

Hui Sun (孙卉)

Kellogg School of Management
Northwestern University
2211 Campus Dr. #5100
Evanston, IL 60208

Phone: (+1) 224-714-7270
Email: hui.sun@kellogg.northwestern.edu
Homepage: <http://www.huisunsh.com>
Github: github.com/huisunsh

RESEARCH INTERESTS

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

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, 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

- 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, Learning, and Coordination (Dissertation Chapters)

- Hui Sun, Lantian Li and William Ocasio. "Strategic Bootstrapping from a Paucity of Experience: How Mundane Entrepreneurs Learn in Emerging Economies".
- Hui Sun and Lantian Li. "Social Aspirations, Cognitive Inertia, and Demand-Side Changes: Evidence from the Chinese Furniture Industry".
- Hui Sun. "Learning in a Wicked World: Cognitive Search as Generalization of Experience".
- Hui Sun and Renwen Zhang. "Myriads of "Fake" Review: Contested Control on User-Generated Content Platforms" (submitting to *Organization Science*).
- Hui Sun. "Coordinating a Remote Workforce: Cognition, Language and the Communicative Capacity of Firms".

Cognition and Social Networks

6. Hui Sun. "Mental Navigation in Social Networks".
7. Hui Sun and Edward B. Smith. "Social Networks and Cognitive Search: Name Generator as a Fluency Task" (submitting to *ASQ*).
8. Hui Sun and Xiaohong Yu. "Relational Embeddedness in the Courtroom: Evidence from 0.2 Million Chinese Court Decisions".

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. "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.
4. "Number Moderation: How Platforms Commensurate Conflicting Values?" *SASE Conference*. Virtual. 2021.
5. "Pulling Oneself Up by One's Own Bootstraps: Co-Evolution Between Cognitive Representation and Organizational Learning." *USC Inaugural China Research Group Doctoral Symposium*. 2021.
6. "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).
7. "From Material Reproduction to Cultural Elaboration: Revival of Classical Chinese Furniture Making." *EGOS Colloquium*. Edinburgh, UK. 2019.
8. "Cognitive Structures of Social Networks" in *Networks in Cognitive Science Satellite Conference*. *NetSci*. Burlington, VT. 2019.
9. "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; Entrepreneurship; Organizational theory; Behavioral Strategy; Computational organization science; 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 (Mixed EMBA and MBA, Fall 2017).

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

Negotiation Fundamentals by Leigh Thompson (Executive MBA, Summer 2018, Winter 2020), Cynthia Wang (Winter 2018) and Eli Finkel (Winter 2022).

PROFESSIONAL ACTIVITIES AND SERVICES

Ad hoc reviewer for AOM (OMT, STR, MOC 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

312-203-5248

Giovanni Gavetti

Professor of Business Administration
Tuck School of Business
Dartmouth College
giovanni.gavetti@tuck.dartmouth.edu
603-646-9262

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
nosh@northwestern.edu
847-491-3669

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