

Wei Shi

Department of Communication, Rutgers University
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EDUCATION

- Ph.D. **Rutgers, the State University of New Jersey**, New Brunswick, NJ (Expected 2019)
School of Communication and Information
Emphasis: Organizational Communication, Social Network, Entrepreneurship

Committee Members: Matthew Weber (Chair), Craig Scott, Marya Doerful, Ted Baker
Dissertation Title: Multiplex Networks and Early Entrepreneurs' Quest for Knowledge
- MS.Ed. **University of Pennsylvania**, Philadelphia, PA (May 2012)
Graduate School of Education
Emphasis: Intercultural Communication, Organizational Development
Advisor: Larry Starr, James Lytle
- B.A. **South China Normal University**, Guangzhou, China (July 2010)
English Department
Major: English, Minor: Business

SPECIALIZED ACADEMIC TRAINING

- Doctoral Consortium **Academy of Management**, Chicago (August 2018)
Organization Communication and Information Systems
- Doctoral Workshop **BI Norwegian Business School**, Oslo (June 2018)
Strategic Management Society Special Conference
- Certificate **University of California, Berkeley**, CA (July 2016)
Summer Institute in Quantitative Methods for Social Research
Network Analysis
- Doctoral Exchange **Princeton University**, NJ (Fall 2015)
Department of Sociology
Complex Organization
Sociology of Culture
- Certificate **University of Pennsylvania**, Philadelphia, PA (July 2011)
The Joseph H. Lauder Institute for Management & International Studies
Business Communication

RESEARCH

Peer-reviewed Publications

- Shi, W.** & Weber, M.S. (2018). Rethinking the Complexity of Virtual Work and Knowledge Sharing. *Journal of the Association for Information Science and Technology*.
- Weber, M.S. & **Shi, W.** (2017). Enterprise Social Media. In Scott, C. & Lewis L. (Eds.), *International Encyclopedia of Organizational Communication*. (pp. 600-606). Thousand Oaks, CA: Sage Publications Inc.
- Rha, E.Y., **Shi, W.** & Belkin N.J. (2017, Oct). *An Investigation of Reasons for Query Reformulations*. Proceedings of the 80th Annual Meeting of the Association for Information Science and Technology, Washington D.C.

Peer-reviewed Conference Papers

- Shi, W.** (2018, November). Communication perspectives on entrepreneurship in a networked society. Annual Meeting of the National Communication Association. Salt Lake City, UT. **Panel Co-chair.**
- Shi, W.** (2018, November). *Nascent entrepreneurs and the use of social networks to enable resource acquisition and legitimacy*. Paper to be present at the Annual Meeting of the National Communication Association. Salt Lake City, UT.
- Shi, W.** & Weber, M.S. (2017, August). *Communication Strategies of Entrepreneurial Organizations in Mobile Apps Industry: Hidden Communication Prior to Product Launch*. Paper presented at the Annual Meeting of the Academy of Management. Atlanta, GA.
- Shi, W.** & Weber, M.S. (2017, May). *Rethinking the Complexity of Virtual Work, Communication Technology Use and Knowledge Sharing*. Paper presented at the Annual Meeting of the International Communication Association. San Diego, CA.
- Shi, W.** (2017, April). *The Use of Enterprise Social Media and Knowledge Sharing Effectiveness*. Paper presented at the Annual Meeting of the Eastern Communication Association. Boston, MA.
- Shi, W.** & Kristensen, T.M. (2016, June). *Obstacles for Knowledge Sharing in a Multinational Organization*. Paper presented at the Annual Meeting of the International Communication Association. Fukuoka, Japan. **Top Student Paper**
- Shi, W.** & Weber, M.S. (2015, June). *Entrepreneur-Investor Relationships in Metropolitan Areas*. Paper presented at the Annual Meeting of the International Network of Social Network Analysis. Brighton Beach, United Kingdom.

ACADEMIC APPOINTMENTS

Adjunct Faculty New York University, **Robert F. Wagner Graduate School of Public Service**
Spring 2018

Strategic Communication (PADM-GP 4137). This course offers an overview of branding and communications concepts, helping students approach branding in a way that builds commitment to their organization's mission, increases trust, creates ambassadors, and strengthens impact.

