

JIAWEI SOPHIA FU

Rutgers University • 4 Huntington Street, New Brunswick, NJ 08901
848.932.8769 • sophia.fu@rutgers.edu • <http://jiaweisophiafu.com/>

RESEARCH INTERESTS

Social networks and interorganizational collaboration
Technology and digital media
Social entrepreneurship and innovation
Computational social science

EMPLOYMENT

2018-present Assistant Professor
School of Communication and Information
Faculty Affiliate, Social Media and Society Cluster
Rutgers, The State University of New Jersey

2013-18 Graduate Research Assistant and Teaching Associate, School of Communication
Graduate Research Assistant, McCormick School of Engineering
Graduate Research Assistant, Kellogg School of Management
Northwestern University

EDUCATION

Northwestern University, Evanston, IL

2018 Ph.D., Media, Technology, and Society
Dissertation Title: *Where does innovation come from? Exploring the dynamic processes of organizing and managing social entrepreneurship and innovation*
Committee: Michelle Shumate (chair), Noshir Contractor, Ned Smith, and Klaus Weber

2018 M.S., Statistics

2016 Graduate Certificate in Management, Kellogg School of Management

2015 M.A., Media, Technology, and Society
Thesis Title: *The evolution of representational communication networks on social media*
Committee: Michelle Shumate (chair), Noshir Contractor, and Darren Gergle

Hong Kong Baptist University, Hong Kong

2013 B.A., International Journalism

PUBLICATIONS

Referred Journal Articles and Proceedings

#denotes graduate student co-authors

- [14] **Fu, J. S.**, & #Li, Y. (accepted). The institutional antecedents to interorganizational network portfolios of firms: Evidence from China. *Public Relations Review*.
- [13] **Fu, J. S.**, Cooper, K. R., & Shumate, M. (in press). Use and affordances of ICTs in interorganizational collaboration: An exploratory study of ICTs in nonprofit partnerships. *Management Communication Quarterly*. doi: 10.1177/0893318918824041
- [12] **Fu, J. S.**, & #Zhang, R. (2019). NGOs' HIV/AIDS discourse on social media and websites: Technology affordances and strategic communication across media platforms. *International Journal of Communication*, 13(2019), 181-205. doi: 1932-8036/20190005
- [11] Shumate, M., **Fu, J. S.**, & Cooper, K. R. (2018). Does cross-sector collaboration lead to higher non-profit capacity? *Journal of Business Ethics*, (150)2, 385-399. doi: 10.1007/s10551-018-3856-8
- [10] Sha, Z., Huang, Y., **Fu, J. S.**, Wang, M., Fu, Y., Contractor, N., & Chen, W. (2018). A network-based approach to modeling and predicting product co-consideration relations. *Complexity*. doi:10.1155/2018/2753638
- [9] **Fu, J. S.** et al. (2017). *Two-stage modeling of customer choice preferences in engineering design using bipartite network analysis*. Proceedings of the ASME International Design Engineering Technical Conferences and Computers and Information in Engineering Conference (IDETC/CIE). doi:10.1115/DETC2017-68099
- [8] **Fu, J. S.**, & Shumate, M. (2017a). News media, social media, and hyperlink networks: An examination of integrated media effects. *The Information Society*, 33(2), 53-63. doi: 10.1080/01972243.2016.1271379
- [7] **Fu, J. S.**, & Shumate, M. (2017b). Understanding the size and spread of Chinese NGO networks. *Chinese Journal of Communication*, 10(1), 72-88. doi: 10.1080/17544750.2016.1219756
- [6] **Fu, J. S.**, & Shumate, M. (2016). Hyperlinks as institutionalized connective public goods for collective action online. *Journal of Computer-Mediated Communication*, 21(4), 298-311. doi: 10.1111/jcc4.12161
- [5] Shumate, M., **Fu, J. S.**, Cooper, K., & Ihm, J. (2016). *Interorganizational network portfolios of nonprofit organizations*. Best Paper Proceedings of the Academy of Management Meeting (~ 10% acceptance rate). doi: 10.5465/AMBPP.2016.225
- [4] Chen, Y. R., & **Fu, J. S.** (2016). How to be heard on microblogs? Non-profit organizations' follower networks and post features for information diffusion in China. *Information, Communication & Society*, 19(7), 978-993. doi: 10.1080/1369118X.2015.1086013
- [3] **Fu, J. S.** (2016). Leveraging social network analysis for the study of journalism in the

information age. *Journal of Communication*, 66(2), 299-313. doi: 10.1111/jcom.12212

