

DR. JIAWEI SOPHIA FU

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RESEARCH INTERESTS

Keywords: Hybrid organizing; Social networks; Digital technologies; Institutions; Innovation; Social impact

Fu's research advances theoretical understandings of *hybrid organizing*—specifically, how organizational and social actors navigate and integrate multiple, often competing elements such as goals, identities, stakeholders, media platforms, and institutional logics in their social impact organizing efforts. Her current work centers around three interrelated themes: (a) social networks, (b) digital technologies, and (c) macro-level institutional structures. Through this lens, Fu's research contributes to knowledge on how to effectively organize for social good across a range of pressing social issues in diverse sociocultural and sociopolitical contexts.

ACADEMIC EMPLOYMENT

2024– Associate Professor

2018–24 Assistant Professor, Department of Communication

School of Communication and Information (SC&I)

Director, NetSCI Lab (2023–)

Core Faculty Member, Computational Social Science Lab (2023–) | PhD Faculty (2021–)

Faculty Affiliate, Rutgers Network of Work Scholars (2024–)

Faculty Affiliate, Social Media and Society Cluster (2018–) | Health and Wellness Cluster (2018–)

Rutgers, The State University of New Jersey

2013–18 Graduate Research Assistant and Teaching Associate, School of Communication

Graduate Research Assistant, Kellogg School of Management | McCormick School of Engineering

Northwestern University

EDUCATION

Northwestern University, Evanston, IL

2013–18 PhD, 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, Klaus Weber

- *W. Charles Redding Dissertation Award*, Organizational Communication Division, International Communication Association (ICA)
- *Gerald R. Miller Dissertation Award*, National Communication Association (NCA)
- *Gabriel G. Rudney Memorial Award for Outstanding Dissertation*, Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)
- *Outstanding Dissertation Research*, Association for Chinese Communication Studies
- *Doctoral Dissertation Research Improvement Grant*, National Science Foundation (NSF)

- 2013–16 MS, Statistics
- 2016 Graduate Certificate in Management, Kellogg School of Management
- 2013–15 MA, Media, Technology, and Society
 Thesis Title: *The Evolution of Representational Communication Networks on Social Media*
 Committee: Michelle Shumate (chair), Noshir Contractor, Darren Gergle

Hong Kong Baptist University, Hong Kong

- 2009–13 BA, International Journalism
Scholastic Award with the Highest Graduating GPA

SELECTED HONORS AND AWARDS

- 2025 *Early Career Scholar Award* (ICA-Wide)
 International Communication Association
Outstanding Article Award (Fu, Cooper, Woo, & Kwestel, 2024)
Nonprofit and Voluntary Sector Quarterly (Flagship journal of ARNOVA)
PRIDE Outstanding Journal Article Award, Honorable Mention (Fu & Wang, 2024)
 Public Relations Division, National Communication Association
- 2024 *Outstanding Article of the Year Award, Honorable Mention* (Fu & Barbour, 2024)
 Organizational Communication Division, National Communication Association
- 2023 *Outstanding Article of the Year Award* (Fu & Cooper, 2022b)
 Organizational Communication Division, National Communication Association
PRIDE Outstanding Book Award (Fu & Yang, 2023)
 Public Relations Division, National Communication Association
Linda L. Putnam Early Career Scholar Award
 Organizational Communication Division, International Communication Association
Wiley Top Cited Article in 2021–2022 (Fu & Cooper, 2021)
 Nonprofit Management & Leadership
Best Faculty Article Award (Fu & Cooper, 2022b)
 Chinese Communication Association
SciComm Identities Project (SCIP) Fellow
 NSF-funded 1-year fellowship training in science communication from Metcalf Institute, Knight Center for Environmental Journalism, and Science and Story Lab at MSU and URI
- 2022 *Dennis Gouran Research Award* (Fu, Shumate, & Contractor, 2020)
 Group Communication Division, National Communication Association
Early Career Scholar Award
 Association for Chinese Communication Studies
Randall Harrison Outstanding Article Award (Fu, Shumate, & Contractor, 2020)
 Information Systems Division, International Communication Association
Wiley Top Cited Article in 2020–2021 (Fu & Cooper, 2021)
 Nonprofit Management & Leadership

- 2021 *Outstanding Article of the Year Award, Honorable Mention* (Fu, Shumate, & Contractor, 2020)
Organizational Communication Division, National Communication Association
- Bill Eadie Distinguished Scholarly Article Award* (Fu, Shumate, & Contractor, 2020)
Applied Communication Division, National Communication Association
- Inaugural Provost's Teaching Fellows Program* (1-year training)
Rutgers Provost Office and Office of Teaching Evaluation and Assessment Research
- Faculty Research Excellence Award*
Department of Communication, Rutgers University School of Communication and Information
- 2020 [*#Thinklist*](#) *Nominee for Most Influential Scholars on Issues of Responsible Business*
Centre for Business, Organisation and Society, University of Bath
- Gabriel G. Rudney Memorial Award for Outstanding Dissertation Research*
Association for Research on Nonprofit Organizations and Voluntary Action
- Outstanding Dissertation Research Award*
Association for Chinese Communication Studies
- Best Conference Paper Award*
Best Student Paper Award (based on dissertation)
Organizational Communication and Information Systems Division, Academy of Management
- Faculty Research Excellence Award*
Department of Communication, Rutgers University School of Communication and Information
- 2019 *Gerald R. Miller Dissertation Award*
National Communication Association
- W. Charles Redding Dissertation Award*
Organizational Communication Division, International Communication Association
- Best Conference Paper Award* (Fu, 2024a)
Best Social Entrepreneurship Paper Award
Entrepreneurship Division, Academy of Management
- Early Career Scholar Paper Award* (Zhang & Fu, 2021)
5th Biennial DC Health Communication Conference
- 2018 *Top Poster Award* (Fu & Zhang, 2019)
Health Communication Division, International Communication Association
- Outstanding Overseas Chinese Student Academic Award*
Ministry of Education, People's Republic of China
- 2017 *Doctoral Dissertation Research Improvement Grant*
Decision, Risk, and Management Sciences, National Science Foundation (US \$28,373)
- Top Four Paper Award* (Fu, Shumate, & Contractor, 2020)
Organizational Communication Division, International Communication Association
- Invitee, Theorizing Communication in a Digitally Networked Age*
Penn State University Communication Arts and Sciences Summer Symposium
- 2016 *Best Conference Paper Award* (Fu & Cooper, 2021)
Carlo Masini Award for Innovative Scholarship
Public and Nonprofit Division, Academy of Management

