Viviana Chiu Sik Wu

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EDUCATION _____

Ph.D.   **Ph.D. in Social Welfare** (Nonprofit Management & Social Policy Tracks),
The University of Pennsylvania
Dissertation: "*The Promises and Challenges of Community Philanthropy: Exploring Place Dilemma, Community Leadership, and Public Engagement on Social Media*"
Advisor and Chair: Chao Guo, Ph.D.
Members: Susan Phillips, Ph.D., Femida Handy, Ph.D., Sandra González-Bailón, Ph.D.

M.S.   **Nonprofit Leadership, The University of Pennsylvania**

LL.B.   **Laws, The University of Hong Kong**

BSocSc   **Public Administration and Laws, The University of Hong Kong**

ACADEMIC APPOINTMENTS _____

Assistant Professor   Fall 2020
School of Public Policy, The University of Massachusetts Amherst

Managing Editor, *Nonprofit and Voluntary Sector Quarterly*   2016 - present

Graduate Research Assistant to Dr. Chao Guo   2015 - present
School of Social Policy and Practice, The University of Pennsylvania

Teaching e-Case Project Manager   2012 - 2015
Hubert Project, in collaboration with Humphrey School of Public Affairs, University of Minnesota

Research Assistant to Dr. Danny Wai-Fung Lam, Dr. Helen K.H. Liu   2010 - 2014
Department of Politics and Public Administration, The University of Hong Kong

PUBLICATIONS AND CONFERENCE PROCEEDINGS _____

Peer-Reviewed Journal Articles and Proceedings

1. **Wu, V. C. S.** (2019). The geography and the disparities of community philanthropy: A community assessment model of needs, resources and ecological environment. *VOLUNTAS. International Journal of Voluntary and Nonprofit Organizations.*

2. **Wu, V. C. S.** (2018). Where do community foundations locate? Examining community needs and resources for redistribution. *Academy of Management Proceedings*, *2018*(1), 12266.

3. An, S., **Wu, V. C. S.**, & Guo, C. (2017). How stakeholder mobilization saved Sweet Briar College. *Journal of Nonprofit Education and Leadership,* Special Issue II, 4-10.

Journal Articles Under Review

4. **Wu, V. C. S.**, & Guo, C. (2nd R&R). The place dilemma of community foundations: "Equalizing" the inequality?
    *2017 ARNOVA Best Conference Paper Award

5. **Wu, V. C. S.**, & Xu, W. W. Using social media big data to study nonprofit organizations: A methodological framework.

Manuscripts in Preparation

6. **Wu, V. C. S.** & Guo, C. The "Matthew effect" in generosity: Examining the impact on nonprofit capacity across place and time.

7. **Wu, V. C. S.** & Russell, A. Physical distancing but not "social" distancing: Community building through local mutual aid groups amid COVID-19.

8. **Wu, V. C. S.** Exploring public engagement mechanisms on social media: Qualitative analysis of social media messages.

9. **Wu, V. C. S.** Online public engagement and donor influence: Computational analysis of social media messages.

10. **Wu, V. C. S.** Community leadership as a multidimensional capacity: A conceptual framework and empirical evidence.

Other Publication

11. **Wu, V. C. S.** (2016). Innovating nonprofits: The case of Episcopal Community Services. *Social Innovations Journal*, Issue 26.

SELECTED CONFERENCE PRESENTATIONS_____

Wu, V. C. S. (2019). Exploring donor power on public engagement: Computational and qualitative analysis of social media tweets. *Presented at The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA*), San Diego, CA, November 20-23, 2019.

Wu, V. C. S. (2019). How do foundations engage the public? A structural topic modeling analysis on social media messages. *Presented at the Public Management Research Conference (PMRC)*, Chapel Hill, North Carolina, June 11-14, 2019.

Wu, V. C. S. (2018). Disadvantaged communities, unchained leadership? Resource constraints and community foundations' strategic use of social media. *Presented at The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA*), Austin, TX, November 15-17, 2018.

Wu, V. C. S. (2018). Where do community foundations locate? Examining community needs and resources for redistribution. *Presented at Academy of Management (AoM)*, Chicago, IL, August 11-14, 2018.

Wu, V. C. S., & Guo, C. (2018). Disadvantaged communities, unchained leadership? Resource constraints and community foundations' strategic use of social media. *Presented at American Society for Public Administration (ASPA)*, Denver, CO, March 9-13, 2018.

Wu, V. C. S., Xu, W., & Guo, C. (2017). The place dilemma of community foundations: "Equalizing" the inequality? *Presented at The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)*, Grand Rapids, MI, November 16-18, 2017.

RESEARCH GRANTS

Research Grant on "The Matthew Effect in Generosity: Examining the Impact on   2020
Nonprofit Capacity Across Place and Time," The Generosity Commission
($8,106 requested; $13,106 awarded)

Research Grant on "Participatory Philanthropy in the Era of Social Media: 2019
A Data-Analytics Approach," Ford Foundation ($46,299 requested; *Not funded*)

GAPSA Research Summer Travel Grant, The University of Pennsylvania   2019
$225 awarded for traveling to research conference

Doctoral Summer Research Fellowship Award, The University of Pennsylvania   2017
$6,200 awarded for conducting research on social media and public engagement project

Brenner Research Award, The University of Pennsylvania   2015
$1,000 awarded for conducting research on co-existence and peacemaking nonprofits in Israel

