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RESEARCH INTERESTS

Cognition; Behavioral theory of the firm; Organizational theory; Organization Design; Social networks; Economic sociology; Mixed-methods.

EMPLOYMENT

Assistant Professor, Stockholm School of Economics, 2022 -

EDUCATION

Ph.D. in Management and Organizations, Northwestern University, 2022 (expected).
Dissertation Committee: William Ocasio (chair), Giovanni Gavetti, Klaus Weber, Maryam Kouchaki.
M.S. Statistics, Northwestern University, 2022.
M.S. Management, Northwestern University, 2019.
B.S. Experimental Psychology, Tsinghua University, 2016.
B.A. Digital Entertainment Design, Tsinghua University, 2016.
Visiting Student Researcher, Carnegie Mellon University, 2015.
Exchange Program, University of Toronto, 2014.

PUBLICATIONS

Refereed Book Chapter

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.

MANUSCRIPTS IN PREPARATION

Cognition and Learning

1. Hui Sun, Lantian Li and William Ocasio. "Strategic Bootstrapping from a Paucity of Experience: How Mundane Entrepreneurs Learn in Emerging Economies."
2. Hui Sun. "The Emergence of Attention Structure: A Computational Model."

Cognition, Communication, and Control

3. Hui Sun and Renwen Zhang. "Myriads of 'Fake' Review: Contested Control on User-Generated Content Platforms."
4. Hui Sun. "Coordinating a Remote Workforce: Cognition, Language and the Communicative Capacity of Firms."

Cognition and Economic Sociology

5. Hui Sun. "Mental Navigation in Social Networks."
6. Hui Sun and Edward B. Smith. "Social Networks and Cognitive Search: Name Generator as a Fluency Task."
7. Hui Sun, Xiaohong Yu, Zhaoyang Sun and Yi Shu. "Friendly Courts: Legal Development and Legal Advantage of Relational Embeddedness."

REFEREED CONFERENCE PRESENTATIONS

1. "Shaping the Future: Past, Present, and Future Avenues for Research on Market Shaping". Symposium co-organized with Mana Heshmati and Carolyn Fu. *Academy of Management Meeting*. Seattle, WI (forthcoming).
2. "Making Sense of Experience: a Computational Model of Attention Structure Emergence" *Academy of Management Meeting*. Seattle, WI (forthcoming).
3. "Friendly Court: Legal Development and the Legal Advantage of Embeddedness" *IACMR Macro Research Frontier Conference Virtual*. 2022.
4. "Pulling Oneself Up by One's Bootstraps: The Co-Evolution Between Cognitive Representation and Organizational Learning." *Strategic Management Meeting*. Virtual Toronto. 2021.
5. "Beyond Local or Distant Search: The Co-evolution of Cognition Representation and Behavioral Capabilities." *Academy of Management Meeting*. Virtual. 2021.
6. "Relational Embeddedness in the Courtroom: Evidence from 0.2 Million Chinese Court Decisions." *Law, Court, and Judicial Governance: a Comparative Perspective*. Beijing, China (and virtual). 2021.
7. "Number Moderation: How Platforms Commensurate Conflicting Values?" *SASE Conference*. Virtual. 2021.
8. "Pulling Oneself Up by One's Own Bootstraps: Co-Evolution Between Cognitive Representation and Organizational Learning." *USC Inaugural China Research Group Doctoral Symposium*. 2021.
9. "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).
10. "From Material Reproduction to Cultural Elaboration: Revival of Classical Chinese Furniture Making." *EGOS Colloquium*. Edinburgh, UK. 2019.
11. "Cognitive Structures of Social Networks" in Networks in Cognitive Science Satellite Conference. *NetSci*. Burlington, VT. 2019.
12. "Social Networks and Cognitive Search" in the Cognitive Underpinning of Social Networks Symposium. *Academy of Management Meeting*. Chicago, IL. 2018.

INVITED CONFERENCES AND WORKSHOPS

- AOM Entrepreneurship Early Career Workshop. Virtual. 2021.
- AOM TIM Doctoral Workshop. Virtual. 2021.
- AOM MOC Diamonds in the Rough Workshop. Virtual. 2021.
- 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, HONOR, AND AWARDS

PhD Research Grant (\$3,000). Northwestern University. 2021.
 The Graduate School Career Development Grant (\$400). Northwestern University. 2021.
 The Dispute Resolution Research Center Research Grant (\$3,500). Northwestern University. 2019.
 * Principal Investigator: *Schema Conflicts and Online Movements*.
 Fellowship of Tsinghua Spark Talents Program. Tsinghua University. 2014-2016.
 Tsinghua Alumni Scholarship. Tsinghua University. 2013-2016.
 Summer Research Grant (\$3,200). Tsinghua University. 2015.

TEACHING INTERESTS

Networks and innovation; Management in the Platform Economy; Organizational theory; Behavioral Strategy; Computational organization science; Research methods

PROFESSIONAL ACTIVITIES AND SERVICES

Ad hoc reviewer for AOM (OMT, STR, MOC, OB division).
 Ad hoc reviewer for Management Science, Social Psychology Quarterly.
 ASQ Blog co-organizer, 2019-2021.
 Kellogg-Booth Student Symposium co-organizer, 2017-2018.
 MORS graduate student admissions committee member.

MISCELLANEOUS

Skills: R, Python, Stata, Matlab, L^AT_EX, JavaScript, HTML, CSS, Qualtrics, Nvivo, Git
 Music: Cello, [Pipa](#)

REFERENCES

William Ocasio

Director of the Illinois Strategic Organizations Initiative
 James F. Towey Professor of Business and Leadership
 Gies College of Business
 University of Illinois, Urbana-Champaign
 and Member of the Graduate Faculty, Northwestern University
 wocasio@illinois.edu
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Giovanni Gavetti

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 Tuck School of Business

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Noshir Contractor

Jane S. & William J. White Professor of Behavioral Sciences
Departments of Communication Studies,
Industrial Engineering and Management Sciences,
Management and Organizations,
and Computer Science (by courtesy)
Northwestern University
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