

Zifei “Fay” Chen, Ph.D.

Department of Advertising & Public Relations
Grady College of Journalism and Mass Communication
University of Georgia
Email: zifei.chen@uga.edu

EDUCATION

Ph.D., Communication (Specialization: Public Relations)
University of Miami, School of Communication (2017)

M. A., Journalism and Mass Communication (Concentration: Public Relations)
University of Georgia, Grady College of Journalism and Mass Communication (2013)

B. A., English Language and Literature
Minor: Intensive Training Program of Innovation and Entrepreneurship (honors program)
Zhejiang University, School of International Studies & Chu Kochen Honors College (2011)

ACADEMIC APPOINTMENTS

Grady College of Journalism and Mass Communication, University of Georgia
Department of Advertising & Public Relations

- Associate Professor, tenured (August 2025—present)

College of Arts and Sciences, University of San Francisco
Department of Communication Studies

- Associate Professor, tenured (August 2023—July 2025)
- Co-director, Center for Research, Artistic, and Scholarly Excellence (CRASE) (September 2024—May 2025)
- Founding Faculty Adviser, Public Relations Student Society of America (PRSSA) University of San Francisco Chapter (January 2021—July 2025)
- Program Director, Public Relations Minor (August 2018—July 2025)
- Assistant Professor, tenure-track (August 2017—July 2023)

School of Communication, University of Miami
Department of Strategic Communication

- Instructor of Record (August 2015—May 2017)
- Graduate Research and Teaching Assistant (August 2014—June 2017)

PROFESSIONAL MEMBERSHIPS

- Page Up, Arthur W. Page Society

- ELEVATE, Institute for Public Relations (IPR)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Public Relations Society of America (PRSA)
- International Communication Association (ICA)
- National Communication Association (NCA)

RECENT HONORS AND AWARDS

- Outstanding Reviewer Award, Journal of Communication Management, 2024
- The Arthur W. Page Center Legacy Scholar, 2017, 2023, 2024
- The Waterhouse Family Institute Research Grant, 2023
- Sarlo Prize for Excellence in Teaching Award, University of San Francisco, 2023
- Woman of the Year, Public Relations Society of America (PRSA) San Francisco Bay Area Chapter, 2022
- Muscat Scholars Program Faculty and Staff Gratitude Award, University of San Francisco, 2022
- Boston University Award for the Top Paper about Public Relations and the Social and Emerging Media, International Public Relations Research Conference, 2022
- Innovation in Teaching with Technology Award, University of San Francisco, 2020
- Top Faculty Paper Award, Public Relations Division, International Communication Association Conference, 2020
- Top Faculty Research Paper Award, Public Relations Society of America Educators Academy Super Saturday Conference, 2019
- Prime Research Award, International Public Relations Research Conference & Prime Research, 2018

ACADEMIC PUBLICATIONS

Refereed Academic Journal Articles

- [28] Ji, Y. G., Huang, J., Qin, Y. S., Men, L. R., & **Chen, Z. F.** (in press). Unpacking corporate moral signaling in times of geopolitical conflicts. *Public Relations Journal*.
- [27] van Loggerenberg, M. J. C., **Chen, Z. F.**, Enslin, C., & Terblanche-Smit, M. (2024). A call for authentic narrative in branded entertainment: A measurement instrument. *Journal of Brand Strategy*, 13(4), 356-379. <https://doi.org/10.69554/NDYS8000>
- [26] **Chen, Z. F.**, Sun, R., & Tao, W. (2024). Channeling engagement into action: The role of empowerment in Asian Americans' social media use in combating anti-Asian discrimination. *Asian Journal of Communication*, 34(2), 236–257. <https://doi.org/10.1080/01292986.2024.2315587>

