

Viviana Chiu Sik Wu, Ph.D.

Email: vivianachius@umass.edu | Phone: 215-588-7739
Website: <https://connectivecommons.cc/>

EDUCATION

Ph.D. Social Welfare, 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 Government and Laws, The University of Hong Kong

ACADEMIC APPOINTMENTS

Assistant Professor

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

2015-2020

School of Social Policy and Practice, The University of Pennsylvania

Teaching e-Case Project Manager, The University of Hong Kong

2012 - 2015

Hubert Project, in collaboration with Humphrey School of Public Affairs, University of Minnesota

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

1. **Wu, V. C. S.** Community leadership as multidimensional capacities: A conceptual framework and preliminary findings

2. **Wu, V. C. S.** & Xu, W. Using social media data to study nonprofit organizations: A methodological framework.
3. **Wu, V. C. S.** Beyond Policy Patrons: How Community Foundations Engage the Public on Social Media

Manuscripts in Preparation

4. **Wu, V. C. S.** & Guo, C. The place dilemma of community foundations: “Equalizing” the inequality? *2017 ARNOVA Best Conference Paper Award
5. **Wu, V. C. S.** Online public engagement and donor influence: Computational analysis of social media messages.
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., & Scott, M. L. Investigating mutual aid approaches to the COVID- 19 pandemic: The collective role of individuals in serving marginalized communities
8. **Wu, V. C. S.** & An, S. Examining stakeholders in the homelessness advocacy networks on Twitter

Other Publication

9. **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 Mutual Aid Groups in the U.S., The Institute for Humane Studies (2,000 awarded)	2021
Research Grant on Mutual Aid Groups serving Disadvantaged Communities , Russell Sage Foundation (<i>Not funded</i>)	2020
Research Grant on “The Matthew Effect in Generosity” The Generosity Commission Awarded for research and data collection (\$8,106 requested; \$13,106 awarded)	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 Awarded for traveling to research conference (\$225)	2019
Doctoral Summer Research Fellowship Award, The University of Pennsylvania Awarded for conducting research on social media and public engagement project (\$6,200)	2017
Brenner Research Award, The University of Pennsylvania Awarded for conducting research on co-existence and peacemaking nonprofits in Israel (\$1,000)	2015
ExCEL3 Network Group Project Funding in Third Sector Capacity Building Awarded for the project “Empowering the third sector in self-renewal process: Building up collaborative and innovative problem-solving platform in Hong Kong” (HK\$440,000 / U.S. \$55,000)	2011 - 2013

HONORS AND AWARDS

ARNOVA Emerging Scholar Award	2020
The Hal Levin Award, The University of Pennsylvania	2019
ARNOVA Doctoral Fellowship Awards	2018 - 2019
ARNOVA Best 2017 Conference Paper Award	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

Instructor – The University of Massachusetts, Amherst

SPP 607 Policy Methods

Fall 2020

Graduate-level core course for public policy and administration students

SPP 608 Statistical Methods for Public Policy and Administration

Spring 2021

Graduate-level core course for public policy and administration students

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

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
ARNOVA Data and Analytics Section, Member-at-Large (elected)	2021-2023
NVSQ Social Media Data Transparency Working Group	2020 – 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, <i>Nonprofit Management & Leadership</i>	
Journal Ad-Hoc Reviewer, <i>VOLUNTAS</i>	
Journal Ad-Hoc Reviewer, <i>Journal of Public Administration Research and Theory</i>	
Journal Ad-Hoc Reviewer, <i>Social Problems</i>	
Journal Ad-Hoc Reviewer, <i>Journal of Public and Nonprofit Affairs</i>	
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