- 2013 *Outstanding Student Award of Hong Kong* (US \$200)
The Baptist Convention of Hong Kong
- Mr. Liu Hao Tsing Fund Scholarship* (US \$3,000)
Hong Kong Baptist University
- Department of Journalism Scholarship* (US \$1,500)
Hong Kong Baptist University
- 2012 *Kum Shing Group Scholarship Fund for Outstanding Mainland Student* (US \$10,000)
Hong Kong Baptist University
- Yutron Tech Scholarship for Outstanding Communication Student* (US \$1,000)
Hong Kong Baptist University
- 2011 *Wofoo Outstanding Leaders Silver Award* (US \$1,000)
Wofoo Foundation, Hong Kong
- Mr. & Mrs. Lau Chor Tak Scholarship for Outstanding Mainland Student* (US \$10,000)
Hong Kong Baptist University
- Overseas Exchange Scholarship* (US \$4,000)
Hong Kong Baptist University
- 2010 *Sir Tseng Chi Lu Scholarship for Students with the Highest GPA* (US \$1,000)
Hong Kong Baptist University
- 2009–13 *Outstanding Mainland Chinese Students Studying in Hong Kong* (top 0.05%; US \$30,000)
Mrs. Soong Ching-Ling Foundation

PUBLICATIONS

Referred Journal Articles and Conference Proceedings

**denotes graduate student co-authors at the time of submission; ** undergraduate student co-authors; = equal authorship*

46. **Fu, J. S.**, Xu, Y., & Cooper, K. R. (forthcoming). Hybrid institutional messages and organizational legitimacy across disparate stakeholders. *Management Communication Quarterly*.
45. **=Fu, J. S.**, & **=Cooper, K. R.** (2025). Hybrid stakeholders and processes in social impact organizing: A constitutive approach to hybridity. *Communication Theory*. <https://doi.org/10.1093/ct/qtaf027>
44. **Fu, J. S.**, Wang, R., & ***Scrivani, K.** (2025). Internal and external sources of nonprofit innovativeness: A configurational approach. *Nonprofit Management and Leadership*, 36(2), 257-270.
<https://doi.org/10.1002/nml.21669>
43. ***Scrivani, K.**, & **Fu, J. S.** (2025). A systematic review of posttraumatic stress disorder communication research: Implications for resilience communication and organizing. *Health Communication*, 40(14), 3021-3047. <https://doi.org/10.1080/10410236.2025.2490315>
42. **Fu, J. S.**, & Cooper, K. (2025). Organizational hybridity of multiple identities: Drivers and implications for social innovation. *Management Communication Quarterly*, 39(3), 470-498.
<https://doi.org/10.1177/08933189241303736>

41. **Fu, J. S.,** Woo, D., Cooper, K., & *Kwestel, M. (2025). Navigating multiple identities for organizational change through organizational listening. *Communication Research*, 52(7), 885-916.
<https://doi.org/10.1177/00936502241227380>
 - **Featured by Organizational Communication Research Center and Rutgers Today**
40. **Fu, J. S.,** & Yan, S. (2025). Institutional complexity and social innovation: The case of Chinese social enterprises. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 36(1), 85-97.
<https://doi.org/10.1007/s11266-024-00696-x>
39. **Fu, J. S.,** & Yan, S. (2024). How do new forms of organizations manage institutional voids? Social enterprises' quest for sociopolitical legitimacy. *Business & Society*. Advanced online publication.
<https://doi.org/10.1177/00076503241274029>
38. **Shin, C., & #**Fu, J. S.** (2024). Looking back, moving forward: A systematic review of entrepreneurship studies in Communication research. *International Journal of Business Communication*.
<https://doi.org/10.1177/23294884241255906>
37. **Fu, J. S.** (2024b). Network portfolio diversity and social innovation: An egocentric approach to cross-sector partnerships. *Social Networks*. <https://doi.org/10.1016/j.socnet.2024.03.002>
36. **Fu, J. S.,** & Barbour, J. (2024). Contextualizing communication for digital innovation and the future of work. *Journal of Communication*, 74(1), 36-47. <https://doi.org/10.1093/joc/jqad031>
 - **Outstanding Article of the Year Award, Honorable Mention, Organizational Communication Division, National Communication Association**
35. **Fu, J. S.,** & Wang, R. (2024). Multiple pathways to organizational legitimacy: Information visibility, organizational listening, and cross-sector partnerships. *Public Relations Review*.
<https://doi.org/10.1016/j.pubrev.2024.102484>
 - **PRIDE Outstanding Journal Article Award, Honorable Mention, Public Relations Division, National Communication Association**
 - Selected by committee from all papers published in 2024 in all issues of *Public Relations Review* (N = 87) and *Journal of Public Relations Research* (N = 22).
34. **Fu, J. S.,** Cooper, K., Woo, D., & *Kwestel, M. (2024). Beyond stakeholder management: Organizational listening for nonprofit stakeholder engagement. *Nonprofit and Voluntary Sector Quarterly*, 53(4), 841-865. <https://doi.org/10.1177/08997640231201068>
 - **Lead Article**
 - **Editors' Choice for Free to Read in Volume 53, Issue 4**
 - **2025 Outstanding Article Award in *Nonprofit and Voluntary Sector Quarterly***, selected by committee from all 62 research papers published across six issues in 2024
33. **Fu, J. S.** (2024a). Social-market hybridity in social ventures: Scale development and validation. *Business & Society*, 63(2), 452-486. <https://doi.org/10.1177/00076503231167569>
 - **Best Conference Paper Award, Entrepreneurship Division, Academy of Management**