- [25] Kong, S., Tao, W., & **Chen, Z. F.** (2024). Media-induced emotions and message sidedness in corporate crises. *Corporate Communications: An International Journal*, 29(5), 769–786. <https://doi.org/10.1108/CCIJ-01-2023-0005>
- [24] Wu, L., **Chen, Z. F.**, & Tao, W. (2024). Instilling warmth in artificial intelligence? Examining publics’ responses to AI-applied corporate ability and corporate social responsibility practices. *Public Relations Review*, 50(1), 102426. <https://doi.org/10.1016/j.pubrev.2024.102426>
- [23] **Chen, Z. F.**, & Cheng, Y. (2023). The diffusion process of product-harm misinformation on social media: Evidence from consumers and insights from communication professionals. *Internet Research*. <https://doi.org/10.1108/INTR-07-2022-0571>
- [22] Farwell, T., Waters, R. D., **Chen, Z. F.** (2022). Do better with SMART+IE objectives: A classroom activity developing critical thinking skills in relation to DEI for communication campaigns. *Advertising & Society Quarterly*, 23(1), <https://www.muse.jhu.edu/article/853005>
- [21] **Chen, Z. F.**, & Lee, J. Y. (2022). Relationship cultivation and social capital: Female transnational entrepreneurs’ relationship-based communication on social media. *International Journal of Strategic Communication*, 16(2), 182–205. <https://doi.org/10.1080/1553118X.2021.2005069>
- [20] Ji, Y., **Chen, Z. F.**, & Men, L. R. (2022). Carving startup character: Effects of symmetrical communication on startup corporate character, customer-startup identification, and customer advocacy. *International Journal of Strategic Communication*, 16(2), 239–254. <https://doi.org/10.1080/1553118X.2021.2014502>
- [19] **Chen, Z. F.**, Ji, Y., & Men, L. R. (2021). Effective social media communication for startups in China: Antecedents and outcomes of organization-public dialogic communication. *New Media & Society*. <https://doi.org/10.1177/14614448211051984>
- [18] Li, Z., Ji, Y. G., Tao, W., & **Chen, Z. F.** (2021). Engaging your feelings: Emotion contagion and public engagement on nonprofit organizations’ Facebook sites. *Nonprofit and Voluntary Sector Quarterly*. <https://doi.org/10.1177/08997640211057398>
- [17] Tao, W., Li, Z. C., **Chen, Z. F.**, & Ji, Y. G. (2021). Public responses to nonprofit social media messages: The roles of message features and cause involvement. *Public Relations Review*, 47(2), 102038. <https://doi.org/10.1016/j.pubrev.2021.102038>
- [16] Men, L. R., **Chen, Z. F.**, & Ji, Y. G. (2021). Cultivating relationships with startup employees: The role of entrepreneurs’ leadership communication. *Management Communication Quarterly*, 35(4), 518–545. <https://doi.org/10.1177/08933189211017918>

- [15] **Chen, Z. F.**, & Tao, W. (2020). The association spillover mechanism of CSR crises: Evidence from the Uber case. *Journal of Public Relations Research*, 32(5–6), 178–197. <https://doi.org/10.1080/1062726X.2020.1861949>
- [14] Cheng, Y., & **Chen, Z. F.** (2020). Encountering misinformation online: Antecedents of trust and distrust and their impact on the intensity of Facebook use. *Online Information Review*, 45(2), 372–388. <https://doi.org/10.1108/OIR-04-2020-0130>
- [13] Cheng, Y., & **Chen, Z. F.** (2020). The influence of perceived fake news influence: Examining public support for corporate corrective response, media literacy intervention, and governmental regulation. *Mass Communication & Society*, 23(5), 709–725. <https://doi.org/10.1080/15205436.2020.1750656>
- [12] Li, C., Hong, C., & **Chen, Z. F.** (2020). Effects of uniqueness, news valence and liking on personalization of company news. *Journalism and Mass Communication Quarterly*, 97(4), 890–912. <https://doi.org/10.1177/1077699020923604>
- [11] **Chen, Z. F.**, & Tao, W. (2020). Hybrid strategy—interference or integration? How corporate communication impacts consumers’ memory and company evaluation. *International Journal of Strategic Communication*, 14(2), 122–138. <https://doi.org/10.1080/1553118X.2020.1730378>
- [10] **Chen, Z. F.** (2019). Applying industry standards to public relations evaluation: Barcelona Principles (2.0) vs. award-winning cases. *Journal of Public Relations Education*, 5(2). Retrieved from <https://aejmc.us/jpre/2019/08/17/applying-industry-standards-to-public-relations-evaluation-barcelona-principles-2-0-vs-award-winning-cases/>
- [9] **Chen, Z. F.**, & Cheng, Y. (2019). Consumer response to fake news about brands on social media: The effects of self-efficacy, media trust, and persuasion knowledge on brand trust. *Journal of Product and Brand Management*, 29(2), 188–198. <https://doi.org/10.1108/JPBM-12-2018-2145>
- [8] Ji, Y. G., **Chen, Z. F.**, Tao, W., & Li, Z. C. (2019). Functional and emotional traits of corporate social media message strategies: Behavioral insights from S&P 500 Facebook data. *Public Relations Review*, 45(1), 88–103. <https://doi.org/10.1016/j.pubrev.2018.12.001>
- [7] **Chen, Z. F.**, Hong, C., & Occa, A. (2018). How different CSR dimensions impact organization-employee relationships: The moderating role of CSR-culture fit. *Corporate Communications: An International Journal*, 24(1), 63–78. <https://doi.org/10.1108/CCIJ-07-2018-0078>

