

## 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
Managing Editor, <i>Nonprofit and Voluntary Sector Quarterly</i>	2016 - 2021
Graduate Research Assistant to Dr. Chao Guo School of Social Policy and Practice, The University of Pennsylvania	2015 - 2020
Teaching e-Case Project Manager, The University of Hong Kong Hubert Project, with Humphrey School of Public Affairs, The University of Minnesota	2012 - 2015
Urban Research Doctoral Fellow, The Penn Institute for Urban Research	2016 – 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.	2020
M.S. in Nonprofit Leadership, The University of Pennsylvania	2015
LL.B. in Laws, The University of Hong Kong	2014
BSocSc in Government and Laws, The University of Hong Kong	2012

### PUBLICATIONS AND CONFERENCE PROCEEDINGS

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#### *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.** (Minor R&R) Community leadership as multidimensional capacities: A conceptual framework and preliminary findings for community foundations. *Nonprofit Management and Leadership*.
5. **Wu, V. C. S.** & Xu, W. Using social media data to study nonprofit organizations: A methodological framework. *VOLUNTAS. International Journal of Voluntary and Nonprofit Organizations*.
6. **Wu, V. C. S.** Beyond policy patrons: How community foundations engage the public on social media. *Public Management Review*.

*Working Papers*

7. **Wu, V. C. S.** Online public engagement and donor influence: Computational analysis of social media messages.
8. **Wu, V. C. S.** & Guo, C. “Equalizing” the inequality? How place-based inequality shapes community philanthropy
9. **Wu, V. C. S.** & Guo, C. The “Matthew effect” in generosity: Examining the impact on nonprofit capacity across place and time. [Delayed by COVID]
10. **Wu, V. C. S.** When community leadership meets donor-advised funds: Implications of rising donor power to community foundations
11. **Wu, V. C. S.** & Nie, L. Public vs. private interests: The longitudinal effects of donor-advised funds and foundation advocacy.
12. **Wu, V. C. S.** & Katz, J. Who sets the #climatechange agenda on Twitter? Examining stakeholder engagement networks of climate advocacy nonprofits.
13. **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.
14. **Wu, V. C. S.** & An, S. Examining stakeholders in the #homelessness advocacy networks on Twitter.
15. **Wu, V. C. S.** & Farrell, M. Is participatory grantmaking here yet? A typology of foundation grantmaking models and preliminary findings.
16. **Wu, V. C. S.** & Heist, D. Donor-advised funds and community leadership: Insights from foundation leaders.

*Other Publication*

1. **Wu, V. C. S.** (2016). Innovating nonprofits: The case of Episcopal Community Services. *Social Innovations Journal*, Issue 26.

## SELECTED CONFERENCE PRESENTATIONS

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- Wu, V. C. S.** (2021). Community leadership as multi-dimensional capacities: A conceptual framework and preliminary findings for community foundations. Accepted for presenting 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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<b>Research Grant on Mutual Aid Groups in the U.S., The Institute for Humane Studies</b> (\$2,000 awarded)	2021
<b>Research Grant on Mutual Aid Groups serving Disadvantaged Communities, Russell Sage Foundation</b> ( <i>Not funded</i> )	2020
<b>Research Grant on the Matthew Effect in Generosity, The Generosity Commission</b> Awarded for researching philanthropic gap in the US (\$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 / US \$55,000)	2011 - 2013

## HONORS AND AWARDS

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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 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

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*Instructor* – The University of Massachusetts Amherst

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

**SPP 608 Statistical Analysis in R** (Lectures and Labs) Spring 2021  
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*

**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/>

*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

## PROFESSIONAL SERVICES

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Managing Editor, *Nonprofit and Voluntary Sector Quarterly* 2016 – Present  
ARNOVA 2021 Track Chair for the Philanthropy, Fundraising, and Giving Track 2021-2023  
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, *Journal of Public Administration Research and Theory*  
 Journal Ad-Hoc Reviewer, *Nonprofit Management & Leadership*  
 Journal Ad-Hoc Reviewer, *VOLUNTAS*  
 Journal Ad-Hoc Reviewer, *Social Problems*  
 Journal Ad-Hoc Reviewer, *Journal of Public and Nonprofit Affairs*  
 Conference Paper Reviewer, *Academy of Management Conference, Public and Nonprofit Section*

## PROFESSIONAL AFFILIATIONS

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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)  
 Association for Nonprofit and Social Economy Research (ANSER)

## SELECTED PROFESSIONAL & VOLUNTEERING EXPERIENCE

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President, 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

## 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