Fellow
2017-2018

Rutgers University, **School of Communication and Information**

Teaching Assistant Rutgers University, **School of Communication and Information**
2014-2017

Communication and Technology (COM 354). This course provides an overview of communication theory and research related to the use of a range of communication technologies in a variety of interpersonal, group, and societal contexts.

Organizational Communication (COM 357). This course helps students understand how organizational communication influences work processes and organizational structure.

Communication Theory (COM 200). This course examines different theories about human culture, social identity, economic entities, political systems and other forms of social organization.

Introduction to Communication (COM 101). This course is designed to introduce students to major areas in the study of communication.

Graduate Assistant University of Pennsylvania, **Graduate School of Education**
2010-2011

Teaching Assistant South China Normal University, **English Department**
2009-2010

Public Relations. This course provides overview of the research of public relations and introduces students to the strategic planning process involved in coordinating public relations efforts.

Business English. The purpose of this course is to improve students' language and communication skill with respect to business.

HONOR AND AWARDS

Top Student Paper, Organizational Communication Division, ICA 2015

Graduate Scholarship, University of Pennsylvania, 2010

Outstanding Undergraduate Thesis Award, South China Normal University, 2010

GRANTS

National Science Foundation

Travel Grant (2018), \$1,000

Rutgers University, School of Communication and Information
Dissertation Fellowship (2017-2018), \$25,000

Rutgers University, School of Communication and Information
Dissertation Scholarship (2018), \$1,000

Rutgers University, Graduate School
Off-campus Dissertation Award (2018), \$1,200

Rutgers University, Graduate School
Teaching Assistant Development Fund (2018), \$936

Rutgers University, School of Communication and Information
Conference Travel Funding (2018), \$800

Rutgers University, Graduate School
Pre-dissertation Award (2017), \$2,000

Rutgers University, Graduate School
Teaching Assistant Development Fund (2017), \$925

Rutgers University, School of Communication and Information
Conference Travel Funding (2017), \$1,200

Rutgers University, School of Communication and Information
Summer Research Funding (2016), \$2,000

Rutgers University, Graduate School
Teaching Assistant Development Fund (2016), \$1,388

Rutgers University, Graduate School
Special Study Award (2016), \$800

Rutgers University, School of Communication and Information
Conference Travel Funding (2016), \$1,300

Rutgers University, School of Communication and Information
Conference Travel Funding (2015), \$600

ACADEMIC MEMBERSHIPS

Academy of Management (AOM)
 Association for Information Science and Technology (JASIST)
 International Communication Association (ICA)
 International Networks for Social Network Analysis (INSNA)
 National Communication Association (NCA)

PROFESSIONAL SERVICE

Doctoral student peer mentor, School of Communication and Information, Rutgers University
 Conference Paper Reviewer, 76th Annual Meeting of the Academy of Management (AOM 2016)
 Volunteer, 25th International World Wide Web Conference (WWW2016)
 Member, Rutgers Network Science Lab

INDUSTRY EXPERIENCE

Facebook, Inc. New York, USA

UX Research Internship, June 2017 - August 2017

Used a mix of quantitative and qualitative research methods to understand consumer behaviors and help small businesses better engage with consumers. Collaborated with product managers, designers, and engineers to develop product concept and market strategy.

International Business Machine (IBM), Shanghai, China

Human Resources Leadership Development Program, Dec 2012 - August 2014

Participated in rotational program in three business functions: Talent Management, Social Recruitment & Employer Branding, Executive Compensation & Benefits, covering Mainland China, Taiwan, Hong Kong, South Asia, and East Europe. Managed internal communication projects to promote the usage of enterprise social media platform (IBM Connection) and facilitate knowledge sharing.

United Nations, New York, USA

Intern at Strategic Planning and Staffing Division, Feb 2012- May 2012

Helped build and review the United Nations Human Resources policies and set up training courses and workshops in the organization. Responsible for HR operation management and full-cycle recruitment for UN Secretariat Positions.

Annenberg Center for the Performing Arts, Philadelphia, USA

Research Assistant, Community Arts and Education, Nov 2011-Jan 2012

Developed art education programs and engaged with local schools and non-profit organizations for promotion. Conducted summative evaluation through survey design and qualitative data analysis.

City of Philadelphia, Philadelphia, USA

Mayor's Internship Program, June 2011- August 2011

Developed Management Training Manual for government managers and conducted "Customer Satisfaction Survey" analysis, benchmarking project and knowledge management improvement program for Philadelphia 311 Non-Emergency call center.