- [6] Men, L. R., Tsai, W. S., **Chen, Z. F.**, & Ji, Y. G. (2018). Social presence and digital dialogic communication: Engagement lessons from top social CEOs. *Journal of Public Relations Research*, 30(3), 83–99. <https://doi.org/10.1080/1062726X.2018.1498341>
- [5] Men, L. R., **Chen, Z. F.**, & Ji, Y. G. (2018). Walking the talk: An exploratory examination of executive leadership communication at startups in China. *Journal of Public Relations Research*, 30(1–2), 35–56. <https://doi.org/10.1080/1062726X.2018.1455147>
- [4] **Chen, Z. F.**, Hong, C., & Li, C. (2017). The joint effect of association-based corporate posting strategy and eWOM comment valence on social media. *Internet Research*, 27(5), 1039–1057. <https://doi.org/10.1108/IntR-05-2016-0140>
- [3] Men, L. R., Ji, Y. G.,* & **Chen, Z. F.*** (2017). Dialogues with entrepreneurs in China: How startup companies cultivate relationships with strategic publics. *Journal of Public Relations Research*, 29(2–3), 90–113. <https://doi.org/10.1080/1062726X.2017.1329736>
[joint second authors]
- [2] **Chen, Z. F.**, Ji, Y., & Men, L. R. (2017). Strategic use of social media for stakeholder engagement in startup companies in China. *International Journal of Strategic Communication*, 11(3), 244–267. <https://doi.org/10.1080/1553118X.2017.1298114>
- [1] Hong, C., **Chen, Z.**, & Li, C. (2017). “Liking” and being “liked”: How personality traits and age affect people’s giving and receiving ‘likes’ on Facebook? *Computers in Human Behavior*, 68, 292–299. <https://doi.org/10.1016/j.chb.2016.11.048>

Books

- [2] Men, L. R., Ji, Y. G., & **Chen, Z. F.** (2020). *Strategic Communication for Startups and Entrepreneurs in China*. Routledge Taylor & Francis. [joint second authors]
- [1] Bartholomew, D. (2016). *MetricsMan: It doesn’t count unless you can count it*. **Z. Chen** (Ed.). New York: Business Expert Press.

Book Chapters

- [13] **Chen, Z. F.**, & Place, K. R. (in press). Listening as a “secret weapon:” How emotional intelligence and mindfulness drive public relations outcomes. In W. Zhang (ed.), *Emotional intelligence and public relations: EQ is the new IQ*. Routledge.
- [12] Waters, R.D., **Chen, Z. F.**, & Gomez-Barris, L. (2023). Meandering, mistakes, and movement: Stages of organizational culture change for DEI. In B. J. Van Gilder, J. T. Austin, & J. S. Bruscella (eds.), *Communication and organizational changemaking for diversity, equity, and inclusion*. Taylor & Francis.

- [11] van Loggerenberg, M. J. C., **Chen, Z. F.**, Terblanche-Smit, M., & Enslin, C. (Forthcoming). A conceptual framework and measurement instrument development for authentic narrative in branded entertainment. *Advances in Advertising Research Series (Vol. XII)*.
- [10] Ji, Y. G., **Chen, Z. F.**, Li, Z. C., & Stacks, D. W. (2021). Research and evaluation in strategic communication. In C. H. Boltan (ed.), *The handbook of strategic communication*. Wiley Blackwell.
- [9] **Chen, Z. F.**, Li, Z. C., Ji, Y. G., Stacks, D. W., & Yook, B. (2021). Towards a new model of public relations crisis and risk communication following pandemics. In H. D. O’Hair & M. J. O’Hair (eds.), *Communication science in times of crisis: COVID-19 pandemic*. John Wiley & Sons.
- [8] Waters, R. D., **Chen, Z. F.**, & Gomez-Barris, L. (2021). Rethinking campaign management to include “SMART+IE” objectives for inclusive and equitable efforts. In D. Pompper (ed.), *Public relations for social responsibility: Affirming DEI commitment with action*. Emerald Publishing.
- [7] **Chen, Z.**, Ji, Y., & Stacks, D. W. (2018). Standardization of public relations research and measurement (in Chinese). In Chen, X. (Ed.), *Public relations theories for contemporary China*. Beijing, China: Communication University of China Press.
- [6] Ji, Y., **Chen, Z.**, Yook, B. R., & Stacks, D. W. (2018). Communication effects. In R. L. Heath & W. Johansen (Eds.), *The international encyclopedia of strategic communication*. Hoboken, NJ: John Wiley & Sons.
- [5] **Chen, Z.**, & Reber, B. H. (2017). Examining public responses to social media crisis communication strategies in the United States and China. In L. Austin & Y. Jin (Eds.), *Social media and crisis communication*. New York: Routledge. ***Peer reviewed***
- [4] **Chen, Z.**, Ji, Y., Li, Z., & Stacks, D. W. (2017). Social media crisis in the global age: Lessons from the Siemens “Refrigerator Gate” in China. In C. Liberman, T. Avtgis, & D. Rodriguez (Eds.) *Casing risk and crisis communication*. Dubuque, IA: Kendall Hunt.
- [3] Ji, Y., **Chen, Z.**, Li, C., & Stacks, D. W. (2017). What’s ROI got to do with it? In Duhe, S. (Ed.), *New media and public relations (3rd edition)*. New York: Peter Lang Publishing. ***Peer reviewed***
- [2] **Chen, Z.**, Stacks, D. W., Ji, Y., & Yook, B. R. (2017). Cargill’s Indonesian Palm Oil Sustainability Program. In J. V. Turk & J. Valin (Eds), *Public relations case studies from around the world (second edition)*. New York: Peter Lang Publishing.