- [2] **Fu, J. S.**, & Lee, A. Y. L. (2016). Chinese journalists' discursive Weibo practices in an extended journalistic sphere. *Journalism Studies*, 17(1), 80-99.
doi:10.1080/1461670X.2014.962927
- [1] **Fu, J. S.**, & Shumate, M. (2015). *Social media activity and hyperlink network analysis: A holistic media ecology perspective*. Proceedings of the 48th Hawaii International Conference on System Sciences (HICSS), 1808-1817. doi: 10.1109/HICSS.2015.218

Extended Abstract

- [1] Wang, M., Sha, Z., Huang, Y., **Fu, J. S.**, Fu, Y., Contractor, N., & Chen, W. (2017). *Data-driven vehicle preference modeling and prediction: A multidimensional network analysis approach*. 7th International Conference on Collaborative Innovation Networks, pp. 1-3.

Book Chapter & Encyclopedia Entries

- [3] **Fu, J. S.** (2018b). Online social networks. In Warf, B. (Eds.) *The SAGE Encyclopedia of the Internet*. Thousand Oaks, CA: Sage. doi: 10.4135/9781473960367.n200
- [2] **Fu, J. S.** (2018a). Hyperlink. In Warf, B. (Eds.) *The SAGE Encyclopedia of the Internet*. Thousand Oaks, CA: Sage. doi: 10.4135/9781473960367.n126
- [1] **Fu, J. S.** (2012). Exclamation mark symbolized in the history of North Korea. In T. Wong (Eds), *Post-90s-journalists' adventure in North Korea* (pp. 58-61). Chung Hwa Book Press.

SELECTED HONORS AND AWARDS

- 2018 **Top Poster Award**, Health Communication Division, International Communication Association
- 2017-18 **Doctoral Dissertation Improvement Grant**, Decision, Risk, and Management Sciences, National Science Foundation (USD \$28,373)
- 2017 **Outstanding Overseas Chinese Student Academic Award**, Ministry of Education, People's Republic of China
- 2017 **Top 4 Paper Award**, Organizational Communication Division, International Communication Association
- 2017 **Invitee**, Theorizing Communication in a Digitally Networked Age Symposium, Penn State (PSU) Communication Arts and Sciences Summer Symposium
- 2016 **Best Paper Award**, Public and Nonprofit Division, Academy of Management (AoM)
- 2016 **Carlo Masini Award for Innovative Scholarship**, Public and Nonprofit Division, AoM
- 2016 **Excellence in Teaching Certificate**, Searle Center for Advancing Learning & Teaching,

Northwestern University

- 2013 **The Baptist Convention of Hong Kong Outstanding Student Award** (HK-wide)
- 2013 **Scholastic Award** with highest graduating GPA, Hong Kong Baptist University
- 2013 **Mr. Liu Hao Tsing Fund Scholarship** (USD \$3,000)
- 2013 **Department of Journalism Scholarship** (USD \$1,500), Hong Kong Baptist University
- 2012 **Kum Shing Group Scholarship** Fund for Outstanding Mainland Students (USD \$10,000)
- 2012 **Yutron Tech** (Hong Kong) Ltd Scholarship for outstanding School of Communication Student (USD \$1,000)
- 2011 **Wofoo Outstanding Leaders Award**, Silver Award, Hong Kong (USD \$1,000)
- 2011 **Mr. & Mrs. Lau Chor Tak** Scholarship Scheme for Outstanding Mainland Students (USD \$10,000)
- 2011 **Overseas Exchange Scholarship** at Ohio University, Hong Kong Baptist University (USD \$4,000)
- 2010 **Sir Tseng Chi Lu** Scholarship for Students with Highest GPAs (USD \$1,000)
- 2011 **Dean's List**, E.W. Scripps School of Communication, Ohio University
- 2009-13 **President's List**, Hong Kong Baptist University
- 2009-13 **Mrs. Soong Ching-Ling Foundation Scholarship** (top 0.05%) for Outstanding Mainland Chinese Students Studying in Hong Kong (USD \$30,000)

GRANTS AND FELLOWSHIPS

Research Grant

- 2017-18 *Social vs. Commercial Innovation: An Exploratory Study*. Northwestern University The Graduate School Graduate Research Grant, in the amount of \$3,000.
- 2017-18 *Doctoral Dissertation Research in DRMS: Where Does Innovation Come From? Exploring the Dynamic Processes of Organizing and Managing Social Entrepreneurship and Innovation*. National Science Foundation (SES#1730079), in the amount of \$28,373.
- 2016-17 *Where Does Innovation Come From? Exploring the Dynamic Processes of Organizing and Managing Social Entrepreneurship and Innovation*. Northwestern University School of Communication Dissertation Research Funding, in the amount of \$1,500.
- 2016-17 *Civil Society from the Bottom-up: Chinese Social Entrepreneurs as Innovators and Boundary Spanners*. Buffet Institute for Global Studies, in the amount of \$5,000.
- 2016-17 *Corporate Social Performance as Signals to Affect Audience Evaluation and Financial Outcomes*. Northwestern University School of Communication Graduate Research

Ignition Grant, in the amount of \$2,000.