- **Winner of the Best Social Entrepreneurship Paper Award, Entrepreneurship Division, Academy of Management**
32. Woo, D., *Actis, K., & **Fu, J. S.** (2023). Nonprofits' external stakeholder engagement and collaboration for innovation: A typology and comparative analysis. *Nonprofit Management & Leadership*, 33(4), 711-733. <https://doi.org/10.1002/nml.21547>
 31. **Fu, J. S.**, & Cooper, K. R. (2022b). Reconsidering communication visibility in politically restrictive environments: Organizational social media use in China. *Journal of Communication*, 72(5), 540-552. <https://doi.org/10.1093/joc/jqac024>
 - **Best Faculty Article Award, Chinese Communication Association**
 - **Outstanding Article of the Year Award, Organizational Communication Division, National Communication Association**
 30. **Fu, J. S.**, & Cooper, K. R. (2022a). Multiple identities in faith-based organizations: Exploring status and value homophily in idealized interorganizational collaboration. *Communication Research*, 49(5), 733-759. <https://doi.org/10.1177/00936502211046246>
 29. **Fu, J. S.** (2022). Understanding the internal and external communicative drivers of organizational innovativeness. *Communication Research*, 49(5), 675-702. <https://doi.org/10.1177/0093650220981299>
 - **Gerald R. Miller Outstanding Dissertation Award, National Communication Association (submitted as paper based on dissertation)**
 - **Public-Facing Scholarship: Blog Post**
 28. **Fu, J. S.**, & Cooper, K. R. (2021). Interorganizational network portfolios of nonprofit organizations: Implications for collaboration management. *Nonprofit Management & Leadership*, 31(3), 437-459. <https://doi.org/10.1002/NML.21438>
 - **Best Paper Award, Public and Nonprofit Division, Academy of Management**
 - **Winner of the Carlo Masini Award for Innovative Scholarship, Public and Nonprofit Division, Academy of Management**
 - **Wiley Top Cited Article in *Nonprofit Management & Leadership*, 2020-21 & 2021-22**
 27. Lai, C.-H., & **Fu, J. S.** (2021a). Exploring the linkage between offline collaboration networks and online representational networking diversity on social media. *Communication Monographs*, 88(1), 88-110. <https://doi.org/10.1080/03637751.2020.1869797>
 26. **Fu, J. S.**, Cooper, K. R., & Shumate, M. (2021). Do U.S. faith-based social service organizations resist collaboration? Examining the role of religiosity and operational capacity in interorganizational partnerships. *Nonprofit and Voluntary Sector Quarterly*, 50(2), 241-261. <https://doi.org/10.1177/0899764020952167>
 - **Lead Article | Public-Facing Scholarship: Blog Post**
 25. **Fu, J. S.**, & Lai, C.-H. (2021). Determinants of organizational performance in disaster risk reduction: A preliminary study of global humanitarian NGOs. *Journal of Contingencies and Crisis Management*, 29(3), 232-

247. <https://doi.org/10.1111/1468-5973.12346>
- **Lead Article**
24. Lai, C.-H., & **Fu, J. S.** (2021b). Humanitarian relief and development organizations' stakeholder targeting communication on social media and beyond. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 32(1), 120–135. <https://doi.org/10.1007/s11266-020-00209-6>
 23. *Zhang, R., & **Fu, J. S.** (2021). Linking network characteristics of online social networks to individual health: A systematic review of literature. *Health Communication*, 36(12), 1549–1559. <https://doi.org/10.1080/10410236.2020.1773703>
 - **Early Career Scholar Paper Award, DC Health Communication Conference**
 22. *Zhang, R., & **Fu, J. S.** (2020). Privacy management and self-disclosure on social network sites: The moderating effect of stress and gender. *Journal of Computer-Mediated Communication*, 25(3), 236–251. <https://doi.org/10.1093/jcmc/zmaa004>
 - **Top Student Paper Award, Communication & Technology Division, ICA**
 - **Featured in the official Twitter account of the ICA Communication and Technology Division, in celebrating the 2021 International Women's Day and Women's History Month**
 21. **Fu, J. S.**, Shumate, M., & Contractor, N. (2020). Organizational and individual innovation decisions in an interorganizational system: Social influence and decision-making authority. *Journal of Communication*, 70(4), 497–521. <https://doi.org/10.1093/joc/jqaa018>
 - **Randall Harrison Outstanding Article Award, Information Systems Division, ICA**
 - **Dennis Gouran Research Award, Group Communication Division, NCA**
 - **Bill Eadie Distinguished Article Award, Applied Communication Division, NCA**
 - **Article of the Year Award, Honorable Mention, Org. Communication Division, NCA**
 - **Top Four Paper Award, Organizational Communication Division, ICA**
 - **Public-Facing Scholarship: Blog Post**
 20. **Fu, J. S.**, & Shumate, M. (2020). Developing and validating a capacity instrument for Chinese and U.S. NGOs. *Nonprofit and Voluntary Sector Quarterly*, 49(3), 631–652. <https://doi.org/10.1177/0899764019889179>
 - **Public-Facing Scholarship: Blog Post**
 19. **Fu, J. S.**, & Lai, C.-H. (2020). Are we moving towards convergence or divergence? Mapping the intellectual structure and roots of online social network research 1997–2017. *Journal of Computer-Mediated Communication*, 25(1), 111–128. <https://doi.org/10.1093/jcmc/zmz020>
 18. **Fu, J. S.** (2020). *Institutional complexity and recombinative innovation: Evidence from hybrid social ventures*. Best Paper Proceedings of the Academy of Management Annual Meeting (~5% acceptance rate). <https://doi.org/10.5465/AMBPP.2020.24>
 - **Best Paper Award, Organizational Communication & Information Systems Division**
 - **Winner of the Best Student Paper Award, Organizational Communication & Information Systems Division**

