

Hui Sun (孙卉)

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RESEARCH INTERESTS

cognition, communication and decision-making, organizational learning, mixed-methods

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 Experimental Psychology, Tsinghua University
B.A. in Digital Entertainment Design, Tsinghua University
Visiting Student Researcher at SDS, Carnegie Mellon University
Visiting 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

1. "Visions or Mirages? Correspondence, Coherence and Decision Making Under Knightian Uncertainty" (writing stage)
2. "The Invisible Hand of Language: The Evolution of Interpretations Through Communication" (writing stage)
3. "Network Activation Style and Returns to Brokerage: A Memory Perspective" (with Thomas Taiyi Yan, Jinge Wang, and Edward B. Smith, data analysis stage)
4. "Friendly Courts: Legal Market Development and the Legal Advantage of Relational Embeddedness in China" (with Xiaohong Yu, Zhaoyang Sun, and Yi Shu, writing stage)
5. "Nomination Design" (with Lisheng He and Adam M. Kleinbaum, data analysis stage)
6. "Collective Deliberation" (with Tian Heong Chan and Panos Markou, data analysis stage)

REFEREED CONFERENCE PRESENTATIONS

1. "Collective Deliberation"
Present as "The Role of Discussions in Information Gathering and Decision Making". *Production and Operations Management Society (POMS) Annual Conference*. Reno NV, USA. 2026/05
2. "Nomination Design"
Present as "The Primacy of Network Homophily in Nomination Decisions". *Academy of Management Annual Meeting*. Copenhagen, Denmark. 2025/07
3. "Visions or Mirages"
Strategic Management Society Conference. Istanbul, Turkey. 2024/10
4. "The Invisible Hand of Language"
Academy of Management Annual Meeting. Chicago IL, USA. 2024/08
Theoretical Organizational Models Annual Conference. Paris, France. 2024/06
5. "Lawyers and Legal Advantage in China"
SEI Consortium. Stockholm, Sweden. 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
6. "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. "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
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, USA. 2024/08
3. "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

2021: NYU Stern School of Business, IESE Business School, 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

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

AOM Social Network Society, Coordination Committee. 2025 - present

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

Tenure-track recruitment committee (Stockholm School of Economics, Frankfurt School)

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, 2017-2018

MISCELLANEOUS

Music: Cello, [Pipa](#)