2015-17 *The Impact of Information Communication Technologies (ICTs) on Interorganizational Collaboration*. School of Communication Innovation Grant, in the amount of \$5,000.

2015-17 *The Impact of Organizational Social Media Messages on Stakeholder Engagement* (PI: Michelle Shumate). National Science Foundation, Science of Organizations, in the amount of \$221,658 (not funded).

Conference Travel Grant

2015, 17 International Communication Association Travel Grant (\$400 per trip)

2015 Interdisciplinary Conference Travel Grant (\$1,000 per trip)

2014-17 Buffet Institute for Global Studies Conference Travel Grant (\$400 per trip)

2014,15 The Graduate School Conference Travel Grant, Northwestern University (\$800 per trip)

2014-17 Department of Communication Studies Conference Travel Grant (\$1,900 per year)

2014 Methodology Training Grant: ICPSR Summer Statistics Course (\$2,750)

Fellowship

2013-14, 17-18 School of Communication Fellowship, Northwestern University

RESEARCH EXPERIENCE

2016-17 *Multidimensional Network Analysis for Analyzing and Predicting Complex Customer-Product Relations in Engineering* (PI: Wei Chen, Co-PI: Prof. Noshir Contractor). National Science Foundation (CMMI- 1436658), in the amount of \$501,444.

2016-17 Integrated Design Automation (IDEAL) Lab, McCormick School of Engineering, Northwestern University.

2016-18 *An Examination of the Application of Social Media and Related Analysis Tools for the Humanitarian Sector in the Asia-Pacific Region* (PI: Chih-Hui Lai). American Red Cross Grant Award, in the amount of \$21,432.

2014-17 *The Impact of Interorganizational Network Evolution on Outcomes for Nongovernmental Organizations (NGOs)* (PI: Michelle Shumate). National Science Foundation (SES-1264417), in the amount of \$403,934.

2014-17 *Planning Knowledge Networks for Scaling Up Impact* (PI: Noshir Contractor, Co-I: Michelle Shumate; Paul Leonardi; Leslie DeChurch). Bill & Melinda Gates Foundation (OPP1084322), in the amount of \$997,539.

2013-18 Network for Nonprofit and Social Impact Lab, Northwestern University.

- Mentored 15+ undergraduate and graduate research assistants

2012-13 *Corporate Social Responsibility (CSR) Governance: A Comparative Study on How*

Corporations Handle and Communicate Their CSR Practices in Hong Kong and Germany (PI: Regina Chen). Center for Media and Communication Research, Hong Kong Baptist University, in the amount of \$10,000.

TEACHING EXPERIENCE

Northwestern University

- 2017 Fall New Teaching Assistant Conference (NTAC) Workshop Leader
- 2017 Spring Social Networks and Society (undergraduate): Course developer and instructor
- 2017 Winter Introduction to Creative Enterprises (Master's): Instructing TA
- 2016 Fall Social Network Analysis (PhD seminar): Instructing TA
- 2016 Fall Theories of Persuasion (undergraduate): Guest lecturer
- 2016 Excellence in Teaching Certificate
 Searle Center for Advancing Learning and Teaching
- 2016 Spring Theories of Persuasion (undergraduate): Instructing TA
- 2015 Fall Nonprofit Communication Management (undergraduate): Instructing TA

Other Institutions

- 2011 Summer Modern American Comic Strips Seminar: TA
 Harvard College Summit for Young Leaders in China

CONFERENCE PRESENTATIONS

- [26] **Fu, J. S.** (2019). *Cross-sector social partnerships for social entrepreneurship organizing: Dialectical tensions and institutional complexity*. Paper to be presented at the annual conference of International Communication Association, Washington DC, May 24-28.
- [25] **Fu, J. S.** & Lai, C. (2019). *Mapping the intellectual structure and roots of online social networks 1997-2017: Challenges and Opportunities for computer-mediated communication research*. Paper to be presented at the annual conference of International Communication Association, Washington DC, May 24-28.
- [24] **Fu, J. S.** (2019). *Understanding the internal and external communicative drivers of organizational innovativeness*. Paper to be presented at the annual conference of International Communication Association, Washington DC, May 24-28.
- [23] Zhang, R. & **Fu, J. S.** (2019). *Harnessing online social networks to understand health behaviors and outcomes: A systematic review of literature from 2000 to 2016*. Paper to be presented at the 5th biennial D.C. Health Communication conference, April 25-27, Fairfax, VA.
- [22] **Fu, J. S.**, & Zhang, R. (2018). *How do NGOs discuss HIV/AIDS in China? Strategic communication and technology affordances across media platforms*. Paper presented at the

annual conference of International Communication Association, Prague, Czech Republic, May 24-28.