17. Lai, C.-H., & Fu, J. S. (2020). Organizations' dialogic social media use and stakeholder engagement: Stakeholder targeting and message framing. *International Journal of Communication*, 14, 2246–2271.
16. Fu, J. S. (2019). Unpacking the influence of informational, organizational, and structural factors on the longitudinal change of the follower-followee network on Twitter. *International Journal of Communication*, 13, 3802–3825.
15. Fu, J. S., & *Li, Y. (2019). The institutional antecedents to interorganizational network portfolios of firms: Evidence from China. *Public Relations Review*, 45(4). <https://doi.org/10.1016/j.pubrev.2019.04.009>
 - **Lead Article**
14. Fu, J. S., Cooper, K. R., & Shumate, M. (2019). Use and affordances of ICTs in interorganizational collaboration: An exploratory study of ICTs in nonprofit partnerships. *Management Communication Quarterly*, 33(2), 219–237. <https://doi.org/10.1177/0893318918824041>
 - **Public-Facing Scholarship: Blog Post**
 - **Mentioned in the official Twitter account of the ICA Communication and Technology Division, in celebrating the 2021 International Women's Day and Women's History Month**
13. 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, 181–205.
 - **Top Poster Award, Health Communication Division, ICA**
12. Fu, J. S. (2019). *Institutional complexity in social ventures: Scale development through two studies*. Best Paper Proceedings of the Academy of Management Meeting. <https://doi.org/10.5465/AMBPP.2019.2>
 - **Best Paper Award, Entrepreneurship Division**
 - **Winner of the Best Social Entrepreneurship Paper Award, Entrepreneurship Division**
11. 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*. <https://doi.org/10.1155/2018/2753638>
10. 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. <https://doi.org/10.1007/s10551-018-3856-8>
 - **Adapted for *The Intersector Project Philanthropy & Social Innovation*, a trade publication dedicated to advancing cross-sector collaboration in the U.S. and read by nonprofit practitioners and policymakers**
 - **Public-Facing Scholarship: Blog Post**
9. Fu, J. S., & Shumate, M. (2017b). Understanding the size and spread of Chinese NGO networks. *Chinese Journal of Communication*, 10(1), 72–88. <https://doi.org/10.1080/17544750.2016.1219756>
 - **Public-Facing Scholarship: Blog Post**

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.
<https://doi.org/10.1080/01972243.2016.1271379>
7. **Fu, J. S.**, Sha, Z., Huang, Y., Wang, M., Fu, Y., & Chen, W. (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). <https://doi.org/10.1115/DETC2017-68099>
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.
<https://doi.org/10.1111/jcc4.12161>
 - **Public-Facing Scholarship: Blog Post**
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 (~5% acceptance rate).
<https://doi.org/10.5465/AMBPP.2016.225>
 - **Best Paper Award, Public and Nonprofit (PNP) Division, Academy of Management**
 - **Winner of the Carlo Masini Award for Innovative Scholarship, PNP Division**
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. <https://doi.org/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. <https://doi.org/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. <https://doi.org/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. <https://doi.org/10.1109/HICSS.2015.218>

Book Chapters & Encyclopedia Entries

5. Manata, B., & **Fu, J. S.** (2024). Quantitative methods in organizational communication. In V. D. Miller & M. S. Poole (Eds.), *Handbook of organizational communication theory and research* (pp. 65-84). De Gruyter.
<https://doi.org/10.1515/9783110718508-005>
4. **Fu, J. S.**, & Yang, Y. (2023). The collaboration communication conundrum explored from an institutional logic perspective: NGOs as CSR actors, beneficiaries and adversaries. In A. O'Connor (Ed.), *The Routledge handbook of corporate social responsibility communication* (pp. 310–322). Routledge.
 - **Edited Book was Winner of the PRIDE Outstanding Book Award, Public Relations Division, National Communication Association**

3. **Fu, J. S.** (2018b). Online social networks. In B. Warf (Ed.) *The SAGE encyclopedia of the Internet* (pp. 684–690). SAGE. <http://doi.org/10.4135/9781473960367.n200>
2. **Fu, J. S.** (2018a). Hyperlink. In B. Warf (Ed.) *The SAGE encyclopedia of the Internet* (pp. 428–431). SAGE. <http://doi.org/10.4135/9781473960367.n126>
1. **Fu, J. S.** (2012). Exclamation mark symbolized in the history of North Korea. In T. Wong (Ed.), *Post-90s-journalists' adventure in North Korea* (pp. 58–61). Chung Hwa Book Press.

Popular Press or Trade Publications

1. Shumate, M., **Fu, J. S.**, & Cooper, K. R. (2018). *Does cross-sector collaboration lead to higher nonprofit capacity?* The Intersector Project on Philanthropy & Social Innovation. Aspen Institute. [\[Link\]](#)

GRANTS AND FELLOWSHIPS

External Research Grant

- 2024–26 PI. *Deep and Mindful Listening for the Future of Inclusive Innovation*. National Science Foundation I-Corps Northeast, US \$5,000.
- 2017–19 PI. *Where Does Innovation Come From? Exploring the Dynamic Processes of Organizing and Managing Social Entrepreneurship and Innovation*. National Science Foundation (SES#1730079), US \$28,373.

Internal Research Grant

- 2026–28 PI. *AI for Social Good? Redefining Human-Centered Nonprofit Work*. Rutgers University SC&I, Small Grants for Individual Faculty Research, US \$4,400.
- 2025–27 PI. *Community-Based Organizational Listening to Foster Social Inclusion and Gender Equity*. Rutgers Research Council Individual Fulcrum Research Award, US \$15,000.
- 2024–27 PI. *Toward Decent Communication and Fair Work Among Digital Pieceworkers*. Rutgers SC&I Grants for Team-Based Faculty Research, US \$25,000.
- 2024–25 PI. Rutgers Mutual Mentoring Grant, US \$1,500.
- 2024–25 PI. *Building Resilient Nonprofit Organizations to Serve Refugees*. Rutgers University SC&I, Small Grants for Individual Faculty Research, US \$5,000.
- 2023–25 Co-PI. *Computational Social Science Lab* (PI: Katherine Ognyanova). Rutgers SC&I Grants for Team-Based Research Collaborative Scholarship Development Activity Award, US \$14,000.
- 2023–24 PI. *Harnessing Social Media Visibility for Organizational Resilience and Change*. Rutgers University SC&I, Small Grants for Individual Faculty Research, US \$4,000.
- 2020–22 PI. *Are You Listening? Exploring the Relationships Among Institutional Complexity, Organizational Listening, and Organizational Innovation and Change*. Rutgers University Research Council Grant, US \$5,000.
- 2021–22 PI. COVID Impact on Scholarly Productivity Faculty Grant, Rutgers Provost Office, US \$5,000.

- 2020–21 PI. *The Quest for Legitimacy: Exploring the Role of Social Media in Social Entrepreneurship*. Rutgers SC&I Small Grants for Individual Faculty Research, US \$5,000 (*ranked #1 among all proposals).
- 2017–18 PI. *Social vs. Commercial Innovation: An Exploratory Study*. Northwestern University, The Graduate School Graduate Research Grant, US \$3,000.
- 2016–17 PI. *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, US \$1,500.
- 2016–17 PI. *Civil Society From the Bottom Up: Chinese Social Entrepreneurs as Innovators and Boundary Spanners*. Buffet Institute for Global Studies, US \$5,000.
- 2016–17 PI. *Corporate Social Performance as Signals to Affect Audience Evaluation and Financial Outcomes*. Northwestern School of Communication Graduate Research Ignition Grant, US \$2,000.
- 2015–17 Co-PI. *The Impact of Information Communication Technologies (ICTs) on Interorganizational Collaboration*. School of Communication Innovation Grant, US \$5,000.

