

VIVIANA CHIU SIK WU

Rm 628, Thompson Hall, 200 Hicks Way
Amherst, MA 01003-9277

Email: vivianachius@umass.edu | Phone: 215-588-7739

Website: <https://connectivecommons.cc/> | Twitter: @VivianaCSWu

ACADEMIC APPOINTMENTS

Assistant Professor, School of Public Policy, The University of Massachusetts Amherst	2020 – Present
Managing Editor, <i>Nonprofit and Voluntary Sector Quarterly</i>	2016 – 2021
Doctoral Fellow, Penn Institute for Urban Research	2016 - 2020

EDUCATION

Ph.D. in Social Welfare, The University of Pennsylvania	2016 - 2020
Dissertation: “ <i>The Promises and Challenges of Community Philanthropy: Exploring Place Dilemma, Community Leadership, and Public Engagement on Social Media</i> ”	
Advisor and Chair: Chao Guo, Ph.D.	
Members: Susan Phillips, Ph.D., Femida Handy, Ph.D., Sandra González-Bailón, Ph.D.	
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

Peer-Reviewed Journal Articles and Conference Proceedings

1. **Wu, V. C. S., & Xu, W. W.** (2023). Who Leads and Who Echoes? Tracing Message Similarity Network of # ClimateChange Advocacy on Twitter. *Nonprofit and Voluntary Sector Quarterly* <https://doi.org/10.1177/089976402311174>
2. **Wu, V. C. S.** (2023). Beyond policy patrons: A ‘MADE’ framework for examining public engagement efforts of philanthropic foundations on Twitter. *Public Management Review*, 25(3), 549-574. <https://doi.org/10.1080/14719037.2021.1982328>
3. **Wu, V. C. S.** (2022). Exploring donor influence and public engagement: Computational and thematic analyses of social media messages. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*. (Advance online publication) <https://doi.org/10.1007/s11266-022-00481-8>
4. **Wu, V. C. S.** (2022). “He Who Has the Gold Makes the Rules”: Does Donor Control Crowd out Community Leadership?. *Academy of Management Proceedings*, 2022(1), 17356. <https://doi.org/10.5465/AMBPP.2022.17356abstract>

5. **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. <https://doi.org/10.1002/nml.21467>
6. **Wu, V. C. S.** (2021). Community Leadership: A Conceptual Framework and Preliminary Findings for Community Foundations. *Academy of Management Proceedings*, 2021(1), 16165. <https://doi.org/10.5465/AMBPP.2021.16165abstract>
7. **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. <https://doi.org/10.1007/s11266-019-00180-x>
8. **Wu, V. C. S.** (2018). Where do Community Foundations locate? Examining Community Needs and Resources for Redistribution. *Academy of Management Proceedings*, 2018(1), 12266. <https://doi.org/10.5465/AMBPP.2018.12266abstract>
9. 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. <https://doi.org/10.18666/JNEL-2017-V7-SI2-8731>

Journal Articles Under Review

10. **Wu, V. C. S.** (R&R). Community foundations as hybrids: Combining the logics of donor services and community leadership.
11. **Wu, V. C. S.**, Russell, A., & Scott, M. L. (Under Review). What can nonprofits learn from mutual aid organizing: Investigating mutual aid approaches to the COVID-19 pandemic.

Working Papers

1. **Wu, V. C. S.** & Guo, C. “Equalizing” the inequality? How place-based inequality shapes community philanthropy. **draft**
2. **Wu, V. C. S.**, Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time. **draft**
3. **Wu, V. C. S.** & Nie, L. Nonprofits as advocates: Mapping unequal voices across U.S. communities. **in progress**
4. **Wu, V. C. S.** & Lee, A. R. Moral foundation and nonprofit advocacy on Twitter: An online experiment on #GreenNewDeal discourse. **in progress**
5. **Wu, V. C. S.** Community Leadership and Participatory Grantmaking. **in progress**

Other Publications

1. **Wu, V. C. S.** (2016). Innovating nonprofits: The case of Episcopal Community Services. *Social*

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

2023 Association for Nonprofit and Social Economy Research (ANSER), 28-29 May, Toronto, Canada

1. Wu, V. C. S., Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time.

2023 The Philanthropy and Nonprofit Leadership (PANL) Workshop

2. Wu, V. C. S., Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time.

2022 ARNOVA Conference, Raleigh, NC

1. Wu, V. C. S., Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time.
2. Wu, V. C. S. Research Roundtable on “Community foundations as hybrids: Combining the logics of donor services and community leadership.”
3. Theory Seeking Method or Method Seeking Theory? Exploring the Relationship between Theory and Machine Learning in the Digital Age of Nonprofit Scholarship. Panelist of Theory Information Boundaries Section (TIBS) & Data Analytics Section (DAS) Section Colloquy.

2022 West Coast Nonprofit Data Conference, April 1-2, 2022, Austin, TX.

1. Wu, V. C. S., Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time.

2021 Northeast Regional Nonprofit Scholars Conference, December 14, 2021. (Virtual)

1. Wu, V. C. S. & Xu, W. Who leads and who echoes? Tracing diffusion networks of #ClimateChange discourse on Twitter.

2021 ARNOVA Conference, Atlanta, GA (Virtual)

1. Wu, V. C. S. “He who has the gold makes the rules”: Does donor influence crowd out community leadership?”
2. Wu, V. C. S. Colloquium in Data Science in Nonprofit Research, Pedagogy and Practice.
3. Wu, V. C. S. & Nie, L. Nonprofits as advocates: Mapping unequal voices across U.S. communities.
4. 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.