- [1] Ji, Y., **Chen, Z.**, Li, Z., & Yook, B. R. (2017). *Instructor's manual for Primer of Public Relations Research* (3rd edition, by Don W. Stacks). New York: Guilford Press.

Blog Entries

- [4] **Chen, Z. F.**, and Farjado, O. K. (2024, March). Can corporate social responsibility instill warmth in artificial intelligence? Institute for Public Relations.
- [3] **Chen, Z. F.**, Lee, J. Y., Wang, S., & Woodbridge, D. (2022, March). *Affective engagement in #StopAAPIHate on social media: The role of emotion in driving engagement for counter-hate content on Twitter*. University of San Francisco CRASE Blog.
- [2] **Chen, Z.** (2017, January). *How certain personality traits lead to more “likes” on Facebook*. Institute for Public Relations.
- [1] **Chen, Z.** (2015, August). *Conducting research that matters to the practice: My experience at Ketchum Global Research & Analytics*. Institute for Public Relations.

ACADEMIC PRESENTATIONS

Refereed Conference Presentations

- [41] Place, K. R., & **Chen, Z. F.** (2025, March). *The roles of mindfulness and emotional intelligence in cultivating listening competencies and employee outcomes for public relations*. Paper presented at the 28th International Public Relations Research Conference, Orlando, FL.
- [40] **Chen, Z. F.**, Ji, Y. G., Ji, Y., Wang, Y., & Men, L. R. (2024, June). *Female entrepreneurs' leadership communication in China: Strategies, institutional determinants, and outcomes*. Paper presented at the 74th International Communication Association Annual Conference, Gold Coast, Australia.
- [39] Ji, Y. G., Huang, J., Qin, Y. S., & **Chen, Z. F.** (2024, March). *Corporate communication in times of geopolitical conflicts: Unpacking moral signaling and public engagement*. Paper presented at the 27th International Public Relations Research Conference, Orlando, FL.
- [38] Tao, W., Sun, R., **Chen, Z. F.**, & Liang, X. (2024, March). *“We are in this together!”: Examining the antecedents and outcomes of Asian Americans' communal coping with racial discrimination*. Paper presented at the 27th International Public Relations Research Conference, Orlando, FL.
- [37] Ji, Y. G., Qin, S. Y., Jin, J., **Chen, Z. F.**, & Men, L. R. (2023, November). *The role of listening and care communication in fostering employee advocacy: Through the lens of*

the Russia-Ukraine War. Paper presented at the 109th National Communication Association Conference, National Harbor, MD.

- [36] Wu, L., **Chen, Z. F.**, & Tao, W. (2023, May). *Public responses to the use of artificial intelligence in corporate ability and corporate social responsibility initiatives*. Paper presented at the 73rd Annual International Communication Association Conference, Toronto, Ontario, Canada.
- [35] Ji, Y. G., Qin, Y. S., Jin, J., **Chen, Z. F.**, & Men, L. R. (2023, March). *How should companies communicate about geopolitical issues with employees: Through the lens of the Russia-Ukraine War*. Paper presented at the 26th International Public Relations Research Conference, Orlando, Florida.
- [34] Tao, W., **Chen, Z. F.**, Sun, R., & He, M. (2022, July). *From situational appraisals to collective action: An examination on Asian Americans' engagement in collective action during the COVID-19 pandemic*. Paper presented at the 27th International Public Relations Research Symposium, Bled, Slovenia.
- [33] **Chen, Z. F.**, Sun, R., & Tao, W. (2022, March). *Channeling engagement into action: The role of empowerment in Asian Americans' social media use in combating anti-Asian discrimination during COVID-19*. Paper presented at the 25th International Public Relations Research Conference, Orlando, Florida.
*****Boston University Award for the Top Paper about Public Relations and the Social and Emerging Media*****
- [32] **Chen, Z. F.**, & Lee, J. Y. (2021, July). *Relationship cultivation, social capital, and breaking through barriers: Exploring the use of social media by female transnational entrepreneurs in the Silicon Valley*. Paper presented at the 26th International Public Relations Research Symposium, Bled, Slovenia (virtual).
- [31] van Loggerenberg, M., **Chen, Z. F.**, Terblanche-Smit, M., & Enslin, C. (2021, June). *A conceptual framework and measurement instrument development for authentic narrative in branded entertainment*. Paper presented at the 2021 International Conference on Research in Advertising (ICORIA), Bordeaux, France (virtual).
- [30] Ji, Y. G., **Chen, Z. F.**, & Men, L. R. (2021, March). *Carving startup characters: Effects of symmetrical communication on startup-customers connection, relationship outcomes, and customer advocacy*. Paper presented at the 24th International Public Relations Research Conference, Orlando, Florida (virtual).
- [29] **Chen, Z. F.** & Ji, Y. G. (2020, August). *Effective social media communication for startups in China: Antecedents and outcomes of organization-public dialogic communication*.

