

Hui Sun

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

Email: hui.sun@kellogg.northwestern.edu
Homepage: <http://www.huisunsh.com/>
Github: github.com/huisunsh

RESEARCH INTERESTS

Managerial cognition; Mental representation; Organizational learning; Entrepreneurship; Social networks; Quantification and commensuration on rating platforms; Mixed-methods

EDUCATION

Ph.D. Candidate in Management and Organizations, Northwestern University, 2022

Minor in Computational Cognitive Science

Committee: William Ocasio (chair), Giovanni Gavetti, Klaus Weber, Maryam Kouchaki

M.S. Statistics, Northwestern University, 2022

B.S. Experimental Psychology, Tsinghua University, 2016

B.A. Digital Entertainment Design, Tsinghua University, 2016

Cognitive Science (Exchange Program), University of Toronto, 2014

PUBLICATIONS

Refereed Book Chapters

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 AND WORK IN PROGRESS

1. [Hui Sun](#) and Edward B. Smith. "Social Networks and Cognitive Search: Name Generator as a Fluency Task".
2. [Hui Sun](#). "Bootstrapping the Mind: The Experiential Basis of Cognition" (dissertation chapter).
3. [Hui Sun](#) and William Ocasio. "Pulling Oneself by One's Own Bootstraps: The Interplay Between Cognition and Action in Entrepreneurship" (dissertation chapter).
4. [Hui Sun](#) and Renwen Zhang. "Rating Moderation: How Platforms Commensurate Conflicting Values?"

REFEREED CONFERENCE PRESENTATIONS

1. "Number Moderation: How Platforms Commensurate Conflicting Values?" *SASE Conference*. 2021.
2. "Pulling Oneself Up by One's Own Bootstraps: Co-Evolution Between Cognitive Representation and Organizational Learning." USC Inaugural China Research Group Doctoral Symposium. 2021.
3. "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).
4. "From Material Reproduction to Cultural Elaboration: Revival of Classical Chinese Furniture Making." *EGOS Colloquium*. Edinburgh, UK. 2019.
5. "Cognitive Structures of Social Networks." in *Networks in Cognitive Science Satellite Conference*. *NetSci*. Burlington, VT. 2019.
6. "Social Networks and Cognitive Search." in the *Cognitive Underpinning of Social Networks Symposium*. *Academy of Management Meeting*. Chicago, IL. 2018.

INVITED CONFERENCES

The 11th Medici Summer School. HEC Paris, 2019.

Network and Brain Sciences. Northwestern University, 2018.

Summer School in Computational Organization Science. INSEAD, 2018.

West Coast Research Symposium on Technology Entrepreneurship. University of Alberta, 2017.

GRANTS, HONORS & AWARDS

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

DRRC Research Grant (\$3,500), Northwestern University, 2019.

Fellowship of Tsinghua Spark Talents Program, 2014-2016.

Tsinghua Alumni Scholarship, Tsinghua University, 2013-2016.

Summer Research Grant (\$3,200), Tsinghua University, 2015.

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 (Fall 2017).

Value Based Leadership by Adam Waytz (Spring 2018).

Leadership by Nour Kteily (Summer 2018) and Loran Nordgren (Kellogg-HKUST, Winter 2021).

PROFESSIONAL ACTIVITIES & SERVICE

Kellogg-Booth Student Symposium (co-organizer), 2017-2018.

ASQ Blog (co-organizer), 2019-2021.

Ad hoc reviewer for AOM.

Ad hoc reviewer for Social Psychology Quarterly.

MISCELLANEOUS

Skills: R, Python, Matlab, \LaTeX , JavaScript, HTML, CSS, Qualtrics, Nvivo

Last updated: May 8, 2021