Shuang Wu

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EDUCATION

University of California, San Diego   Sep 2019 – Jun 2024 (expected)

Ph.D. in Management – Micro Organizational Behavior (GPA: 4.0)

- **Awards**: Rady Academic Year Fellowship and Rady Research Year Fellowship

Tsinghua University   Sep 2015 – Jun 2019

B.A. in English Language (GPA: 3.8) and B.S. in Psychology (GPA: 3.8)

- **Awards**: Summer Research Travel Grant ($7,000+) and Excellence in Overall, Academic, and Artistic Performance Awards
- Exchange student at College of William and Mary (GPA：4.0) and Yale Summer Session (GPA：3.9)

SKILLS

- Research methods: quantitative (A/B testing, dyadic interaction experiments, psychometrics) & qualitative (thematic coding)
- Statistics: t-test, ANOVA, multilevel models, structural equation modeling, generalized linear models, natural language processing
- Tools: Qualtrics, oTree, E-Prime, MTurk, Prolific, G*Power, Dedoose, LIWC, Chatplat, Praat, Adobe Audition & Premier Pro
- Statistical software and programming language: R (expert), SPSS (expert), Python (intermediate), Mplus (intermediate)
- Languages: English (bilingual), Chinese (bilingual)

EXPERIENCE

Rady School of Management, UC San Diego   Aug 2019 – present

Graduate Student Researcher   *La Jolla, CA*

- Spearheaded and conducted 5+ projects in collaboration with researchers across the world to study organizational behavior.
- Crafted research proposal (**receiving a grant of $15,000+**) and authored papers for top-tier management and psychology journals.
- **Chaired symposia and delivered research talks** at major management (**AOM**) and social psychology (**SPSP**) conferences.
- Studied **leader perception and emergence** by designing and analyzing 10+ **lab and online experiments** using **Qualtrics and R**.
- **Developed and validated** a new measure and examined how it **incrementally predicts employee motivation, trust, and unethical behavior** using **qualitative coding** and **psychometrics**.
- Led research on how roles affect **self-disclosure and trust** by conducting **Zoom-based dyadic experiments** and **qualitatively coding conversation content**, demonstrating barriers to social connection at work.
- Researched status signaling by conducting **natural language processing** on a recipe review dataset (180,000+ recipes) and running 10+ **experiments**, providing actionable insights for marketing and personal branding.
- **Mentored and supervised 20+ research assistants** on various research activities, successfully placing some in Ph.D. programs at Yale University and Ohio State University.

Aon Hewitt Consulting Co., Ltd.   Aug 2020 – Dec 2020

Performance and Talent Consulting Intern   *Shanghai, China*

- Revamped the **salary structure** of a major post-IPO electric appliance company based on industry benchmarks.
- Advised the **restructuring** of a startup to support its expansion, including drafting a new **organizational structure**.
- Created **personalized performance criteria** for **C-suite executives** in a corporate group through research on financial reports.
- Designed **presentation slides** to communicate **project scope, milestones, and recommendations** with **executive-level clients**.

Department of Psychology, Tsinghua University   Nov 2016 – June 2019

Undergraduate Independent Researcher   *Beijing, China*

- Led **online and lab experiments** to study the impact of observation on **creativity across task types** using **E-Prime and SPSS**.
- Presented findings at a major psychology conference (**SPSP**) and selected as **Undergraduate Student Poster Award finalist**.
- Obtained a research grant of **$6,500+** and **published a research paper** on creativity in Acta Psychologica Sinica.

Haas School of Business & Department of Education, UC Berkeley   May 2018 – Sep 2018

Volunteer Research Assistant   *Berkeley, CA*

- Revised and conducted **group-based lab studies** on how people navigate difficult (e.g., repeated, political) conversations.
- Edited and analyzed videos and audios to study **nonverbal and paralinguistic cues** in lie detection.
- Analyzed semi-structured interviews using **qualitative, thematic coding** to study moral reasoning about housework distribution.
- Conducted **literature review** and ran **field experiments** to examine preferences to help groups versus individuals in donations.