

# Zhu (Cynthia) Feng

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## Education

### HEC Paris

Ph.D. in Management and Human Resources

Jouy-en-Josas, France

2025 (expected)

Visiting scholar, **University of North Carolina-Chapel Hill**

Fall 2023

**Dissertation:** The Paradox of Multicultural Experiences: Exploring the Social Impact with Home Country Compatriots

**Finalist**, the Organization Science/INFORMS Dissertation Proposal Competition (1 of 8 finalists selected from 100+ entrants)

### Vanderbilt University

M.Ed in International Education Policy and Management

Nashville, TN, U.S.

May 2015

B.S. in Human and Organizational Development

May 2013

## Research interest

My research focuses on understanding how diversity shapes workplace dynamics in global contexts, particularly examining the complexities of multicultural experiences, leadership roles, and emerging technologies. I primarily use experimental methods, surveys, and field studies to investigate individuals' perceptions, interactions, and outcomes in organizational settings. Through this work, I aim to contribute insights that foster the development of more inclusive and effective global organizations.

## Revise & Resubmit

**Feng, Z.**, Chang, J. W., & Newark, D. The Impact of Multicultural Experiences on Perceived Home Country Identification and Trust. (*R&R at Journal of Experimental Social Psychology; title redacted*)

## Working Paper

**Feng, Z.**, Netchaeva, E., & Yao, J. (Equal authorship). Who's the healthiest of them all? Leadership role occupancy, individual characteristics, and the likelihood of contracting a common cold. (*Preparing for submission to Academy of Management Discoveries*)

## Work in Progress

**Feng, Z.** The dark side of "becoming a local" abroad upon return: Foreign cultural adoption and social categorization in the home country. (*Data collection Phase: 2 of 4 studies collected, analyzed, and written-up. Target: Organizational Behavior and Human Decision Processes*)

**Feng, Z.**, & Maddux, W. Envid and Averted: How returnees' multicultural experiences lead to compatriots' identity threats. (*Data collection Phase: 1 study collected, 2 studies in progress. Target: Journal of Applied Psychology*)

**Feng, Z.** & Morozova, D. Bits, Bytes, and Beliefs: Navigating the Gendered Landscape of AI Integration. (*Data collection: 1 study collected, 1 study in progress. Target: Journal of Personality and Social Psychology*)

Peer-reviewed  
Conference  
Presentations

**Feng, Z.** (October 2024). The Paradox of Multicultural Experiences: Exploring the Social Impact with Home Country Compatriots. Finalist proposal to be presented at the Organization Science/INFORMS Dissertation Proposal Competition, Annual INFORMS Meeting.

**Feng, Z.,** & Maddux, W. (August 2024). Envied and Averted: How returnees’ multicultural experiences lead to compatriots’ identity threats. Paper presented at Annual Academy of Management Meeting.

**Feng, Z.** & Morozova, D. (August 2024). Who’s Using? Who’s Evaluating? Gender Differences in Humanness Perception towards Users of Generative AI. Paper presented at Annual Academy of Management Meeting.

**Feng, Z.** (August 2023). The dark side of “Becoming a Local” abroad upon return: Foreign cultural adoption and social categorization in the home country. Paper presented at Annual Academy of Management Meeting.

**Feng, Z.** (August 2022). Multicultural experiences’ influence on others’ affect-based trust: A monocultural perspective. Paper presented at Annual Academy of Management Meeting.

**Feng, Z.** (June 2022). Why and how do CEOs develop sustainable strategies? A case study of a Chinese engineering company in the cement industry. Paper presented at ISEOR Colloque international et séminaire doctoral.

Teaching  
Experience

**Organizational Behavior** HEC Paris  
Teaching Instructor January - March 2024

**Social Entrepreneurship** (online course) HEC Paris  
Teaching Assistant October 2019 - March 2020

Honors and  
Scholarships

Finalist, *Organization Science/INFORMS Dissertation Proposal Competition* 2024  
EUR Research Grant 2024  
GREGHEC Research Grant 2021, 2022, 2023  
HEC Paris Foundation Scholarship 2019-Present  
TPEG Tuition Grant 2013-2015

Research

**Teacher Peer Excellence Group Project (TPEG)** Nashville, TN

Experience Research Assistant 2013 – 2015

Professional Work Experience **Vanderbilt University, Hubert H. Humphrey Program** Nashville, TN  
Program Coordinator 2015-2019

*Coordinated and facilitated leadership and professional development seminars for international mid-career leaders; managed program evaluation, grant writing, stakeholder partnerships, and social media.*

**Vanderbilt University**, Undergrad Admissions Office Nashville, TN  
International Outreach 2014-2015

*Spearheaded Vanderbilt's Chinese social media presence; enhanced international student recruitment through data-driven outreach strategies.*

**Vanderbilt University**, U.S.-China Center Guangzhou, China.  
Program Coordinator 2014

*Coordinated international cultural and educational exchange programs.*

**University of California, Berkeley**, International Office Berkeley, CA  
Full-time Intern August - December 2012

References

**Daniel Newark**, Advisor  
Associate Professor, Management & HR  
HEC Paris  
newark@hec.fr

**Jin Wook Chang**, Co-advisor  
Associate Professor, Management  
Business School, Korea University  
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**William Maddux**  
Professor, Organizational Behavior  
Kenan-Flagler Business School  
University of North Carolina-Chapel Hill  
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