VIVIANA CHIU SIK WU

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ACADEMIC APPOINTMENTS

Assistant Professor, School of Public Policy, The University of Massachusetts Amherst   2020 - Present

Core Faculty and Board Member, Data Analytics & Computational Social Science Program 2023 - Present

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

EDUCATION

Ph.D. in Social Welfare, The University of Pennsylvania   2016 - 2020
    Dissertation: "*The Promises and Challenges of Community Philanthropy: Exploring Place Dilemma, Community Leadership, and Public Engagement on Social Media*"
    Committee: Chao Guo (Chair), Susan Phillips, Femida Handy, Sandra González-Bailón

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

HONORS, AWARDS, AND FELLOWSHIPS

Editors' Prize for the Best Scholarly Paper, *Nonprofit Management and Leadership*	2023
The Institute for Social Science Research (ISSR) Scholars, UMass Amherst	2023
Gabriel Rudney Memorial Award for Outstanding Dissertation in Nonprofit and Voluntary Action Research, Honorable Mention	2022
RGK-ARNOVA President's Research Award	2021
Faculty Success Fellowship, UMass Amherst	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

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/10.1177/08997640231174048

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.** (2023). Exploring donor influence and public engagement: Computational and thematic analyses of social media messages. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations. 34*(4), 813-829. 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
   - **2023 Editors' Prize for the Best Scholarly Paper,** *Nonprofit Management and Leadership*

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://www.proquest.com/docview/2492678438?accountid=14572

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. (R&R). What can nonprofits learn from mutual aid organizing: Investigating mutual aid approaches to the COVID-19 pandemic.

12. **Wu, V. C. S.** The place dilemma of community philanthropy? Examining the effects of place-based inequality on contributions and donor-advised funds
    - **2018 ARNOVA Best Conference Paper Award**

13. **Wu, V. C. S.,** Ma, J. & Guo, C. The Matthew Effect in American generosity? Examining inequality in philanthropic capacity across place and time.
    - **2021 RGK-ARNOVA President's Research Award**

Working Papers

1. **Wu, V. C. S.** Sustaining local philanthropic commons: The case of community foundations (Book Chapter for "Philanthropic Commons" edited by Brenda K. Bushouse, Brent Never, and Robert K. Christensen (Under contract with the Cambridge University Press) *Finalizing Draft*

2. **Wu, V. C. S.**, & Xu, W. W. Using Social Media Data to Study Nonprofit Organizations: A Methodological Framework. *Finalizing 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. & Lam, Y. L. Moral foundations and nonprofit advocacy: A longitudinal analysis of the #GreenNewDeal discourse. *In progress*

5. Lee, A. R. & **Wu, V. C. S.** Moral foundation and nonprofit advocacy: An online experiment. *In progress*

Editor-reviewed 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).

Datasets and Instructional Materials

1. Wu, V. C. S. (2023). Course website for "Statistics for Public Policy in R". Available at: https://spp608-statastic.netlify.app/ (Update yearly)

2. Wu, V. C. S. (2023). Codebooks for statistics in R. Available at: https://rpubs.com/Vivianacswu

Multimedia Case Studies and Teaching Notes

Hubert Project, the University of Minnesota in partnership with the University of Hong Kong:
   1. "Entrepreneurial Philanthropy: Love plus Hope CIC" [Link]
   2. "Service Innovation: CFSC Urban Oasis" [Link]
   3. "Tree Management in Hong Kong" [Link]
   4. "Cross-Boundary Students in Hong Kong" [Link]

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 (Co-PI, $700,000 requested)	2023
NSF The Human Networks and Data Science program (HNDS) on "Tracing Populist Roots of Networked Digital Propaganda Targeting Asian Immigrant Communities" (Co-PI, with Weiai Xu and Jonathan Ong, Communication Dept.) ($1,200,000 requested, *not funded*)	2022
ADVANCE Collaborative Seed Grant-- Examining Climate Morality and Polarization: A Longitudinal Study of the Green New Deal Discourse on Twitter (with Ah Ram Lee, Journalism Dept.) ($14,789.00 requested, *not funded*)	2022
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, accepted, but funder experienced funding issue due to the pandemic) (with Chao Guo)   2020

Research Grant on Mutual Aid Groups serving Disadvantaged Communities,   2020
Russell Sage Foundation *(*PI, *Not funded)*

Research Grant on Participatory Philanthropy in the Era of Social Media: A Data-   2019
Analytics Approach, Ford Foundation (PI, $46,299 requested; *Not funded*)

Doctoral Summer Research Fellowship Award, The University of Pennsylvania   2017
Conducting research on social media and public engagement (PI, $6,200 awarded)

Brenner Research Award, The University of Pennsylvania   2015
Conducting research on co-existence and peacemaking nonprofits in Israel ($1,000 awarded)

HKU ExCEL3 Network Group Project Funding in Third Sector Capacity Building   2011 - 2013
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)

TEACHING EXPERIENCE

Instructor – The University of Massachusetts Amherst

SPP 607 Policy Methods (Graduate level)   Fall 2020, 2021, 2023

SPP 608 Statistical Analysis in R (Graduate-level Lectures and Labs)   Spring 2021, 2022
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. Arial 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

Colloquium at the John Glen College of Public Affairs, Ohio State University   2023
Research presentation on "The Matthew Effect in American generosity?" with Chao Guo

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)

UNIVERSITY SERVICES

College of Social and Behavioral Sciences, UMass Amherst
Dean's Research Council, College of Social and Behavioral Sciences | 2023 - Present

School of Public Policy, UMass Amherst
Governing Board, Data Analytics & Computational Social Science (DACSS) | 2023 - Present
Graduate Program 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 The Theory, Issues, Boundaries Section (TIBS), Member-at-Large (elected)	2022 - 2024
ARNOVA Data and Analytics Section (DAS), 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
NVSQ 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, Nonprofit Policy Forum, Social Problems, Journal of Public and Nonprofit Affairs, Social Media+Society, Journal of Civil Society*

PROFESSIONAL AFFILIATIONS

Faculty Affiliate, Computational Social Science Institute (CSSI), UMass Amherst
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
Penn Institute for Urban Research (Penn IUR)

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
ArcGIS and GeoDa for spatial analysis and visualization