Paper presented at the 103rd Annual Association for Education in Journalism and Mass Communication Conference, San Francisco, CA (virtual).

- [28] Men, L. R., **Chen, Z. F.**, & Ji, Y. G. (2020, May). *Cultivating relationships with startup employees: The role of entrepreneurial leadership communication*. Paper presented at the 70th Annual International Communication Association Conference, Gold Coast, Australia (virtual).

*****Top Faculty Paper Award*****

- [27] **Chen, Z. F.**, & Cheng, Y. (2020, March). *Examining the impact of product harm fake news on social media: Persuasion knowledge, corporate ability associations, and publics' information processing*. Paper presented at the 23rd International Public Relations Research Conference, Orlando, FL.

- [26] Tao, W., Li, Z., **Chen, Z. F.**, & Ji, Y. G. (2019, October). *Public responses to nonprofit social media messages: The roles of content features and cause involvement*. Paper presented at the PRSA Educators Academy Super Saturday Conference, San Diego, CA.

***** Top Faculty Research Paper Award*****

- [25] Cheng, Y., & **Chen, Z. F.** (2019, August). *Third-person effects of fake news on social media: Examining public support for corporate corrective response, media literacy intervention, and governmental regulation*. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Toronto, Canada.

- [24] **Chen, Z. F.**, & Cheng, Y. (2019, July). *Combating fake news about brands on social media: The effects of self-efficacy, media trust, and persuasion knowledge on brand trust*. Paper presented at the 26th International Public Relations Research Symposium, Bled, Slovenia.

- [23] **Chen, Z. F.**, Li, Z. C., & Ji, Y. G. (2019, March). *How much is too much? The additive and depleting effect of appeal, interactivity, and involvement in NPOs' social media messages*. Paper presented at the 22nd International Public Relations Research Conference, Orlando, FL.

- [22] Ji, Y. G., **Chen, Z. F.**, Tao, W., Fang, M., & Li, Z. C. (2018, October). *Functional and emotional traits of corporate social media message strategies: Engagement insights from S&P 500 Facebook behavioral data*. Paper presented at the PRSA Educators Academy Super Saturday Conference, Austin, TX.

- [21] **Chen, Z. F.** (2018, August). *Examining the impact of electronic word-of-mouth on consumer responses toward company: An alignment-social influence model*. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Washington, D.C.

- [20] Li, C., Hong, C., & **Chen, Z. F.** (2018, May). *Personalization as a process of matching identity: The interplay of message valence, identity desirability, and uniqueness*. Paper presented at the 68th Annual International Communication Association Conference, Prague, Czech Republic.
- [19] Li, Z. C., Ji, Y. G., Tao, W., **Chen, Z. F.**, & Stacks, D. W. (2018, May). *Emotion contagion and stakeholder engagement on nonprofit organizations' Facebook sites: A big data perspective*. Paper presented at the 68th Annual International Communication Association Conference, Prague, Czech Republic.
- [18] Men, L. R., Tsai, W.-H. S., & **Chen, Z. F.** (2018, March). *How top social CEOs are engaging on social media? Dialogic communication and social presence*. Paper presented at the 21st International Public Relations Research Conference, Orlando, FL.
- [17] Li, Z. C., Ji, Y. G., Tao, W., & **Chen, Z. F.** (2018, March). *Emotion-carrying messages and stakeholder engagement on Facebook: Behavioral insights from Fortune 100*. Paper presented at the 21st International Public Relations Research Conference, Orlando, FL.
*****Prime Research Award*****
- [16] **Chen, Z. F.**, & Tao, W. (2017, November). *The negative spillover mechanism of CSR crisis: Evidence from the Uber case*. Paper presented at the National Communication Association 103rd Annual Conference, Dallas, TX.
- [15] Men, L. R., **Chen, Z. F.**, & Ji, Y. (2017, November). *Walking the talk: An exploratory examination of strategic leadership communication at start-up companies in China*. Paper presented at the National Communication Association 103rd Annual Conference, Dallas, TX.
- [14] **Chen, Z.** (2016, August). *Constructing corporate responsibility and relationships: Analyzing CEO letters in annual reports by ExxonMobil and Chevron*. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Minneapolis, MN.
- [13] Hong, C., **Chen, Z.**, & Li, C. (2016, August). *“Liking” and being “liked”: How personality traits affect people’s giving and receiving “likes” on Facebook?* Paper presented at the Association for Education in Journalism and Mass Communication Conference, Minneapolis, MN.
- [12] Men, L. R., Ji, Y.*, & **Chen, Z.*** (2016, November). *Dialogues with entrepreneurs in China: How startup companies cultivate relationships with strategic publics*. Paper presented at the National Communication Association 102nd Annual Conference, Philadelphia, PA. ***Joint second authors**