Conference Travel Grants

- 2015, 17 International Communication Association Travel Grant (US \$400 per trip)
- 2015 Interdisciplinary Conference Travel Grant (US \$1,000 per trip)
- 2014–17 Buffet Institute for Global Studies Conference Travel Grant (US \$400 per trip)
- 2014, 15 The Graduate School Conference Travel Grant, Northwestern University (US \$800 per trip)
- 2014–17 Department of Communication Studies Conference Travel Grant (US \$1,900 per year)
- 2014 Methodology Training Grant: ICPSR Summer Statistics Course (US \$2,750)

Fellowships

- 2023 NSF-Funded SciComm Identities Project (SCIP) Fellowship
- 2017–18 School of Communication Fellowship, Northwestern University
- 2013–14 School of Communication Fellowship, Northwestern University

RESEARCH ASSISTANT EXPERIENCE

- 2013–18 RA and Member. Network for Nonprofit and Social Impact Lab, Northwestern University.
- 2016–18 RA. *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, US \$21,432.
- 2016–17 RA. Integrated Design Automation Lab, Northwestern McCormick School of Engineering.
- 2016–17 RA. *Multidimensional Network Analysis for Analyzing and Predicting Complex Customer-Product Relations in Engineering* (PI: Wei Chen, Co-PI: Noshir Contractor). National Science Foundation (CMMI-1436658), US \$501,444.

- 2014–17 RA. *The Impact of Interorganizational Network Evolution on Outcomes for Nongovernmental Organizations (NGOs)* (PI: Michelle Shumate). National Science Foundation (SES-1264417), US \$403,934.
- 2014–17 RA. *Planning Knowledge Networks for Scaling Up Impact* (PI: Noshir Contractor; Co-Is: Leslie DeChurch, Paul Leonardi, Michelle Shumate). Gates Foundation (OPP1084322), US \$997,539.
- 2012–13 RA. *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, US \$10,000.

TEACHING

Rutgers University

- COMM 671 *Strategy and Innovation in Creating Social Impact*
PhD/Master's seminar that applies the hybrid organizing perspective to understand organizational and communication theories in social innovation and social impact domains.
- 2025 Spring
- COMM 670 *Social Networks: Theory and Analysis*
PhD seminar about social network theory and its application in communication and organization studies. Course includes social network analysis modules (e.g., visualization, ERGM, SIENA) in addition to covering network theory modeling.
- 2023 Spring
- MCM 514 *Communication Research*
Master's level core course about social science research ethics, basics (e.g., variables, hypothesis), and methods, including experiments, surveys, and content analysis.
- 2019 Summer, 2019 Fall, 2020 Spring, 2020 Fall, 2021 Spring, 2021 Summer, 2021 Fall, 2022 Spring, 2022 Summer, 2023 Summer, 2024 Spring, 2024 Summer, 2024 Fall, 2025 Spring, 2025 Summer, 2025 Fall
- COMM 394 *Communication, Technology, and Society*
Upper-level undergraduate elective course explores the affordances and implications of digital technologies for civic engagement, social movements, public health, interpersonal relationships, future of work, etc. Readings include original peer review journal articles, book chapters, and popular press sources.
- 2019 Fall, 2021 Spring, 2021 Fall
- COMM 357 *Organizational Communication*
Core undergraduate course examining organizational communication. Topics explore the implications of communication in and around organizations on socialization, leadership, decision-making, organizational change, diversity and inclusion, etc.
- 2023 Spring, 2023 Fall, 2024 Spring, 2024 Summer, 2025 Summer, 2025 Fall

Byrne Seminar *Social and Organizational Networks*

First-year undergraduate seminar (competitively selected across Rutgers) examining the emergence of social and organizational networks in our social life. Course focuses on introducing basic social network concepts and network analysis tools, as well as discussing how social connections form and how they influence our behavior.

- 2021 Spring

Northwestern University

COMM 394 *Social Networks and Society* (undergraduate; instructor of record)

MTS 525 *Social Network Analysis* (PhD; instructing TA)

MSLCE 468 *Introduction to Creative Enterprises* (master's; instructing TA)

COMM 367 *Nonprofit Communication Management* (undergraduate; instructing TA)

COMM 205 *Theories of Persuasion* (undergraduate; instructing TA)

Guest Lectures

COMM 601 *Communication, Information & Media Pro-Seminar* (Rutgers)

Title: Innovation in global social impact organizing

November 3, 2021; September 28, 2022; November 1, 2023

COMM 623 *Research Design* (Rutgers)

Title: Organizational survey design in global social impact organizing research

November 1, 2021

MCM 510 *Communication and Society* (Rutgers)

Title: Global social impact organizing: Networks and digital innovation

October 13, 2021

MTS 501 *Introduction to Graduate Research* (Northwestern University)

Title: Academic inspirations

November 19, 2019; November 20, 2024

COMM 205 *Theories of Persuasion* (Northwestern University)

Title: Selective exposure and cognitive dissonance theory

October 28, 2016

Other Institutions

Modern American Comic Strips Seminar (TA), Harvard College Summit for Young Leaders in China (2011)

ADVISING

PhD Dissertation Committee Advising

Melanie Kwestel (co-advisor), Rutgers University, 2025

Dissertation Title: What We Have is a Failure to Collaborate: Collective Action, Collaboration, and Misinformation in the New Jersey Anti-Wind Community

PhD Dissertation Committee Member

Z. Georgie Shao, Rutgers University, in progress

Dissertation Title: *Using Child-Parent Relationships to Understand and Address Harms to Youth Associated with Artificial Intelligence Infused Technologies*

Joshua Miles, Northwestern University, 2022

Dissertation Title: *Care Systems in Community-Based Contexts: The Role of Navigation and Technology in Promoting Access to Human Services in a Referral Network*

- Graduate Dissertation Award, Northwestern School of Communication (2023)

