# Hui Sun (孙卉)

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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 Entrepreneurship*

1. Hui Sun, Lantian Li and William Ocasio. "Craft Reinvention and Strategic Entrepreneurship: A Learning Perspective."

2. Hui Sun. "Strategy Making Under Knightian Uncertainty: An Information-Theoretic Model"

*Cognition and Organization Design*

3. Hui Sun and Renwen Zhang. "Myriads of 'Fake' Review: Algorithmic Governance on User-Generated Content Platforms."

4. Hui Sun. "Coordinating a Remote Workforce: Cognition, Language and the Communicative Capacity of Firms."

*Cognition and Social Networks*

5. <u>Hui Sun</u>. "Mental Navigation in Social Networks."

6. <u>Hui Sun</u> and Edward B. Smith. "Social Networks and Cognitive Search: Name Generator as a Fluency Task."

7. <u>Hui Sun</u>, Xiaohong Yu, Zhaoyang Sun and Yi Shu. "Friendly Courts: Legal Development and the Legal Advantage of Relational Embeddedness."

## REFEREED CONFERENCE PRESENTATIONS AND WORKSHOPS

1. "Friendly Courts: Legal Development and the Legal Advantage of Embeddedness". *Asian Law and Society Association Annual Meeting*. Hanoi, Vietnam, 2022/12 (forthcoming).

2. "Making Sense of Experience: A Computational Model of Attention Structure Emergence" in the Frontiers of Modeling Cognition and Experience Symposium. *Academy of Management Annual Meeting*. Seattle WI, 2022/08.

3. "Friendly Court: Legal Development and the Legal Advantage of Embeddedness". *IACMR Macro Research Frontier Conference*. Virtual, 2022/05.

4. "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.

5. "Beyond Local or Distant Search: The Co-evolution of Cognitive Representation and Behavioral Capabilities". *Academy of Management Annual Meeting*. Virtual, 2021/08.

6. "Relational Embeddedness in the Courtroom: Evidence from 0.2 Million Chinese Court Decisions". *Law, Court, and Judicial Governance: A Comparative Perspective*. Beijing, China, 2021/07.

7. "Number Moderation: How Platforms Commensurate Conflicting Values?". *Society for the Advancement of Socio-Economics (SASE) Annual Conference*. Virtual, 2021/07.

8. "Pulling Oneself Up by One's Own Bootstraps: Co-Evolution Between Cognitive Representation and Organizational Learning". *USC Inaugural China Research Group Doctoral Symposium*. Virtual, 2021/05.

9. "Cognitive Structures of Social Networks". *Association for Psychological Science Annual Convention*. Chicago IL, 2020/08 (conference canceled due to COVID).

10. "From Material Reproduction to Cultural Elaboration: Revival of Classical Chinese Furniture Making". *European Group for Organizational Studies (EGOS) Colloquium*. Edinburgh, UK, 2019/07.

11. "Cognitive Structures of Social Networks" in the Networks in Cognitive Science Satellite Conference. *NetSci*. Burlington VT, 2019/05.

12. "Social Networks and Cognitive Search" in the Cognitive Underpinning of Social Networks Symposium. *Academy of Management Annual Meeting*. Chicago IL, 2018/08.

## ORGANIZED WORKSHOPS

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 Annual Meeting*. Seattle WI, 2022/08.

## 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, LATEX, JavaScript, HTML, CSS, Qualtrics, Nvivo, Git
Music: Cello, Pipa

Last updated: November 2022