

# VIVIANA CHIU SIK WU

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## ACADEMIC APPOINTMENTS

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|---|----------------|
| Assistant Professor, School of Public Policy, The University of Massachusetts Amherst                               | 2020 - Present |
| Managing Editor, <i>Nonprofit and Voluntary Sector Quarterly</i>  | 2016 - 2021    |
| Urban Research Doctoral Fellow, The Penn Institute for Urban Research   | 2016 - 2020    |
| Graduate Research Assistant to Dr. Chao Guo<br>School of Social Policy and Practice, The University of Pennsylvania | 2015 - 2020    |

## EDUCATION

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|---|-------------|
| Ph.D. in Social Welfare, The University of Pennsylvania<br>Dissertation: “ <i>The Promises and Challenges of Community Philanthropy: Exploring Place Dilemma, Community Leadership, and Public Engagement on Social Media</i> ”<br>Advisor and Chair: Chao Guo, Ph.D.<br>Members: Susan Phillips, Ph.D., Femida Handy, Ph.D., Sandra González-Bailón, Ph.D. | 2016 - 2020 |
| M.S. in Nonprofit Leadership, The University of Pennsylvania  | 2015        |
| LL.B. in Laws, The University of Hong Kong (Magna Cum Laude)  | 2014        |
| BSocSc in Government and Laws, The University of Hong Kong (Summa Cum Laude)  | 2012        |

## PUBLICATIONS AND CONFERENCE PROCEEDINGS

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### *Peer-Reviewed Journal Articles and Proceedings*

1. **Wu, V. C. S.** (2021, in press). Beyond policy patrons: A ‘MADE’ framework for examining public engagement efforts of philanthropic foundations on Twitter. *Public Management Review*.
2. **Wu, V. C. S.** (2021). Community leadership as multidimensional capacities: A conceptual framework and preliminary findings for community foundations. *Nonprofit Management and Leadership*, 32(1), 29-53.
3. **Wu, V. C. S.** (2021). The geography and disparities of community philanthropy: A community assessment model of needs, resources, and ecological environment. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 32(1), 351–371.
4. **Wu, V. C. S.** (2018). Where do community foundations locate? Examining community needs and resources for redistribution. *Academy of Management Proceedings*, 2018(1), 12266.

5. 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*

6. **Wu, V. C. S.** (1<sup>st</sup> R&R). Exploring donor influence and public engagement: Computational and thematic analyses of social media messages.
7. **Wu, V. C. S.** & Xu, W. (Under Review). Who leads and who echoes? Tracing diffusion networks of #ClimateChange discourse on Twitter.
8. **Wu, V. C. S.** (Under Review). Does Donor Control Crowd Out Community Leadership? An Institutional Logic Perspective

#### *Working Papers*

1. **Wu, V. C. S.** & Guo, C. "Equalizing" the inequality? How place-based inequality shapes community philanthropy.
2. **Wu, V. C. S.**, Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time.
3. **Wu, V. C. S.**, Russell, A., & Scott, M. L. Investigating mutual aid approaches to the COVID- 19 pandemic: The collective role of individuals in serving marginalized communities.
4. **Wu, V. C. S.** & Nie, L. Nonprofits as advocates: Mapping unequal voices across U.S. communities.
5. **Wu, V. C. S.** & Lee, A. R. Who leads, who echoes? Computational and experimental analyses of message diffusion of #ClimateChange discourse on Twitter.
6. **Wu, V. C. S.** Using social media data to study nonprofit organizations: A machine learning approach.

#### *Other Publications*

1. **Wu, V. C. S.** (2016). Innovating nonprofits: The case of Episcopal Community Services. *Social Innovations Journal*, Issue 26.
2. **Wu, V. C. S.** (2012). Undergraduate thesis: "How and why creative communities can bring about collaborative innovation?" Highly Commended Paper in the 2013 Undergraduate Awards (UA).