First Position: Tenure-Track Assistant Professor of Org. Communication at Marquette University

PhD Qualification Exam Committee Member

Katherine Scrivani, 2025: Organizational resilience, interorganizational networks, stakeholder engagement

Jesse Scinto, 2025: Networked leadership, social capital, and organizational resilience

Mingwei Shen, 2025: Macro-level organizational change, evolution and ecology, and institutional theory

Z. Georgie Shao, 2024: Communication visibility, digital technologies, and social media

Rachel Acosta, 2023: Organizational change, interorganizational networks, and institutions

Maria Zhigalina, 2021: Organizational communication, social media, and global digital activism

Melanie Kwestel, 2020: Interorganizational communication, collective action, and social change

PhD Research Practicum/Independent Study

Katherine Scrivani, 2025: Organizational listening, community resilience, and vulnerable populations

Jesse Scinto, 2024: Organizational resilience, social capital, and multi-level networks

Z. Georgie Shao, 2024: Communication visibility, violence, and digital technology

PhD Student/Research Assistant/Teaching Assistant

2025 Zakaria Khan

Major Research Tasks: Supported data collection and analysis on nonprofits' AI policy.

2023– Mingwei Shen

Major Research Tasks: Supported project on digital piecework, human-AI collaboration, and content moderation; provided instructional and grading support for *Organizational Communication* course (x2), in which he led, designed, and/or facilitated several in-class activities.

2025 Justine Quow

Major Research Tasks: Supported project on the affordances of AI in social impact organizing for U.S. nonprofit organizations.

- 2024 Marissa Caldwell
Major Tasks: Provided instructional and grading support for *Organizational Communication* course, in which she led, designed, and/or facilitated several in-class activities.
- 2021–22 Z. Georgie Shao
Major Research Tasks: Supported project on a systematic review on digital communication visibility with responsibilities including literature review, conceptualization, and content analysis.
- 2021–22 Rachel Acosta
Major Tasks: Instructing TA and grading for the undergraduate *Communication, Technology, and Society* course, in which she helped redesign final research and social media campaign projects; grading experimental and survey design projects for the master's *Communication Research* course.
- 2022 Melanie Kwestel
Major Research Tasks: Literature review on organizational listening, stakeholder engagement, and mixed-method design; survey design and administration in Organizational Listening Project.
- 2019 Fall Xizi Ru
Major Research Tasks: Literature review on digital activism and visibility affordances; qualitative data coding and analysis in Chinese Social Entrepreneurships Project.
- 2018–19 Maria Zhigalina
Major Research Tasks: Literature review in organizational innovation and identities; creating customized organizational benchmarking reports for participating organizations in research.

Master's Student/Research Assistant/Teaching Assistant

- 2025–26 Truc Le, Rutgers MCM Program
Major Tasks: Literature review and manuscript assistance on research in hybrid social impact organizing, organizational legitimacy, and stakeholder engagement
- 2025 Elena Conti, Rutgers MCM Program
Major Tasks: Instructing assistant for the *Organizational Communication* course.
- 2021–23 Katherine Scrivani, Rutgers MCM Program
Major Tasks: Literature review on climate change and displaced populations, organizational innovation, and nonprofit governance; computational and content analysis of Twitter data on climate change discourse; content analysis and coding in a systematic review; provided instructional and grading support for *Organizational Communication* course, in which she led, designed, and/or facilitated several in-class activities.
First Position: PhD program at Rutgers University
- 2022–23 Haomin Lin, Georgia Tech Computer Science Master's Graduate
Major Research Tasks: Literature review on climate change and displaced populations; computational analyses of Twitter data using semantic network analysis and topic modeling.
First Position: PhD program at the University of Washington

- 2021 Rachelle Rivera, Rutgers MCM Program
Major Research Tasks: Literature review on social entrepreneurship led by historically underrepresented groups; case studies on interorganizational and cross-sector collaboration.
- 2021–22 Anna Schnetzer, Rutgers MCM Program
Major Tasks: Interview data analysis in Organizational Listening Project, focusing on paradoxes and tensions; instructing TA and grading for the *Communication, Technology, and Society* course.
First Position: Rutgers University Foundation
- 2021–22 Kiara Actis, Rutgers MCM Program
Major Tasks: Literature reviews in organizational resilience; co-design in final research and social media campaign project for the *Communication, Technology, and Society* course.
First Position: University of California, Santa Barbara
- 2020–21 Valeria Flores Montoya, Rutgers MCM Program
Major Research Tasks: Participant recruitment and follow-up; survey design and administration in Organizational Listening Project; co-designed network simulation activities (remote version).
First Position: Teach for America
- 2021 Fall Emily Barden, Rutgers MCM Program
Major Tasks: Grading for the *Communication, Technology, and Society* undergraduate course
- 2015–16 Iona Yiqi Li, Master of Science in Communication Program, Northwestern University
Major Research Tasks: Literature review on CSR and issue networks in China; network data collection and analysis, leading to Fu and Li (2019) publication in *Public Relations Review*.
First Position: PhD program at the USC Annenberg School for Communication and Journalism

Master's Capstone Project/Research Practicum/Independent Study

- 2022 Katherine Scrivani: *PTSD and Resilience Communication: A Systematic Review*
- 2022 Anna Schnetzer: *Paradoxes of Social Innovation During COVID-19*
- 2019 Brittany Connor: *Attachment Theory and Multiple Caregivers*
Dhwani Gandhi: *Relationship Between Pricing Strategies and Consumer Buying Behaviour*
Kiara Ramos: *Online Communities and Social Support*
Shunhui Zhang: *Impression Management and Idol Worship on Social Media*
Ye Na Kang: *Analysis of #MeToo and Korean Actor Jo Min-Ki*

Undergraduate Student/Research Assistant

- 2025–26 Amber Yu, Rutgers Aresty Research Program
Major Research Tasks: Literature review and data collection on community-based organizational listening to advance social inclusion and gender equity.

