Hui Sun

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RESEARCH INTERESTS

Cognitive schema; Social networks; Learning and innovation; Platform governance; Mixed-methods (computational modeling, quantitative and qualitative)

EDUCATION

Ph.D. in Management and Organizations, Northwestern University, 2022 (expected)

Minor in Computational Cognitive Science

Committee: William Ocasio (chair), Giovanni Gavetti, Klaus Weber, Maryam Kouchaki

M.S. Statistics, Northwestern University, 2021

B.S. Experimental Psychology, Tsinghua University, 2016

B.A. Digital Entertainment Design, Tsinghua University, 2016

Cognitive Science (Exchange Program), University of Toronto, 2014

PUBLICATIONS

Refereed Book Chapters

1. Hui Sun, Matthew E. Brashears and Edward B. Smith. 2021. "Network Representation Capacity: How Social Relationships are Represented in the Human Mind?" in *Personal Networks: Classic Readings and New Directions in Ego-centric Analysis*, edited by Mario L. Small, Brea L. Perry, Bernice Pescosolido and Edward B. Smith. Cambridge: Cambridge University Press.

WORKING PAPERS

1. Hui Sun and Edward B. Smith. "Social Networks and Cognitive Search: Name Generator as a Fluency Task".

2. Hui Sun. "Bootstrapping the Mind: The Experiential Basis of Cognition" (dissertation chapter).

3. Hui Sun and William Ocasio. "Pulling Oneself Up by One's Own Bootstraps: The Interplay Between Cognition and Action in Entrepreneurship" (dissertation chapter).

4. Hui Sun and Renwen Zhang. "Whose Ratings are Real? Value Conflicts among Platform Designers, Committed Users and Passersby".

5. Hui Sun and Xiaohong Yu. "Familiarity Bias in the Courtroom: Evidence from Chinese Court Decisions 2014-2020".

REFEREED CONFERENCE PRESENTATIONS

1. "Pulling Oneself Up by One's Bootstraps: The Co-Evolution Between Cognitive Representation and Organizational Learning." *Strategic Management Meeting*. Virtual Toronto. 2021.

2. "Beyond Local or Distant Search: The Co-evolution of Cognition Representation and Behavioral Capabilities." *Academy of Management Meeting*. Virtual. 2021.

3. "Number Moderation: How Platforms Commensurate Conflicting Values?" *SASE Conference*. Virtual. 2021.

4. "Pulling Oneself Up by One's Own Bootstraps: Co-Evolution Between Cognitive Representation and Organizational Learning." *USC Inaugural China Research Group Doctoral Symposium*. 2021.

5. "Social Network Structures: What Are We Thinking about When We Think about Relationships?" Symposium. *Annual Convention of the Association for Psychological Science (APS)*. Chicago, IL. 2020 (conference canceled due to COVID).

6. "From Material Reproduction to Cultural Elaboration: Revival of Classical Chinese Furniture Making." *EGOS Colloquium*. Edinburgh, UK. 2019.

7. "Cognitive Structures of Social Networks" in Networks in Cognitive Science Satellite Conference. *NetSci*. Burlington, VT. 2019.

8. "Social Networks and Cognitive Search" in the Cognitive Underpinning of Social Networks Symposium. *Academy of Management Meeting*. Chicago, IL. 2018.

INVITED CONFERENCES AND WORKSHOPS

AMR Paper Development Workshop. Virtual, 2021.

AOM MOC Cognition in the Rough Workshop. Virtual, 2020.

AOM STR Doctoral Consortium. Boston, 2019.

The 11th Medici Summer School. HEC Paris, 2019.

Brain Sciences and Social Networks Conference. Northwestern University, 2018.

Summer School in Computational Organization Science. INSEAD, 2018.

West Coast Research Symposium on Technology Entrepreneurship. University of Alberta, 2017.

GRANTS, HONORS & AWARDS

PhD Research Grant ($3,000), Northwestern University, 2021.

DRRC Research Grant ($3,500), Northwestern University, 2019.

Fellowship of Tsinghua Spark Talents Program, 2014-2016.

Tsinghua Alumni Scholarship, Tsinghua University, 2013-2016.

Summer Research Grant ($3,200), Tsinghua University, 2015.

TEACHING INTERESTS

Networks and innovation; Strategy implementation; Computational social science; Organizational theory; Research methods

TEACHING AND TEACHING ASSISTANT EXPERIENCE

Teaching Assistant

Strategy Implementation by Edward (Ned) Smith (Fall 2018, Spring 2020, Winter 2021).

Leading the Strategic Change by Paul Hirsch (Fall 2017).

Leadership by Adam Waytz (Spring 2018), Nour Kteily (Summer 2018) and Loran Nordgren (Executive MBA, Winter 2021).

Negotiation Fundamentals by Leigh Thompson (Executive MBA, Summer 2018, Winter 2020) and Cynthia Wang (Winter 2018).

PROFESSIONAL ACTIVITIES & SERVICE

Ad hoc reviewer for AOM (OMT, STR, MOC division).

ASQ Blog (co-organizer), 2019-2021.

Kellogg-Booth Student Symposium (co-organizer), 2017-2018.

MORS Graduate Student Admissions Committee Member.

MISCELLANEOUS

Skills: R, Python, Matlab, LaTeX, JavaScript, HTML, CSS, Qualtrics, Nvivo

Last updated: May 19, 2021