- **Top Poster Award**, Health Communication Division.

- [21] Lai, C., & Fu, J. S. (2018). *We are both alike and different: Humanitarian organizations' dialogic social media use*. Paper presented at the annual conference of International Communication Association, Prague, Czech Republic, May 24-28.
- [20] Fu, J. S., & Shumate, M. (2017). *In technology we unite? Examining the impact of ICTs and organizational capacity on collaboration effectiveness*. Paper presented at the annual conference of the National Communication Association, Dallas, TX, November 16-19.
- [19] Fu, J. S., Cooper, K. R., & Shumate, M. (2017). *Beyond funding: The roles of capacity and religiosity in faith-based partnerships*. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Grand Rapids, MI, November 16-18.
- [18] Fu, J. S. (2017). *Where does innovation come from? Exploring the dynamic processes of organizing and managing social entrepreneurship and social innovation*. Paper presented at the Organizational Communication Mini-Conference, Athens, OH, October 13-15.
- [17] Wang, M., Sha, Z., Huang, Y., Fu, J. S., Fu, Y., Contractor, N., & Chen, W. (2017). *Data-driven vehicle preference modeling and prediction: A multidimensional network analysis approach*. Paper presented at the 7th International Conference on Collaborative Innovation Networks, Detroit, MI, September 14-17.
- [16] Fu, J. S., Contractor, N., & Chen, W. (2017). *Modeling customer choice preferences in engineering design using bipartite network analysis*. Paper presented at the International Design Engineering Technical Conferences & Computers & Information in Engineering Conference (IDETC/CIE), Cleveland, OH, August 6-9.
- [15] Fu, J. S., Shumate, M., & Contractor, N. (2017). *Collective innovation adoption across interorganizational systems: Organizational boundary, social networks, and decision-making status*. Paper presented at the annual conference of International Communication Association, San Diego, CA, May 25-29.
- **Top 4 Paper Award**, Organizational Communication Division.
- [14] Lai, C., & Fu, J. S. (2017). *Who is included and who is left out: Humanitarian organizations' stakeholder communication via social media*. Paper presented at the annual conference of International Communication Association, San Diego, CA, May 25-29.
- [13] Fu, J. S., Cooper, K. R., & Shumate, M. (2017). *Use of information and communication technologies (ICTs) in nonprofit collaboration: An exploratory study*. Paper presented at the annual conference of International Communication Association, San Diego, CA, May 25-29.
- [12] Fu, J. S., & Li, Y. (2017). *A multi-theoretical approach to corporate social responsibility in*

China: Ownership structures, social issues, and interorganizational partnerships. Paper presented at the annual conference of International Communication Association, San Diego, CA, May 25-29.

- [11] Shumate, M., **Fu, J. S.**, Cooper, K. R., & Ihm, J. (2016). *Interorganizational network portfolios of nonprofit organizations*. Paper presented at the Academy of Management Annual Meeting, Anaheim, CA, August 5-9.
- **Best Paper Award**, Public and Nonprofit Division
 - **Winner of the Carlo Masini Award for Innovative Scholarship**
- [10] **Fu, J. S.**, & Shumate, M. (2016). *Understanding the size and spread of Chinese NGO networks*. Paper presented at the International Sunbelt Social Network Analysis Conference (XXXVI), Newport Beach, CA, April 5-10.
- [9] **Fu, J. S.** (2016). *Why do organizations follow other organizations on Twitter? A longitudinal study*. Paper presented at the annual conference of International Communication Association, Fukuoka, Japan, June 9-13.
- [8] Shumate, M., **Fu, J. S.**, Cooper, K. R., & Ihm, J. (2016). *Rethinking partnership goals: Debunking the assumed relationship between nonprofit networking and capacity*. Paper presented at the 5th biennial International Symposium on Cross-Sector Social Interactions (CSSI 2016), Toronto, Canada, April 15-17.
- [7] **Fu, J. S.**, Shumate, M., & Contractor, N. (2015). *Organizational boundary matters: Examining government officials' intentions to adopt health innovations in India*. Paper presented at the Global Health Interdisciplinary Symposium, Chicago, IL., November 20- 21.
- [6] **Fu, J. S.**, & Shumate, M. (2015). *The influence of socio-cultural and socio-political context on hyperlinks*. Paper presented at the annual conference of International Communication Association, Communication and Technology Division, San Juan, PR, May 21- 25.
- [5] Chen, R. Y., & **Fu, J. S.** (2015). *An exploratory study of NPOs' microblogging in China: Predictors of followers and retweets of NPO Weibo accounts*. Paper presented at the International Communication Association Annual Conference, San Juan, PR, May 21- 25.
- [4] **Fu, J. S.** (2015). *A longitudinal examination of environmental NGOs' networks on Twitter*. Paper presented at the First International Conference on Computational Social Science, Kellogg School of Management, Northwestern University, Evanston, IL, May 15-17.
- [3] **Fu, J. S.**, & Shumate, M. (2015). *Social media activity and hyperlink network analysis: A holistic media ecology perspective*. Paper presented the 48th Hawaii International Conference on System Sciences, Kauai, HI, January 5-8.
- [2] **Fu, J. S.**, & Shumate, M. (2014). *NGOs' hyperlink networks in China: The dynamics of different organizational types*. Paper presented at the National Communication Association

