

# DR. JEONGHWAN (JERRY) CHOI'S CONTRIBUTIONS TO KEAN CBPM GOALS & VALUES

**Our Mission**

Kean University is a public cosmopolitan university serving undergraduate and graduate students in the liberal arts, the sciences, and the professions. The University operates based on the intellectual, cultural, and personal growth of all its members—students, faculty, and professional staff. In particular, the University engages students to think critically, creatively and globally, leading to changing social, economic, and technological environments, and to serve as active and contributing members of their communities.

Kean offers a wide range of demanding programs dedicated to excellence in instruction and academic support services necessary to assure its socially, linguistically, and culturally diverse students the means to reach their full potential including students from academically disadvantaged backgrounds, students with special needs, and adults returning or entering higher education.

Kean is devoted in its dedication to maintaining a student-centered educational environment in which diversity can flourish and an atmosphere in which mutual respect characterizes relations among the members of our academic community. The University seeks to combine excellence with equity in providing opportunities for all students.

Kean is a teaching university and Kean faculty dedicate themselves to student learning as well as academic rigor. The focus on teaching excellence is supported by a commitment to research, scholarship, creative work, and innovative uses of technology. The focus includes the advancement of knowledge in the traditional disciplines and the enhancement of skills in professional areas. Kean is committed to providing global educational opportunities for students and faculty.

Kean is an interactive university, and the University serves as a major resource for regional advancement. Kean collaborates with business, labor, government and the arts, as well as educational and community organizations to provide the region with cultural events and opportunities for continuous learning. Kean is also committed to providing students and faculty educational opportunities in national and international arenas.

**Kean University**

**World-Class Education**

**Wenzhou-Kean University**

WKU is an educational institution committed to preparing high-performing Chinese and international students to become innovative and entrepreneurial leaders in a knowledge-based economy. It will contribute to China's educational reform and serve as a model for other Chinese-American higher education initiatives.

**CBPM Mission (Engagement in Innovation; Impact; Inclusiveness):**  
We transform diverse students into **impactful** global community members through **engaged** learning, excellence in teaching, **research**, and service by proving leading edge management programs in a world class, **innovative, and inclusive** environment throughout our regions.

**College of Business & Public Management**

**CBPM Vision (GDP):**  
We aspire to become the management college of choice in our regions recognized for its **Global** orientation, commitment to **Diversity**, and **Professional** and experiential approach to management education.

**CBPM 's Four Strategic Goals:**

**Enhancing academic reputation**

**Improving faculty resource**

**Enriching student experience**

**Invigorating curriculum**

**CBPM Value:**  
We embrace a culture of striving for excellence, integrity, fairness, respect, diversity, community, and social responsibility. (CSR\_FRIDE)

**Global Perspective, Diversity, Affordable Access**

**Excellence in Career-Oriented Education and Research**

**Interaction with the Professional Research & Practice Communities**

**Innovation, Creativity, and Entrepreneurship**

**Integrity, Ethics, and Social Responsibility**

**Global Curriculum:** Delivered the same quality education as the Kean USA as a former Kean USA instructor: Used the Same Textbook, Structure, Materials, LMS system, Assessment, Evaluation

**Excellent Teaching Evaluation:** Achieved high teaching assessment from students and peer evaluations (SIR II or CampusLabs, 110% , 4.5 / 4.1)

**Award Winning Business Course Teaching :** The First-Class Teaching Award of “Organizational Behavior (MGS3032) by the Office of Zhejiang Provincial Department of Education, 2021 (Aug., 06). <https://leadershipcenter.tistory.com/528>

**Online Education Resource (OER) Initiative:** Class materials such as Textbook, References, Simulation, Software will be replaced by free online materials to improve affordable access to world-class business education (target > 60% courses) <https://leadershipcenter.tistory.com/514>

**Global Business Practicum:** Hands-on global business experiences & internship for career development. e.g.) <https://leadershipcenter.tistory.com/477>

**Business Analytics Program:** Developing the future business analytics experts. Collaborating with Kean USA campus, WKU CBPM provides four major BA courses and nine potential electives for Business Analytics major <https://leadershipcenter.tistory.com/497>

**Social Media Lab:** archiving, disseminating, and resonating the CBPM's research, teaching, and school activities via Social Media. MOOC, Micro-course, Online Learning, Mentoring program are performing. <https://leadershipcenter.tistory.com/476>

**Virtual Conference Room:** providing the best online, blended learning and teaching facilities for conferencing, lecturing, and interacting with learners and teachers (refer to the social media lab website).

**Global 'Climb Higher Initiative':** Global collaboration with University of Illinois at Urbana-Champaign (Master of Science Accounting, World Ranking #2). Kean Students can get advantages when they apply for the graduate program (No TOEFL, Expedited and Simple application, Diversity affirmative decisions). <https://leadershipcenter.tistory.com/555>

**Global Career Development:** Workshop, Seminar, and Institutional Guides for Career Development e.g. Guiding to Graduate Schools Workshop: <https://leadershipcenter.tistory.com/445>

**Business Research and Innovation Center (BRIC) :** Providing the best space for potential and nascent entrepreneurs: e.g. BRIC Space: <https://leadershipcenter.tistory.com/465>

**Faculty Hiring & Staffing:** Served as faculty search committee chair to hire and staff the best quality researchers and teachers for global business education: <https://leadershipcenter.tistory.com/484>

**High Quality Publications and Contributions since his Kean University affiliation:** 10 Peer-reviewed journal articles (Q1: 2; Q2:3, Q3+Q4: 5,). 12 Conference Proceedings and Presentations including AOM and Kean CBPM Dean's Research Forum. Editorial Board Member at IJBEM; Review Board Members at IJBAS, and Members of OBTS, BAASANA, AHRD, and AOM.

**Faculty Mentoring & Research Seminar Program:** Continually developing early-career faculty members throughout mentoring program and sequential research seminar series. [https://www.youtube.com/playlist?list=PLVrPy7HkaDtI56Wx9dKsB\\_2kYjYQbdLjzj](https://www.youtube.com/playlist?list=PLVrPy7HkaDtI56Wx9dKsB_2kYjYQbdLjzj)

**Faculty Research Colloquium:** Vitalizing faculty research collaborations. e.g. ) International Social Entrepreneurship Research Colloquium (Kean USA – Wenzhou Kean): <https://leadershipcenter.tistory.com/483>

**Kean Business Plan Competition Wenzhou campus coordinator (since 2016):** Boost campus entrepreneurship for community business development: e.g. Kean BPC: <https://leadershipcenter.tistory.com/454>

**Project-Based Learning Initiative:** Brining the Wenzhou business community problems into campus to explore and address them to serve for community through making positive impact. <https://leadershipcenter.tistory.com/473>

**Wenzhou Local Community Development Engagement :** Proactively engages in Wang.Zhai village and Zi.Shang Village development project at Kean-town, Wenzhou China to boost and revitalize sustainable local business and economy: <https://leadershipcenter.tistory.com/548>

**Institutional Research Board of Wenzhou Campus:** (CBPM Director) implemented global standards of ethics, integrity, and social responsibility: e.g. IRB <https://leadershipcenter.tistory.com/451>

**100% Authorized Software Use On Campus Initiative (since 2017):** <https://wku.edu.cn/en/2017/03/10/12380/>

**Center for Social Enterprise and Charity (CSEC):** <https://leadershipcenter.tistory.com/475>

**International Social Entrepreneurship Research Colloquium:** <https://leadershipcenter.tistory.com/483>



WORLD-CLASS EDUCATION

Version: September 2022