2021 Academy of Management (Virtual)

1. Wu, V. C. S. Community leadership as multi-dimensional capacities: A conceptual framework and preliminary findings for community foundations.

2021 Climate Change and the Voluntary Sector Conference (Virtual)

1. Wu, V. C. S. & Xu, W. Who leads and who echoes? Tracing diffusion networks of #ClimateChange discourse on Twitter.
- 2021 Association for Nonprofit and Social Economy Research (ANSER), Virtual
1. Wu, V. C. S. Community leadership as multi-dimensional capacities: A conceptual framework and preliminary findings for community foundations.
 2. Wu, V. C. S., Russell, A., & Scott, M. L. Investigating mutual aid approaches to the COVID- 19 pandemic.
- 2020 Wu, V. C. S. & Guo, C. “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)
- 2019 Wu, V. C. S. 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.
- 2019 Wu, V. C. S. 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.
- 2018 Wu, V. C. S. 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.
- 2018 Wu, V. C. S. Where do community foundations locate? Examining community needs and resources for redistribution. Presented at *Academy of Management (AoM)*, Chicago, IL, August 11-14, 2018.
- 2018 Wu, V. C. S., & Guo, C. 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.
- 2017 Wu, V. C. S., Xu, W., & Guo, C. 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

International Joint Initiative for Research in Climate Change Adaptation and Mitigation Competition, Government of Canada, co-sponsored by NSF (Applied) (Co-PI)	2023
RGK-ARNOVA President’s Award on “Matthew Effect in American Generosity” Proposal (PI, \$11,000 awarded) (With Ji Ma and Chao Guo)	2021
Research Grant on “Mutual Aid Groups in the U.S.,” The Institute for Humane Studies (PI, \$2,000 awarded) (with Allison Russell and Marquisha L. Scott)	2021
Research Grant on “Matthew Effect in American Philanthropy”, Generosity Commission (PI, \$13,000 to be awarded) (with Chao Guo)	2020

Research Grant on Mutual Aid Groups serving Disadvantaged Communities, Russell Sage Foundation (PI, <i>Not funded</i>)	2020
Research Grant on Participatory Philanthropy in the Era of Social Media: A Data- Analytics Approach, Ford Foundation (PI, \$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
HKU 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” (HK\$440,000/US \$55,000 awarded)	2011 - 2013

HONORS AND AWARDS

Gabriel Rudney Memorial Award for Outstanding Dissertation in Nonprofit and Voluntary Action Research, Honorable Mention	2022
RGK-ARNOVA President’s Research Award	2021
UMass Amherst Faculty Success Fellowship	2021
ARNOVA Emerging Scholar Award	2020
The Hal Levin Award, 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

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-statastic.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: Machine Learning (Dr. Richard Berk) Spring 2019

Strategic Management and Leadership of Nonprofits (Dr. Chao Guo) Fall 2018

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)

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

College of Social and Behavioral Sciences, UMass Amherst

Dean's Research Council, College of Social and Behavioral Sciences 2023 – Present

Governing Board, Data Analytics & Computational Social Science (DACSS) 2023 – Present

School of Public Policy, UMass Amherst

Graduate Curriculum Committee, School of Public Policy, UMass Amherst 2022 - Present

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

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

PROFESSIONAL SERVICES

“Rethinking the ARNOVA Conference” Taskforce 2023

ARNOVA's UMD Do Good Award Selection Committee 2023

ARNOVA Primary Track Chair for Philanthropy, Fundraising, and Giving Track 2021 - 2023

ARNOVA Data and Analytics Section, Member-at-Large (elected) 2021 - 2023

ARNOVA Convener of Donor-Advised Funds Common Interest Group 2022 - 2023

Associate Editor of AOM Public and Nonprofit Section (PNP) Conference 2022 - 2023

Managing Editor, *Nonprofit and Voluntary Sector Quarterly* 2016 - 2021

NV\$Q Social Media Data Transparency Working Group 2020 - 2021

Urban Research Doctoral Fellow, The Penn Institute for Urban Research 2016 - 2020

Editor, *The Fellow Newsletter*, the University of Pennsylvania 2018 - 2019

Conference Paper Reviewer for *ARNOVA*, *ISTR*, *Public and Nonprofit Section of AOM*

Journal Ad-Hoc Reviewer for *Public Management Review*, *Nonprofit and Voluntary Sector Quarterly*, *Journal of Public Administration Research and Theory*, *Nonprofit Management & Leadership*, *VOLUNTAS*, *Social Problems*, *Journal of Public and Nonprofit Affairs*

PROFESSIONAL AFFILIATIONS

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)

Academy of Management, Public and Nonprofit Section (AOM PNP)

Association for Nonprofit and Social Economy Research (ANSER)

The Public Management Research Association (PMRA)

The American Society for Public Administration (ASPA)

International Society for Third-Sector Research (ISTR)

Climate Social Science Network (CSSN), Brown University

SKILLS

R for statistical and computational analysis (e.g., machine learning, topic modeling), and visualization

R Markdown for interactive tutorial documentation and presentations for data analysis

Stata for statistical analysis

NVivo and Dedoose for qualitative data analysis and content analysis