- [11] **Chen, Z.**, & Tao, W. (2016, June). *Hybrid strategy—integration or interference? How corporate communication impacts consumers’ memory and company evaluation*. Paper presented at the International Communication Association 2016 Conference, Fukuoka, Japan.
- [10] **Chen, Z.**, Ji, Y., & Men, L. R. (2016, March). *Strategic use of social media for stakeholder engagement in startup companies in China: A triangulated analysis*. Paper presented at the 19th Annual International Public Relations Research Conference, Miami, FL.
- [9] **Chen, Z.**, Hong, C., & Occa, A. (2016, March). *CSR as an internal relationship management strategy: Linking CSR, organization-employee relationships, and employee behavioral outcomes*. Paper presented at the 19th Annual International Public Relations Research Conference, Miami, FL.
- [8] **Chen, Z.**, Hong, C., & Occa, A. (2015, November). *The effects of corporate social responsibility on organization-employee relationships: The moderating role of perceived fit*. Paper presented at the 2015 PRSA International Conference, Atlanta, GA.
- [7] **Chen, Z.**, & Hong, C. (2015, August). *To whom do they listen? The effects of communication strategy and eWOM on consumer responses*. Paper presented at the Association for Education in Journalism and Mass Communication Conference, San Francisco, CA.
*****Top Student Paper (third place), Public Relations Division*****
- [6] **Chen, Z.**, & Stacks, D. W. (2015, March). *Crisis response strategies, stakeholders, and news coverage: A case study of Target’s data breach crisis*. Paper presented at the 18th Annual International Public Relations Research Conference, Miami, FL.
- [5] **Chen, Z.**, Hong, C., Zhou, C., & Yang, Q. (2015, March). *Fortune 500 companies’ content strategies and relationship outcomes on YouTube*. Paper presented at the 18th Annual International Public Relations Research Conference, Miami, FL.
- [4] **Chen, Z.**, & Reber, B. H. (2014, October). *Examining public responses to social media crisis communication strategies in the United States and China*. Paper presented at the 2014 PRSA International Conference, Washington, D.C.
- [3] **Chen, Z.** (2014, March). *Examining the effects of gender and response strategy in social media crisis communication: Evidence from China*. Paper presented at the 17th International Public Relations Research Conference, Miami.
- [2] **Chen, Z.**, & Reber, B. H. (2014, February). *Public responses to social media crisis communication strategies in China: An examination of the applicability of Situational Crisis Communication Theory*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK.

- [1] Gogo, O., **Chen, Z.**, & Reber, B. H. (2013, August). *Replication in public relations research: A 20-year review*. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Washington, D.C.

Conference Presentations and Panels

- [2] **Chen, Z. F.**, Place, K., Cody, S., Capizzo, L. (2025, April). *Mindfulness and emotional intelligence in Practice: Boosting listening skills and employee success*. Panel presentation at the Institute for Public Relations Bridge Conference, Washington, DC.
- [1] **Chen, Z.** (2021, June). *Entrepreneurial social media marketing*. Panel presentation at the International Association for Chinese Management Research 2021 Conference, Xi'an, China (virtual).

RESEARCH GRANTS

The roles of mindfulness and emotional intelligence in cultivating listening competencies and employee outcomes: Theoretical framework and practical guidelines (awarded in 2024)

- **Principle Investigator: USD \$10,000**
- Co-PI: Katie R. Place
- Funding organization: The Arthur W. Page Center for Integrity in Public Communication

Communication and interracial solidarity: Toward an integrated model of communication, coping, and intra-and inter-group collective action (awarded in 2023)

- **Co-Principle Investigator: USD \$8,980**
- PI: Weiting Tao; Co-PIs: Lan Ni, Dongqing Xu, Xiao Liang
- Funding organization: The Waterhouse Family Institute for the Study of Communication and Society

How should U.S. companies communicate about geopolitical issues? Toward a normative model of corporate prosocial communication (awarded in 2023)

- **Co-Principle Investigator: USD \$5,000**
- PI: Yi Grace Ji; Co-PIs: Yufan Sunny Qin, Jie Jin, Linjuan Rita Men
- Funding organization: The Arthur W. Page Center for Integrity in Public Communication

Impact to Asian American community in post-COVID era (awarded in 2021)

- **Co-Principle Investigator: USD \$3,000**
- Co-PIs: June Y. Lee, Diane Woodbridge, Shan Wang
- Funding organization: CRASE Interdisciplinary Action Group Grant, University of San Francisco

