

Hui Sun (孙卉)

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RESEARCH INTERESTS

I study how organizations and communities can be designed around cognitive limits of their members to improve search, evaluation, learning, and collective decision-making.

EMPLOYMENT

Assistant Professor, Frankfurt School of Finance & Management, 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 Psychology, Tsinghua University
B.A. in Digital Entertainment Design, Tsinghua University
Visiting Student Researcher, 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.

WORKING PAPERS

[†]*equal authorship*

Cognition, Diversity and Social Networks

1. **Hui Sun**, Lisheng He, and Adam M. Kleinbaum. [Title redacted for peer review] Manuscript on recall bias in peer nominations. Under review.
 - * Winner, Phillips and Nadkarni Award for Best Paper on Diversity and Cognition, Academy of Management, 2026
 - * Nominee, Best Paper Award, Strategic Management Society, 2026
 - * Nominee, Strategic Human Capital IG Best Conference Paper Award, Strategic Management Society, 2026

2. **Hui Sun**. “The Informant Accuracy Paradox: Why Knowledge of Social Network Structure Survives Memory Errors”.
* Best Paper Proceedings, Academy of Management, 2026
3. **Hui Sun**, Xiaohong Yu, Zhaoyang Sun, and Yi Shu. “Pre-Emptive Distancing and Institutional Scrutiny in Chinese Courtrooms”.
4. Yo-Jud Cheng, Shelby L. Gai, and **Hui Sun**. [Title redacted for peer review] Manuscript on director skill disclosures. Under review.
* Best Paper Award Finalist, Strategic Management Society, 2025
* Nominee, Best Paper Award, International Corporate Governance Society Conference, 2026

Search and Small Sample Learning

5. **Hui Sun**, Thorbjørn Knudsen, and Massimo Warglien. “Competitive Advantage Through Selective Attention”.
6. Kathrin Reinsberger[†], **Hui Sun**[†], Ann-Katrin Eicke, and Martin Hoegl. [Title redacted for peer review] Manuscript on entrepreneurial search and GenAI. R&R at *Entrepreneurship Theory and Practice*.
7. **Hui Sun**, Lantian Li and William Ocasio. “Category Learning and Category Convergence: Evidence from Classical Chinese Furniture”.

WORK IN PROGRESS

Information Aggregation, Preference Aggregation, and Organization Design

1. **Hui Sun** and Claus Rerup. “Technological Ambiguity and Coalition Dynamics in Organizations”.
2. Tian Heong Chan[†], Panos Markou[†], and **Hui Sun**[†]. “Attention, Influence, and Collective Deliberation: Evidence from FDA Advisory Meetings” (authors are listed in alphabetical order).
3. **Hui Sun**. “The Paradox of Meritocratic Influence”.

REFEREED CONFERENCE PRESENTATIONS

[†]coauthor presentations, *scheduled

1. “The Informant Accuracy Paradox”
Academy of Management Annual Meeting. * Philadelphia PA, USA. 2026/08
2. “Collective Deliberation”
Production and Operations Management Society (POMS) Annual Conference.[†] Reno NV, USA. 2026/05
INFORMS Annual Meeting. * San Francisco CA, USA. 2026/11
3. “Recall Bias in Peer Nominations”
Strategic Management Society Conference. * Berlin, Germany. 2026/10
German Society for Experimental Economics Annual Conference. * Frankfurt, Germany. 2026/09
Academy of Management Annual Meeting. * Philadelphia PA, USA. 2026/08
Annual Conference of the International Network of Analytical Sociology (INAS). * Oxford, UK. 2026/07
Social Network Society Conference. * IESE Barcelona, Spain. 2026/06

4. "Director Skill Profiles: Is There a Trade-Off Between Director Diversity and Qualifications?"
Strategy Science Conference.[†] Boulder CO, USA. 2026/05
Strategic Management Society Conference.[†] San Francisco CA, USA. 2025/10
Academy of Management Annual Meeting. Copenhagen, Denmark. 2025/07
5. "Visions or Mirages"
Strategic Management Society Conference. Istanbul, Turkey. 2024/10
 Frontiers of Modeling Cognition and Experience Symposium. *Academy of Management Annual Meeting*. Seattle WI, USA. 2022/08
6. "The Invisible Hand of Language"
Academy of Management Annual Meeting. Chicago IL, USA. 2024/08
Theoretical Organizational Models (TOM) Annual Conference. ESSEC Paris, France. 2024/06
7. "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
Society for the Advancement of Socio-Economics (SASE) Annual Conference. Virtual. 2021/07
8. "Lawyers and Legal Advantage"
SEI Consortium. Stockholm School of Economics, Sweden. 2025/09
People and Organizations Conference. Upenn Wharton. Philadelphia PA, USA. 2025/09
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
9. "The Co-Evolution of Cognitive Representation and Organizational Learning: Evidence from Classical Chinese Furniture".
Strategic Management Society Conference. Virtual Toronto. 2021/09
Academy of Management Annual Meeting. Virtual. 2021/08
USC Inaugural China Research Group Doctoral Symposium. Virtual. 2021/05
European Group for Organizational Studies (EGOS) Colloquium. Edinburgh, UK. 2019/07
10. "Social Networks and Cognitive Search"
American Sociological Association Annual Conference. Chicago IL, USA. 2025/08
Social Networks Society Conference. London, UK. 2024/06
Association for Psychological Science Annual Convention. Chicago IL, USA. 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. CMSC Research Workshop on Modeling (co-organized with [Cha Li](#)). Virtual. 2025/07
2. "Behavioral Strategy in a Dynamic, Uncertain, and Ambiguous World". Symposium co-organized with [Amy Zhao-Ding](#). *Academy of Management Annual Meeting*. Chicago IL, USA. 2024/08
3. "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, USA. 2024/08
4. CMSC Junior Faculty Consortium (co-organized with [Ying Li](#)). Virtual. 2024/07
5. CMSC Junior Faculty Consortium (co-organized with [Cha Li](#)). Virtual. 2023/07
6. "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, USA. 2022/08

INVITED TALKS

2025: University of Bologna (guest lecture on Cognitive Research in Strategy and Entrepreneurship, hosted by Denis A. Grégoire)

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 200K/year). Jan Wallanders and Tom Hedelius Foundation, 2022-2024

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

The Dispute Resolution Research Center Research Grant (\$3,500). Northwestern University, 2019

TEACHING EXPERIENCE

Principles of Management (BS). Fall 2024, 2025

Data Analytics (BS). Winter & Fall 2023

An Experimentalist's Toolbox (MS & PhD). Spring 2024

* *Stockholm School of Economics Distinguished Educator*

PROFESSIONAL ACTIVITIES AND SERVICES

Ad hoc reviewer for *Management Science*, *Organization Science*, *Strategic Management Journal*

AOM Social Network Society, Coordination Committee. 2025 - present

Co-organizer of Management Department seminars. Frankfurt School. 2025 - present

Tenure-Track recruitment committee

Frankfurt School, Management Department

Frankfurt School, Economics Department

Stockholm School of Economics, House of Innovation

Opponent for Ph.D. thesis proposal defense

John-Erik Bergkvist (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, 2017-2019

MISCELLANEOUS

Music: Cello, [Pipa](#)

Last updated: June 2026