

# 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 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 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.	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.** (2022, in press). Exploring donor influence and public engagement: Computational and thematic analyses of social media messages. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*.
2. **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*.
3. **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.
4. **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.

5. **Wu, V. C. S.** (2018). Where do community foundations locate? Examining community needs and resources for redistribution. *Academy of Management Proceedings*, 2018(1), 12266.
6. 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*

7. **Wu, V. C. S.** & Xu, W. (1<sup>st</sup> R&R). 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*

9. **Wu, V. C. S.** & Guo, C. “Equalizing” the inequality? How place-based inequality shapes community philanthropy.
10. **Wu, V. C. S.**, Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time.
11. **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.
12. **Wu, V. C. S.** & Nie, L. Nonprofits as advocates: Mapping unequal voices across U.S. communities.
13. **Wu, V. C. S.** & Lee, A. R. Moral foundation and nonprofit advocacy on Twitter: An online experiment on #climatechange discourse.
14. **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., Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time. Presented at *West Coast Nonprofit Data Conference*, April 1-2, 2022, Austin, TX.
- Wu, V. C. S. & Xu, W. (2021). Who leads and who echoes? Tracing diffusion networks of #ClimateChange discourse on Twitter. 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 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
HKU Knowledge Exchange Project Grants in Social Innovation and Entrepreneurship "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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ARNOVA 2021 Track Chair for the Philanthropy, Fundraising, and Giving Track	2021 - 2023
ARNOVA Data and Analytics Section, Member-at-Large (elected)	2021 - 2023
Associate Editor, AOM Public and Nonprofit Section Conference	2022 - 2023
Managing Editor, <i>Nonprofit and Voluntary Sector Quarterly</i>	2016 - 2021
NVJQ Social Media Data Transparency Working Group	2020 - 2021
Urban Research Doctoral Fellow, The Penn Institute for Urban Research	2016 - 2020
Editor, <i>The Fellow Newsletter</i> , the University of Pennsylvania	2018 - 2019
Conference Paper Reviewer for <i>ARNOVA</i> , <i>ISTR</i> , <i>Public and Nonprofit Section of AOM</i>	
Journal Ad-Hoc Reviewer for <i>Public Management Review</i> , <i>Nonprofit and Voluntary Sector Quarterly</i> , <i>Journal of Public Administration Research and Theory</i> , <i>Nonprofit Management &amp; Leadership</i> , <i>VOLUNTAS</i> , <i>Social Problems</i> , <i>Journal of Public and Nonprofit Affairs</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 PNP)
The American Society for Public Administration (ASPA)
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