Annual Conference, Chicago, IL, November 19-23.

- [1] **Fu, J. S., & Lee, A. Y. L.** (2014). *Chinese journalists' discursive Weibo practices in an extended journalistic sphere*. Paper presented at the International Communication Association Annual Conference, Seattle, WA, May 22-26.

Invited Presentations

- [4] *Technology, interorganizational networks, and organizational innovation*. Rutgers University School of Communication & Information, November 29, 2017.
- [3] *Nonprofit organizations and their networks: The influence of institutional factors*. Buffet Institute for Global Studies, Northwestern University, January 19, 2016.
- [2] *The evolution of NGO networks on Twitter*. Social Movement and Entrepreneurship workshop, Kellogg School of Management, Northwestern University, October 14, 2016.
- [1] *Chinese journalists' discursive Weibo practices in an extended journalistic sphere*. Media, Technology, and Society Brownbag Series, Northwestern University, April 14, 2014.

WORKSHOPS & TRAINING

- 2017 KIN Summer School on Knowledge, Information & Innovation, VU Amsterdam
- 2017 Organizational Communication Division Doctoral Consortium, ICA
- 2016 Valued Network Modeling with statnet, INSNA Sunbelt Conference
- 2015 First Year New TA Conference, Northwestern University
- 2015 Programming for Big Data Bootcamp, Northwestern University
- 2014 Social and Semantic Networks, International Communication Association
- 2014 Four-week Summer Statistics Courses at The Interuniversity Consortium for Political and Social Research (ICPSR), University of Michigan
- 2014 Structural Equation Modeling (Kenneth Bollen), ICPSR, University of Michigan

SERVICES

Journal Review

New Media & Society (x6)

Network Science (x1)

Business Ethics: An European Journal (x1)

Journalism Studies (x2)

Communication Research (x2)

Business & Society (x1)

Journalism (x1)

Journal of Family Communication (x1)

Conference Review

European Academy of Management (2019)

Academy of Management (2016-18)

International Communication Association (2013-16)

InfoSocial (2017)

Organizational Communication Mini-Conference (2016)

Hawaii International Conference on System Sciences (2014)

Service to the Field

Panel Organizer, *(Re)Conceptualizing Entrepreneurship as Organizational Communication: Looking Back, Moving Forward*. Organizational Communication division, International Communication Association 2019

Faculty Mentor, Organizational Communication Mini-Conference 2018

Panelist, Pre-Conference on Organizations and Health, Organizational Communication Mini-Conference 2018

Organizer, Pre-Conference on Health and Organizations, Organizational Communication Mini-Conference 2018

Chair, Inter-Organizational Networks: NGOs, Sunbelt INSNA Conference (2016)

Organizer, Organizational Communication Mini-Conference 2016 (~130 participants)

University, School, and Department Services

Rutgers SC&I MCM Capstone course advisor (2019 Spring)

Department Representative, Graduate Leadership and Advocacy Council, Northwestern University (2016-18)

Service Coordinator, Graduate International Student Association Leadership Committee (G-ISA), Northwestern University (2016-17)

Other Services

Advisory Board Member, Caritai Education Group (2017-18)

SKILLS

R, Python, Stata, NetLogo, SPSS, JMP, SAS, UCINET, Gephi, stOCNET, MPlus, Atlas.ti