- 2025 Murchhona Dasgupta, Rutgers Aresty Summer Research Program
Major Research Tasks: Organizational listening among nonprofits to vulnerable and marginalized stakeholders to improve organizational and social change
- 2024–25 Victoria Ajayi, Rutgers Aresty Research Program
Major Research Tasks: Literature review and data collection on community-based organizational listening to advance social inclusion and gender equity.
- 2023–24 Caroline Poskrobko, Rutgers Aresty Research Program
Major Research Tasks: Literature review on climate change and AI for social impact organizing.
- 2023 Amber Safeer, Rutgers Aresty Summer Research Program
Major Research Tasks: Literature review on climate change and AI for social impact organizing; computational and content analysis of Twitter data on climate change discourse.
- 2023 Initha Selvakumar
Major Research Tasks: Public outreach to nonprofits; translating academic research to plain language in blog posts and customized organizational benchmarking reports.
- 2023– Victoria He, Rutgers Aresty Research Program
Major Research Tasks: Public outreach to nonprofits; translating academic research to plain language in blog posts and customized organizational benchmarking organizational reports.
- 2021–24 Cynthia Chen, Rutgers Aresty Research Program
Major Research Tasks: Literature review on climate change and displaced populations; topic modeling of Twitter data on climate change; qualitative analysis of paradoxes in nonprofit innovation; content analysis and coding support for a systematic literature review project on PTSD and resilience. Supported her application for the NSF-funded research experience: **Research Experience for Undergraduates (NSF-REU) at the University of Colorado, Colorado Springs**
First Position: PostBacc to use reinforcement learning to understand decision making models in mice at the Allen Institute, Seattle, WA.
- 2020–23 Charis Shin, Rutgers Aresty Research Program
Major Research Tasks: Literature review on social entrepreneurship and historically underrepresented and marginalized communities; content and computational analyses of mission statements; archival and digital trace data collection; systematic literature review project on entrepreneurship and communication, leading to Shin and Fu (2022) NCA paper presentation. Work culminated in two recognitions:
- **Winner of the Rutgers Lloyd C. Gardner Fellowship**
 - **Winner of the ARNOVA Undergraduate Diversity Scholars and Leaders Award**
- 2021–22 Anakha Kumar, Rutgers Aresty Research Program
Major Research Tasks: Content analysis and coding support on a systematic literature review project on digital communication visibility.

- 2021–22 Amanda Henning, Rutgers Aresty Research Program
Major Research Tasks: Content analysis and coding support on a systematic literature review project on digital communication visibility.
- 2020–21 Ashley Chang, Rutgers Aresty Research Program
Major Research Tasks: Literature review on social entrepreneurship and historically underrepresented and marginalized communities; content and computational analyses of mission statements; archival and digital trace data collection.

Undergraduate Student/Research Assistant at Northwestern (N = 20)

Natalia Benavides, Mollie Leavitt, Melissa Diaz, Huy Do, Joyce Wen Long, Andrea Yuqing He, Susan Siqi Gao, Midori Xinran Ge, Anna Ziyuan Tang, Jillian Gilburne, Emily Comstock, Nicole Hemken, Jacob C. Jones, Saya Yang, Lauren Thomas, Bingjue Liao, Jailene Ochoa, Dong Zhang, Hansuh Rhee, Rena Xin Xu

Pedagogical Training and Development

- 2024 *AI in Teaching: Transformative Tools & Challenges Fall Teaching Conference*
Rutgers Faculty Council and Office of the Provost
GenAI Explorations: Using Course-Based Chatbots to Facilitate Equitable Learning
Rutgers Institute for Teaching, Innovation, and Inclusive Pedagogy
Incorporating Beliefs, Mindsets & Belonging in Creating Inclusive Courses
Rutgers Office of Teaching Evaluation and Assessment Research
First-Generation College Student Success: Insights for Effective Teaching
Rutgers Division of Diversity, Inclusion, and Community Engagement
- 2023 *Teaching Incubator*
Rutgers School of Communication and Information
Impact of Identities, Biases, and Fears on the Learning of International Students Faculty Workshop
Rutgers Office of Teaching Evaluation and Assessment Research
Inclusive and Innovative Pedagogy, Effective Teaching & Learning Conference
Rutgers Office of the Chancellor-Provost
- 2021 *Inaugural Provost's Teaching Fellows Program (1-year training)*
Rutgers Provost Office and Office of Teaching Evaluation and Assessment Research
- 2016–17 *Excellence in Teaching Certificate (1-year training)*
Searle Center for Advancing Learning and Teaching, Northwestern University
- 2017 *New Teaching Assistant Conference Workshops Leader*
Searle Center for Advancing Learning and Teaching, Northwestern University
- 2015 *First Year New Teaching Assistant Conference*
Searle Center for Advancing Learning and Teaching, Northwestern University

CONFERENCE PRESENTATIONS

*denotes graduate student co-authors; **denotes undergraduate student co-authors; =denotes equal authorship

61. **Fu, J. S.**, **He, V., *Scrivani, K., & Cooper, K. (2025). *Exploring AI's role in nonprofit work: Redefining human labor, connection, and compassion*. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Annual Meeting, Indianapolis, November 20–22.
60. *Shen, M., **Fu, J. S.**, Barbour, J. B., & Jhaver, S. (2025). *Digital pieceworkers in the AI age: Institutional work and communication design*. Paper to be presented at the 22nd Chinese Internet Research Conference, Beijing, China, July 7–9.
59. Wang, R., *Scrivani, K., & **Fu, J. S.** (2025). *Understanding organizational change in nonprofits through the configurational approach: Stakeholder listening and organizational ambidexterity*. Paper presented at the International Association for Media and Communication Research (IAMCR), Singapore, July 13–17.
58. =**Fu, J. S.**, & =Cooper, K. R. (2025). *Hybrid stakeholders and processes in social impact organizing: A constitutive approach*. Paper to be presented at the International Communication Association Annual Conference, Denver, CO, June 12–16.
57. Lai, C.-H., & **Fu, J. S.** (2025). *Understanding social enterprises' logic integration, representational networks, and communicative resilience on social media*. Paper presented at the International Communication Association Annual Conference, Denver, CO, June 12–16.
56. Shao, Z. G., Lane, J., **Fu, J. S.**, & Griffiths, E. (2024). Integrating the theory of communication visibility to understand digital contexts of violence. Poster presented at the American Society of Criminology Annual Meeting, San Francisco, CA, November 13–16.
55. **Fu, J. S.**, & Lai, C.-H. (2024). *Locus of integration, mission drift, and organizational innovation: The case of social enterprises in Taiwan*. Paper presented the International Communication Association Annual Conference, Gold Coast, Australia, June 20–24.
54. *Lin, H., **Fu, J. S.**, Zhang, R., *Scrivani, K., & **Chen, C. (2024). *Mapping the landscape of online discourse on climate change displaced populations: A topic modelling analysis with BERTopic*. Paper presented at the International Communication Association Annual Conference, Gold Coast, Australia, June 20–24.
53. **Fu, J. S.**, Wang, R., & *Scrivani, K. (2023). *Nonprofit governance and innovativeness: A configurational approach*. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Orlando, FL, November 16–18.
52. =**Fu, J. S.**, & =Cooper, K. R. (2023). *The future of nonprofit organizing: Hybridity for social innovation, capital, and impact*. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Orlando, FL, November 16–18.
51. *Scrivani, K., & **Fu, J. S.** (2023). *A systematic review of posttraumatic stress disorder research: Implications for resilience communication and organizing*. Paper presented at the National Communication Association Annual Conference, National Harbor, MD, November 16–19.