## SELECTED CONFERENCE PRESENTATIONS

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- Wu, V. C. S. & Xu, W.** (2021). Who leads and who echoes? Tracing diffusion networks of #ClimateChange discourse on Twitter. To be presented at *Northeast Regional Nonprofit Scholars Conference*, December 14, 2021. (Virtual)
- Wu, V. C. S.** (2021). “He who has the gold makes the rules”: Does donor influence crowd out community leadership?” Presented at *The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)*, Atlanta, GA, November 18-20, 2021. (Virtual)
- Wu, V. C. S.** (2021). Colloquium in Data Science in Nonprofit Research, Pedagogy and Practice. Presented at *The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)*, Atlanta, GA, November 18-20, 2021. (Virtual)
- Wu, V. C. S. & Nie, L.** (2021). Nonprofits as advocates: Mapping unequal voices across U.S. communities. Presented at *The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)*, Atlanta, GA, November 18-20, 2021. (Virtual)
- Wu, V. C. S., Russell, A., & Scott, M. L.** (2021). Investigating mutual aid approaches to the COVID- 19 pandemic: The collective role of individuals in serving marginalized communities. Presented at *The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)*, Atlanta, GA, November 18-20, 2021. (Virtual)
- Wu, V. C. S.** Community leadership as multi-dimensional capacities: A conceptual framework and preliminary findings for community foundations. Presented at the *Academy of Management*, August 3, 2021. (Virtual)
- Wu, V. C. S. & Xu, W.** (2021). Who leads and who echoes? Tracing diffusion networks of #ClimateChange discourse on Twitter. Presented at *Climate Change and the Voluntary Sector Conference*, August 2-3, 2021. (Virtual)
- Wu, V. C. S.** (2021). Community leadership as multi-dimensional capacities: A conceptual framework and preliminary findings for community foundations. Presented at the *Association for Nonprofit and Social Economy Research (ANSER)*, May 27-28, 2021. (Virtual)
- Wu, V. C. S., Russell, A., & Scott, M. L.** (2021). Investigating mutual aid approaches to the COVID- 19 pandemic. Presented at the *Association for Nonprofit and Social Economy Research (ANSER)*, May 27-28, 2021. (Virtual)
- Wu, V. C. S. & Guo, C.** (2020). “Equalizing” the inequality? How Place-based Inequality Shapes Community Philanthropy. Presented at *The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)*, November 14, 2020. (Virtual)
- 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

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|--|-------------|
| RGK-ARNOVA President's Award on "Matthew Effect in American Generosity" Proposal (\$10,000 awarded) (with Ji Ma and Chao Guo)  | 2021        |
| Research Grant on "Mutual Aid Groups in the U.S.," The Institute for Humane Studies (\$2,000 awarded) (with Allison Russell and Marquisha L. Scott)  | 2021        |
| Research Grant on "Matthew Effect in American Philanthropy", Generosity Commission (\$13,000 to be awarded due to Covid impact on the funder) (with Chao Guo)  | 2020        |
| Research Grant on Mutual Aid Groups serving Disadvantaged Communities, Russell Sage Foundation ( <i>Not funded</i> )   | 2020        |
| Research Grant on Participatory Philanthropy in the Era of Social Media: A Data-Analytics Approach, Ford Foundation (\$46,299 requested; <i>Not funded</i> )   | 2019        |
| GAPSA Research Summer Travel Grant, The University of Pennsylvania<br>Awarded for traveling to research conference (\$225)   | 2019        |
| Doctoral Summer Research Fellowship Award, The University of Pennsylvania<br>Awarded for conducting research on social media and public engagement project (\$6,200)   | 2017        |
| Brenner Research Award, The University of Pennsylvania<br>Awarded for conducting research on co-existence and peacemaking nonprofits in Israel (\$1,000)   | 2015        |
| HKU ExCEL3 Network Group Project Funding in Third Sector Capacity Building<br>Awarded for the project "Empowering the third sector in self-renewal process: Building up collaborative and innovative problem-solving platform" (HK\$440,000/US \$55,000 awarded) | 2011 - 2013 |
| HKU Knowledge Exchange Project Grants in Social Innovation and Entrepreneurship<br>"Breeding Social Innovators – Pioneers for Change!" (HK\$20,000 / US \$2,600 awarded)   | 2011 - 2012 |

## HONORS AND AWARDS

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| RGK-ARNOVA President's Research Award  | 2021        |
| UMass Amherst Faculty Success Fellow   | 2021        |
| ARNOVA Emerging Scholar Award  | 2020        |
| The Hal Levin Award (meritorious doctoral student), The University of Pennsylvania | 2019        |
| ARNOVA Doctoral Fellowship Awards  | 2018 - 2019 |
| ARNOVA Best Conference Paper Award   | 2018        |
| ARNOVA Diversity Scholars Awards   | 2015 - 2016 |
| Brenner Research Award, The University of Pennsylvania                             | 2015        |
| 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

