

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*

Manuscripts in Preparation

5. **Wu, V. C. S., & Xu, W. W.** Using social media big data to study nonprofit organizations: A methodological framework.
- 6.
7. **Wu, V. C. S. & Guo, C.** The “Matthew effect” in generosity: Examining the impact on nonprofit capacity across place and time.
8. **Wu, V. C. S. & Russell, A.*** Physical distancing but not “social” distancing: Community building through local mutual aid groups amid COVID-19. (*Equal contribution)
9. **Wu, V. C. S.** Exploring public engagement mechanisms on social media: Qualitative analysis of social media messages.
10. **Wu, V. C. S.** Online public engagement and donor influence: Computational analysis of social media messages.
11. **Wu, V. C. S.** Community leadership as a multidimensional capacity: A conceptual framework and empirical evidence.

Other Publication

12. **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 Nonprofit Capacity Across Place and Time,” The Generosity Commission (\$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 \$225 awarded for traveling to research conference	2019
Doctoral Summer Research Fellowship Award, The University of Pennsylvania \$6,200 awarded for conducting research on social media and public engagement project	2017
Brenner Research Award, The University of Pennsylvania \$1,000 awarded for conducting research on co-existence and peacemaking nonprofits in Israel	2015

HONORS AND AWARDS

The Hal Levin Award, Penn School of Social Policy and Practice (Meritorious Academic Performance in the Doctoral Program)	2019
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

SPP 607 Policy Methods Fall 2020
Graduate-level core course for MPP students

SPP 608 Statistics for Public Policy and Administration Spring 2021
Graduate-level core course for MPP students

SPP 297 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)
Nonprofit management course offered to M.S. Nonprofit Leadership students

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

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 , <i>Nonprofit and Voluntary Sector Quarterly</i>	2016 - Present
Editor , <i>The Fellow Newsletter</i> , the University of Pennsylvania	2018 - 2019
Urban Research Doctoral Fellow , The Penn Institute for Urban Research	2016 - 2020
Journal Ad-Hoc Reviewer , <i>Journal of Public Administration Research and Theory</i>	
Journal Ad-Hoc Reviewer , <i>Nonprofit Management & Leadership</i>	
Journal Ad-Hoc Reviewer , <i>VOLUNTAS</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

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
School of Public Policy & Administration
Carleton University
Phone: 613-520-2600 x 2633
Email: susan.phillips@carleton.ca

Ioana E. Marinescu, PhD

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School of Social Policy and Practice
University of Pennsylvania
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Femida Handy, PhD

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