)
- Chair, CSUSB University Academic Program Review Committee (2014-2015)



- President, CSUSB Asian Faculty, Staff and Student Association (AFSSA). Provided leadership in raising funds for scholarships and welcome events for new faculty and students; advocated for diversity on campus (2014)
- Board Member, CSUSB Asian Faculty, Staff and Student Association (AFSSA) (2009-2016)
- Member the university Educational Policy and Resources Committee, a committee of the Faculty Senate, CSUSB (2008-2009)
- Member of the university CMS Executive Committee, CSUSB (2009-2016)
- Member of College Ad Hoc Curriculum Committee (2006-2008)
- Member of College Graduate Committee (2006-2008)
- Member of College Curriculum Committee (2006)
- Member of the university Honors Committee, CSUSB (2004-2007)
- Member of the university Intellectual Life Committee, CSUSB (2003-2005)

#### HONORS AND AWARDS

<b>2016-2017</b>	<b>Fellow</b>	American Council on Education (A national premiere higher education leadership development program)
<b>Lifetime</b>	<b>Fellow</b>	American Society of Business and Behavioral Sciences (ASBBS, inducted in 2009)
<b>Lifetime</b>	<b>Fellow</b>	International Information Management Association (IIMA, inducted in 2010)
<b>2016</b>	<b>Best Paper Award</b>	24 <sup>th</sup> American Society of Business and Behavioral Sciences Conference, Las Vegas, Nevada (Best paper award)
<b>2015</b>	<b>Visiting Professor</b>	Hunan University of Arts and Sciences, Hunan China
<b>2011</b>	<b>Distinguished Service Award</b>	American Society of Business and Behavioral Sciences (ASBBS) Service Award
<b>2009</b>	<b>Visiting Professor</b>	College of Management, Beijing University of Sciences and Technology
<b>2008</b>	<b>Distinguished Service Award</b>	International Information Management Association (IIMA), Vice President for International
<b>2006</b>	<b>Service Award</b>	American Society of Business and Behavioral Sciences (ASBBS) Service Award. Founding Editor of ASBBS e-Journal
<b>2006</b>	<b>Best Paper Award</b>	13 <sup>th</sup> American Society of Business and Behavioral Sciences Conference, Las Vegas, Nevada (Best paper award for track chairs)
<b>2005</b>	<b>Honorary Professor</b>	Hunan Arts and Sciences University in China
<b>2004</b>	<b>College Research Award</b>	Research and Publication Award, College of Business and Public Administration, California State University, San Bernardino
<b>2004</b>	<b>University Awards</b>	Study of Teaching and Learning Research (SOTL) Award, Teaching Resource Center, California State University, San Bernardino Teaching Innovation Grant Award, a \$5000 mini grant for design online teaching strategies, Teaching Resource Center, California State University, San Bernardino