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*Instructor* – The University of Massachusetts Amherst

**SPP 607 Policy Methods** Fall 2020, 2021  
Graduate-level core method course for public policy and administration students

**SPP 608 Statistical Analysis in R** (Lectures and Labs) Spring 2021, 2022  
Graduate-level data analysis core course for public policy and administration students  
Course website: <https://spp608-2021.netlify.app/>  
R tutorials: <https://rpubs.com/Vivianacswu>

*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. Ariel 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*

**Doctoral Consortium, Public and Nonprofit Section, AoM Conference** 2021  
Panel on “Job Market from the Candidate’s Perspective” on July 31, 2021

**Four @ Four, College of Social and Behavioral Sciences, UMass Amherst** 2020  
A lightning talk on “Exploring Donor Influence on Public Engagement: Computational and Qualitative Analysis of Social Media Messages” on October 28, 2020

**Emerging Scholars on Chinese Nonprofit Research, ARNOVA common interest group** 2020  
Panel on “Navigating the Job Market” on August 29, 2020

**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/>

- 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

## **UNIVERSITY SERVICES**

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Curriculum Committee, School of Public Policy, UMass Amherst 2020 - 2021  
Search Committee, School of Public Policy, UMass Amherst 2021 - 2022

## PROFESSIONAL SERVICES

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|   |                |
|---|----------------|
| Managing Editor, <i>Nonprofit and Voluntary Sector Quarterly</i>                                    | 2016 – 2021    |
| ARNOVA 2021 Track Chair for the Philanthropy, Fundraising, and Giving Track                         | 2021-2023      |
| ARNOVA Data and Analytics Section, Member-at-Large (elected)  | 2021-2023      |
| NVJQ Social Media Data Transparency Working Group   | 2020 – Present |
| Urban Research Doctoral Fellow, The Penn Institute for Urban Research                               | 2016 – 2020    |
| Editor, <i>The Fellow Newsletter</i> , the University of Pennsylvania                               | 2018 - 2019    |
| Journal Ad-Hoc Reviewer, <i>Public Management Review</i> ,  |                |
| Journal Ad-Hoc Reviewer, <i>Journal of Public Administration Research and Theory</i>                |                |
| Journal Ad-Hoc Reviewer, <i>Nonprofit Management &amp; Leadership</i>                               |                |
| Journal Ad-Hoc Reviewer, <i>VOLUNTAS</i>  |                |
| Journal Ad-Hoc Reviewer, <i>Social Problems</i>   |                |
| Journal Ad-Hoc Reviewer, <i>Journal of Public and Nonprofit Affairs</i>                             |                |
| Conference Paper Reviewer, <i>ARNOVA</i> , <i>ISTR</i> , <i>Public and Nonprofit Section of AoM</i> |                |

## PROFESSIONAL AFFILIATIONS

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|---|
| Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) |
| The Public Management Research Association (PMRA)                                 |
| Academy of Management, Public and Nonprofit Section (AoM)                         |
| The American Society for Public Administration (ASPA)                             |
| Association for Nonprofit and Social Economy Research (ANSER)                     |
| International Society for Third-Sector Research (ISTR)                            |

## SELECTED PROFESSIONAL & VOLUNTEERING EXPERIENCE

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| President, Global Connect, Penn  | 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 |
| Director & Sole Proprietor, Hoi Sing Company   | 2009 - 2015 |
| Design Thinking Coach & Operations Director, Young Entrepreneurs for Society Network | 2011 - 2012 |
| Clinical Legal Assistant, Justice Centre Hong Kong                                   | 2011        |
| Legal Intern, Cheung & Yip, Solicitors and Notaries, 2011                            | 2011        |
| Government Intern, HKSAR Legislative Council Secretariat                             | 2010        |

## SKILLS

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| R for statistical and computational analysis (e.g., machine learning, topic modeling), and visualization |
| R Markdown for interactive documentation and presentations for data analysis                             |
| Stata for statistical analysis   |
| NVivo and Dedoose for qualitative data analysis and content analysis                                     |
| ArcGIS and GeoDa for spatial analysis and visualization  |