Leadership Communication Practices for Female entrepreneurs in China (awarded in 2020)

- **Principle Investigator: USD \$1,500**

- Co-PIs: Yi Grace Ji, Linjuan Rita Men
- Funding organization: Center for Business Studies and Innovation in the Asia-Pacific, University of San Francisco School of Management

Social Media, Social Capital, and Female Transnational Entrepreneurship
(awarded in 2020)

- **Co-Principle Investigator: USD \$2,000**
- PI: June Y. Lee
- Funding organization: China Business Studies Initiative, University of San Francisco School of Management

Emotion contagion and stakeholder engagement on nonprofit organizations’ Facebook Sites
(awarded in 2017)

- **Co-Principle Investigator: USD \$3,000**
- PI: Zongchao Cathy Li; Co-PIs: Yi Grace Ji, Weiting Tao, Zifei Fay Chen, Don W. Stacks
- Funding organization: The Arthur W. Page Center for Integrity in Public Communication

TRADE PUBLICATION COVERAGE

- McVerry, J. (2024, September). Developing listening skills through emotional intelligence, mindfulness – Scholar Q&A with Fay Chen. The Arthur W. Page Center for Integrity in Public Communication.

TEACHING EXPERIENCE

University Teaching (Indicates new course development*)**

University of Georgia, Department of Advertising & Public Relations
JRM 8151 ADPR Theory

University of San Francisco, Department of Communication Studies

HONC 390 (Special Topics Honors College Forum Class) Crisis Communication*

COMS 390 (Special Topics) Crisis Communication: The Good, the Bad, and the Ugly*

COMS 398 Communication Studies Directed Study

COMS 490 (Now COMS 324) (Special Topics) Public Relations & Advertising Research*

COMS 490 (Special Topics) Public Relations Research & Strategy*

COMS 320 Public Relations Principles and Practices

COMS 326 Public Relations Campaigns

COMS 325 (previously COMS 490 Special Topics) Social Media Strategies for PR*

ADVT 401 Advertising Internship

ADVT 402 Industry Internship

ADVT 398 Directed Study—Internship

University of Miami, School of Communication

STC 311 Public Relations Research

STC 103 Statistical Reasoning for Strategic Communication

Invited Lectures

- *Social Media Sentiment Analysis*. Invited Zoom lecture given to Quantitative Communication Research Methods by Dr. Yang Cheng at North Carolina State University, Raleigh, NC. (March 2019)
- *Social Media Sentiment Analysis & Uber Crisis Study*. Invited Zoom lecture given to Crisis Communication by Dr. Yang Cheng at North Carolina State University, Raleigh, NC. (October 2018)
- *Engaging Stakeholders in Startup Companies in China*. Invited Zoom lecture given to Introduction to Public Relations (COM 226) by Dr. Yang Cheng at North Carolina State University, Raleigh, NC. (March 2018)
- *Public Relations and Social Media Management in Startup Companies*. Invited presentation given at the lecture series for the Intensive Training Program of Innovation and Entrepreneurship. Zhejiang University, Hangzhou, China. (June 2016)
- *The Barcelona Principles and My Experience Working at Ketchum Global Research and Analytics*. Invited Skype lecture given to students taking the course *Public Relations Research* taught by Professor Jay Kaplowitz at Long Island University, New York. (October 2015)

Other Teaching-Related Activities

- Teaching retreat, Tracy Seeley Center for Teaching Excellence, University of San Francisco, Fall 2023
- Moment to Movement: Evolving & Sustaining Anti-Racist Pedagogy at USF Workshop Series, College of Arts and Sciences, University of San Francisco, 2021—2022
- **Chen, Z. F.** (2019, August). *Applying industry standards to public relations evaluation: Barcelona Principles (2.0) vs. award-winning cases*. Top “Great Ideas for Teaching (GIFT)” presented at the Association for Education in Journalism and Mass Communication Conference, Toronto, Canada.
- Community-Engaged Learning and Teaching (CELT) Fellowship, Leo T. McCarthy Center for Public Service and the Common Good, University of San Francisco, 2018-2019

SERVICE & PROFESSIONAL ACTIVITIES

University of San Francisco

- Faculty adviser, Advertising Major, 2023—2025
- Program director, Public Relations Minor, 2018—2025

