

Hui Sun (孙卉)

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RESEARCH INTERESTS

organizational learning, cognition and communication, network mobilization, computational methods and simulations

EMPLOYMENT

Assistant Professor, Frankfurt School of Finance & Management, Aug 2024 -
Assistant Professor, Stockholm School of Economics, 2022 - 2024

EDUCATION

Ph.D. in Management and Organizations, Northwestern University
M.S. in Statistics, Northwestern University
M.A. in Management, Northwestern University
B.S. in Experimental Psychology, Tsinghua University
B.A. in Digital Entertainment Design, Tsinghua University
Visiting Student Researcher at SDS, Carnegie Mellon University
Exchange Student in Cognitive Science, University of Toronto

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.

WORK IN PROGRESS

Cognition, Coordination and Strategic Imagination

1. "A Formal Theory of Plausibility"
2. "Visions or Ambitions? Correspondence, Coherence, and Strategy Making Under Knightian Uncertainty"
3. "The Shaping Hand of Language: How Interpretations Evolve through Communication"
4. "Embodied Stories: The Making of Classical Chinese Furniture" (with Lantian Li and William Ocasio)
5. "Strategic Polarization" (with Claus Rerup)
6. "Communication and Decision Complexity" (with Tian Heong Chan and Panos Markou)

Cognition and Network Mobilization

7. "Social Networks and Cognitive Search: Name Generator as a Fluency Task" (with Thomas Taiyi Yan, Jinge Wang and Edward B. Smith, in prep for submission)
8. "The Rise of Legal Intermediaries: Local Knowledge and Corporate Legal Advantage in Chinese Courts" (with Xiaohong Yu, Zhaoyang Sun, and Yi Shu, in prep for submission)
9. "Debiasing Nominations: The Primacy of Network Homophily" (with Lisheng He, and Adam M. Kleinbaum)

Cognition, Organization Design and Human-AI Collaboration

10. "Algorithmic Governance of Value Divergence on User-Generated Content Platforms" (with Renwen Zhang and Rui Pan, in prep for submission)
11. "Artificial Intelligence and Technology Commercialization" (with Kathrin Reinsberger)

REFEREED CONFERENCE PRESENTATIONS

1. "Visions or Mirages"
Strategic Management Society (SMS) Conference. Istanbul, Turkey, 2024/10.
2. "The Invisible Hand of Language"
Academy of Management Annual Meeting. Chicago IL, USA, 2024/08.
Theoretical Organizational Models (TOM) Annual Conference. Paris, France, 2024/06.
3. "Algorithmic Governance of Value Divergence on User-Generated Content Platforms"
European Group for Organizational Studies (EGOS) Colloquium. Cagliari, Italy, 2023/07.
AI in Management Conference. USC, Los Angeles, CA, USA, 2023/03.
4. "Friendly Courts: Legal Development and the Legal Advantage of Embeddedness".
Academy of Management Annual Meeting. Boston MA, USA, 2023/08.
Midwest Political Science Association Annual Conference. Chicago IL, USA, 2023/04.
Asian Law and Society Association Annual Meeting. Hanoi, Vietnam, 2022/12.
IACMR Macro Research Frontier Conference. Virtual, 2022/05.
Law, Court, and Judicial Governance: A Comparative Perspective. Beijing, China, 2021/07.
5. "Making Sense of Experience: A Computational Model of Attention Structure Emergence"
Frontiers of Modeling Cognition and Experience Symposium. *Academy of Management Annual Meeting*. Seattle WI, USA, 2022/08.
6. "Pulling Oneself Up by One's Bootstraps: The Co-Evolution of Cognitive Representation and Organizational Learning".
Strategic Management Society Annual Meeting. Virtual Toronto, 2021/09.
Academy of Management Annual Meeting. Virtual, 2021/08.
USC Inaugural China Research Group Doctoral Symposium. Virtual, 2021/05.
7. "Number Moderation: How Platforms Commensurate Conflicting Values?".
Society for the Advancement of Socio-Economics (SASE) Annual Conference. Virtual, 2021/07.
8. "From Material Reproduction to Cultural Elaboration: Revival of Classical Chinese Furniture Making".
European Group for Organizational Studies (EGOS) Colloquium. Edinburgh, UK, 2019/07.

9. “Social Networks and Cognitive Search”

Social Networks Society Conference. London, UK, 2024/06.

Association for Psychological Science Annual Convention. Chicago IL, 2020/08 (canceled in COVID).

Networks in Cognitive Science Satellite Conference. *NetSci*. Burlington VT, USA, 2019/05.

Cognitive Underpinning of Social Networks Symposium. *Academy of Management Annual Meeting*. Chicago IL, USA, 2018/08.

ORGANIZED WORKSHOPS

1. “Behavioral Strategy in a Dynamic, Uncertain, and Ambiguous World”. Symposium co-organized with [Amy Zhao-Ding](#). *Academy of Management Annual Meeting*. Chicago IL, 2024/08.
2. “Minds at Work: The Past, Present and Future of Cognitive Representations in Management and Strategy”. PDW co-organized with [Doug Hannah](#). *Academy of Management Annual Meeting*. Chicago IL, 2024/08.
3. CMSC Junior Faculty Consortium (co-organized with [Ying Li](#)). Virtual, 2024/07.
4. CMSC Junior Faculty Consortium (co-organized with [Cha Li](#)). Virtual, 2023/07.
5. “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 Annual Meeting*. Seattle WI, 2022/08.

INVITED TALKS

2024: University of Southern Denmark

2023: TUM School of Management, Summer Institute in Computational Social Science ([SICSS-Sweden](#)), Frankfurt School of Finance & Management, Shanghai University

2021: NYU Stern School of Business, IESE Business School, Shanghai Jiaotong University, SKEMA Business School, Stockholm School of Economics

GRANTS, HONOR, AND AWARDS

Tore Browaldhs Fellowship (SEK 200,000/year). Jan Wallanders and Tom Hedelius Foundation, 2022-2024

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

TEACHING EXPERIENCE

Data Analytics. BS, Winter 2023, Fall 2023

An Experimentalist’s Toolbox. MS & PhD, Spring 2024

*recognized as SSE Distinguished Educator

PROFESSIONAL ACTIVITIES AND SERVICES

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

Ad hoc reviewer for Management Science, Organization Science, Social Psychology Quarterly

Opponent for Ph.D. thesis proposal defense (John-Erik Bergkvist, SSE), 2023

Member of the tenure-track recruitment committee (SSE), 2023

Co-organizer, Theoretical Organizational Models (TOM) Society PhD Brown Bags, 2020-2022

Co-organizer, ASQ Blog, 2019-2021

Co-organizer, Kellogg-Booth Student Symposium, 2017-2018

MISCELLANEOUS

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

Music: Cello, [Pipa](#)

Last updated: January 2025