HONORS AND AWARDS

The Hal Levin Award, Penn School of Social Policy and Practice	2019
(Meritorious Academic Performance in the Doctoral Program	
ARNOVA Doctoral Fellowship (Section A) Award	2019
ARNOVA Doctoral Fellowship (Section B) Award	2018
Best 2017 Conference Paper Award, ARNOVA	2018
ARNOVA Diversity Scholars Awards	2015 - 2016
Richard J. Estes Global Citizenship Award, The University of Pennsylvania	2015
Dean's Merit Award, The University of Pennsylvania	2014
School of Social Policy and Practice Award, The University of Pennsylvania	2014
Dean's Honors List in Public Administration, The University of Hong Kong	2010

TEACHING EXPERIENCE

Teaching Instructor – The University of Massachusetts, Amherst

Policy Method   Fall 2020
Graduate-level core course for MPP students

Introduction to Quantitative Analysis   Spring 2021

Graduate-level core course for MPP students

Leading Successful Public and Nonprofit Organizations Spring 2021
Undergraduate-level elective course on leadership

Teaching Assistantships – The University of Pennsylvania

Lab Instructor for Applied Linear Modeling (Dr. Daniel Treglia) Spring 2019
Intermediate-level statistical course for graduate and doctoral students in Social Policy programs
R tutorials: http://rpubs.com/VivianaWu

Modern Regression (Dr. Richard Berk) Spring 2019
Machine learning data analysis course for students in M.S. Social Policy and Data Analytics

Strategic Management and Leadership of Nonprofits (Dr. Chao Guo) Fall 2018
Nonprofit management course offered to M.S. Nonprofit Leadership students

Online Courses for Executive Social Impact Strategy Program 2015 - 2016
The Penn Center for Social Impact Strategy (Dr. Peter Frumkin and Dr. Arial Schwartz)
Executive courses including 1) Nonprofit Governance; 2) Community and Collaboration;
3) Impact Management; 4) Business Models for Social Enterprise; 5) Social Impact Strategy;
6) Marketing for Social Impact

Invited Guest Lectures / Talks

Strategic Management and Leadership of Nonprofits Fall 2017 - 2019
Class Simulation of "Stakeholder Mobilization Game of Sweet Briar"

Urban Studies Colloquium Spring 2019
Talk on "When 'Place' Meets Community Philanthropy: Exploring the Place Dilemma and Value
Creation Beyond Generosity" (Discussant: Professor Michael Delli Carpini)

Cross-Sector Collaboration Fall 2018
Lecture on "Power Partnership and Technological Innovation"

Spatial Regression Fall 2017
Lecture on "Experimental Design & Randomized Controlled Trials"

Nonprofit Governance and Management Fall 2016
Lecture on "Nonprofit Innovation: The Case of Episcopal Community Services"

Teaching Cases

Pedagogy Design and Creation of Multimedia Teaching Cases 2012 - 2015
Teaching case notes and cases are available here:
https://www.hubertproject.org/browse/ or http://www.socsc.hku.hk/ExCEL3/e-cases/
- Entrepreneurial Philanthropy: Love plus Hope CIC
- Service Innovation: CFSC Urban Oasis
- Social Enterprises: Fair trade movement in Hong Kong
- Organizational Health for NGOs

Teaching Certification and Development

Teaching Certificate, Penn Center for Teaching and Learning   2020

Mini-Course in Online Teaching, Penn Center for Teaching and Learning   2018

SELECTED PROFESSIONAL & VOLUNTEERING EXPERIENCE

President & Student Representative, Global Connect   2016 - 2019
Vocalist and Fellowship Leader, UCCCC   2016 - 2019
Leadership Intern, Episcopal Community Services   2014 - 2015
Teaching e-Case Project Manager, Hubert Project, HKU   2012 - 2015
Design Thinking Coach & Operations Director, YES Network   2011 - 2012
Clinical Legal Assistant, Justice Centre Hong Kong   2011

PROFESSIONAL SERVICES

Managing Editor, *Nonprofit and Voluntary Sector Quarterly*   2016 - Present
Editor, *The Fellow Newsletter*, the University of Pennsylvania   2018 - 2019
Urban Research Doctoral Fellow, The Penn Institute for Urban Research   2016 - 2020
Journal Ad-Hoc Reviewer, *Journal of Public Administration Research and Theory*
Journal Ad-Hoc Reviewer, *Nonprofit Management & Leadership*
Journal Ad-Hoc Reviewer, *VOLUNTAS*
Conference Paper Reviewer, Academy of Management Conference, Public and Nonprofit Section

PROFESSIONAL AFFILIATIONS

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)
The Public Management Research Association (PMRA)
The American Society for Public Administration (ASPA)
Academy of Management (AoM)

SKILLS

R for statistical analysis, data analytics (e.g., machine learning, topic modeling) and visualization
R Markdown for interactive documentation and presentations for data analysis
Stata for quantitative statistical analysis
ArcGIS and GeoDa for spatial analysis and visualization

REFERENCES_____

Chao Guo, PhD
Editor-in-Chief, *Nonprofit and Voluntary Sector Quarterly*
Associate Professor of Nonprofit Management
School of Social Policy and Practice
University of Pennsylvania
Phone: (215) 898-5532
Email: chaoguo@upenn.edu

Susan D. Phillips, PhD
Editor-in-Chief, *Nonprofit and Voluntary Sector Quarterly*
Professor of Philanthropy and Nonprofit Leadership
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Ioana E. Marinescu, PhD
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