- Faculty adviser, Public Relations Minor, 2017—2025
- Member, Advertising tenure-track faculty search committee, 2022
- Member, Communication Studies Assessment Committee, 2018—2023
- Faculty adviser, Communication Studies Major, 2018—2023
- Member, Graduation Speaker Committee, 2018—2019
- Co-director, Center for Research, Artistic, and Scholarly Excellence (CRASE), 2024—2025
- Advisory Board Member, Advertising Program, 2023—2025
- Advisory Board Member, Asian Pacific American Studies, 2022—2025
- Founding faculty adviser, Public Relations Student Society of America (PRSSA) San Francisco Chapter, 2021—2025
- Advisory Board Member, Center for Research, Artistic, and Scholarly Excellence (CRASE), 2022—2023
- Advisory Board Member, Educational Technology Services (ETS), 2020—2022
- Volunteer, summer care calls to 36 Communication Studies students, June 2020
- Member, College Curriculum Committee, College of Arts and Sciences, 2019—2022
- Member, Communications Committee, University of San Francisco Faculty Association, 2019—2020
- Panelist, New Faculty Orientation, College of Arts & Sciences, August 2019
- Member, Honorary Degree Committee, 2018—2024
- Faculty Speaker, Academic Success Session, International Student Orientation, Spring 2018, Fall 2018, Fall 2020

Institute for Public Relations (IPR)

- ELEVATE Leadership Committee, 2025—Present
- Member, Behavioral Insights Research Center, 2024—Present

International Public Relations Research Conference (IPRRC)

- Advisory Committee Member, 2018—Present
- Conference Director, 2018—2023
- Conference Coordinator, 2014—2017

Association for Education in Journalism and Mass Communication (AEJMC), Public Relations Division (PRD)

- Vice Chair, Professional Freedom and Responsibility Committee, 2024—2025
- Chair, GIFT (“Great Ideas for Teaching”) Brief & Pedagogy Research Competition Committee, 2023—2024
- Vice Chair, Teaching Committee, 2022—2023
- Chair, Professional Freedom & Responsibility Committee, 2021—2022
- Member, Professional Freedom & Responsibility Committee, 2020—2021

Public Relations Society of America (PRSA)

- Director of Student Affairs, PRSA San Francisco Bay Area Chapter, 2023—2025
- Outreach Chair, PRSA Educators Academy Sector, 2021—2023

Journal and Conference Reviews

Editorial Board Appointments

- Editorial Board Member, International Journal of Strategic Communication, 2025—Present
- Editorial Board Member, Journal of Communication Management, 2023—Present
- Editorial Board Member, Public Relations Review, 2021—Present
- Editorial Board Member, Public Relations Journal, 2021—Present
- Editorial Board Member, Journal of Public Relations Research, 2018—Present

Ad Hoc Journal Reviews

- Internet Research
- International Journal of Strategic Communication
- International Journal of Business Communication
- Corporate Communications: An International Journal
- Journal of Product and Brand Management
- Communication Research
- Journal of Asian and African Studies
- Journal of Contingencies and Crisis Management
- Journal of Public Relations Education
- New Media & Society
- Communication Reports

Grant Review

- 2020 Arthur W. Page Center Page / Johnson Legacy Scholar grant competition on organizational listening

Service to the Community

Provided public relations consultancy for the following non-profit organizations via course instruction and student projects: Mission Graduates, Community Tech Network, 826 Valencia, Livable City, Lava Mae^X, Richmond Neighborhood Center, University of San Francisco Health Promotion Services, Project Open Hand, San Francisco Department of Early Childhood

Professional Speaking Engagement

- *Unlocking Potential: AAPI Student Pathways to Marketing and Communication Careers.* Invited panelist by VOICES for AAPI. (September 2024).
- *Channeling engagement into action with social media in countering anti-AAPI hate.* Invited talk at the Institute for Public Relations Trustee Regional Event San Jose, CA. (April 2022).

- *Race in the PR classroom: Exploring the perspectives of immigrant and first-generation scholars*. Invited panelist at the Institute for Public Relations and Public Relations Society of America Educators Academy “Race in the PR classroom” webinar series. (September 2021).
- *Corporate Social Responsibility and Crisis Communication: Risks, Opportunities, and Ethical Implications*. Invited Zoom lecture given to the Roy E. And Patricia Disney Forum Speaker Series at Saint Mary's College of California (March 2021).
- *Communications education in the age of misinformation*. Invited panelist at the Public Relations Society of America (PRSA)—Silicon Valley Chapter Friday Forum virtual conference. (April 2020).
- *Navigating teaching for graduate students*. Invited panelist at the Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division virtual conference. (January 2020).

SELECTED INDUSTRY EXPERIENCE

Communication Consultant & Coach, 2022—Present

- Provide communication and public relations consultancy, group workshops, and individual coaching sessions for corporations and nonprofit organizations; clients include healthcare companies, pharmaceutical companies, and global technology companies
- Consultancy and coaching services provided: corporate communication strategies; internal communication research and evaluation; cultural intelligence workshop; individual coaching on public speaking, executive presence, internal communication for cross-functional collaboration, and cross-cultural communication

Research Fellow, Ketchum Global Research and Analytics | New York, NY, 2015

Marketing Analysis and Communications, Fiserv, Inc. | Norcross, GA, 2013—2014

Television News Reporter and Translator, Xinhua News Agency | Hangzhou, China, 2010—2011

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