50. **Fu, J. S.**, Woo, D., & Cooper, K. R. (2023). *Navigating multiple identities for organizational change: The mediating role of organizational listening*. Paper presented at the International Communication Association Annual Conference, Toronto, ON, Canada, May 25–29.
49. **Fu, J. S.**, Cooper, K. R., Woo, D. (2023). *Organizational listening during turbulence: A mixed-methods study of U.S. nonprofit organizations*. Paper presented at the International Communication Association Annual Conference, Toronto, ON, Canada, May 25–29.
48. Lai, C.-H., & **Fu, J. S.** (2023). *To see and be seen: Social media visibility management for resilience and change in organizations with plural identities during disruptive events*. Paper presented at the International Communication Association Annual Conference, Toronto, ON, Canada, May 25–29.
47. **Fu, J. S.**, & Wang, R. (2023). *Nonprofits' quest for pragmatic legitimacy: Information visibility, organizational listening, and cross-sector partnerships*. Paper presented at the International Communication Association Annual Conference, Toronto, ON, Canada, May 25–29.
46. **Shin, C., & **Fu, J. S.** (2022). *Looking back, moving forward: A systematic review of entrepreneurship studies in Communication*. Paper presented at the National Communication Association Annual Conference, New Orleans, LA, November 17–20.
45. Woo, D., *Actis, K., & **Fu, J. S.** (2022). *Nonprofits' external stakeholder engagement and collaboration for innovation: A typology and comparative analysis*. Paper presented at the National Communication Association Annual Conference, New Orleans, LA, November 17–20.
44. **Fu, J. S.**, Xu, Y., & Cooper, K. R. (2022). *The quest for legitimacy: Social ventures' strategic communication across diverse stakeholders*. Paper presented at the National Communication Association Annual Conference, New Orleans, LA, November 17–20.
43. Manata, B., & **Fu, J. S.** (2022). *Quantitative methods for organizational communication technology research*. Paper presented at the National Communication Association Annual Conference, New Orleans, LA, November 17–20.
42. *Scrivani, K., & **Fu, J. S.** (2022). *A systematic review of posttraumatic stress disorder research: Implications for organizational communication research*. Poster presented at the Organizational Communication Mini-Conference, Austin, TX, September 23–25.
41. **Fu, J. S.** (2022). *Reconceptualizing social entrepreneurship as interorganizational networks*. Paper presented at the International Communication Association Annual Conference, Paris, France, May 26–30.
40. **Fu, J. S.** (2021). *Reconsidering organizational innovation from an institutional logics perspective*. Paper presented at the National Communication Association Annual Conference, Seattle, WA, November 18–21.
39. **Fu, J. S.** (2020). *Institutional complexity and recombinative innovation: Evidence from hybrid social ventures*. Paper presented at the Academy of Management Annual Conference, Vancouver, Canada, August 7–11.
 - **Best Paper Award, Organizational Communication & Information Systems Division**
 - **Winner of the Best Student Paper Award**

38. **Fu, J. S.** (2020). *The quest for legitimacy: Strategies for tension management in organizational social media use*. Paper presented at the Academy of Management Annual Conference, Vancouver, Canada, August 7–11.
37. **Fu, J. S.** (2020). *When and how do hybrid organizations innovate? Exploring the links among institutional complexity, entrepreneurial orientation, and organizational innovation*. Paper presented at the annual conference of the International Communication Association (virtual due to COVID-19).
36. **Fu, J. S., & *Ru, X.** (2020). “*There are always risk in using social media*”: *How Chinese social ventures perceive and manage tensions in social media use*. Paper presented at the annual conference of the International Communication Association (virtual due to COVID-19).
35. Lai, C., & **Fu, J. S.** (2020). *Unraveling the resource mobilization chain: From communication capacity to representational network on Facebook*. Paper presented at the annual conference of the International Communication Association (converted from Australia to virtual due to COVID-19).
34. **Fu, J. S., & Lai, C.-H.** (2019). *Humanitarian organizations as agents of community resilience building: Communication capacity, social media engagement, and interorganizational collaboration*. Paper presented at the National Communication Association Annual Convention, Baltimore, MD, November 14–17.
33. **Fu, J. S., Cooper, K. R., & Shumate, M.** (2019). *The roles of religiosity and homophily in idealized and actualized faith-based partnerships*. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Action, San Diego, CA, November 21–23.
32. **Fu, J. S., & Shumate, M.** (2019). *Developing and validating a capacity instrument for Chinese and U.S. NGOs*. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Action, San Diego, CA, November 21–23.
31. **Fu, J. S.** (2019). *Institutional complexity in social ventures: Scale development through two studies*. Paper presented at the Academy of Management Annual Conference, Boston, MA, August 9–13.
 - **Best Paper Award, Entrepreneurship Division**
 - **Winner of the Best Social Entrepreneurship Paper Award, Entrepreneurship Division**
30. **Fu, J. S., & Yan, S.** (2019). *Beyond market and social welfare logics: How social enterprise navigate institutional complexity in an authoritarian state*. Paper presented at the Academy of Management Annual Conference, Boston, MA, August 9–13.
29. **Fu, J. S.** (2019). *Cross-sector social partnerships for social entrepreneurship organizing*. Paper presented at the Academy of Management Annual Conference, Boston, MA, August 9–13.
28. **Fu, J. S., & Yan, S.** (2019). *Beyond market and social welfare logics: How social enterprise navigate institutional complexity in an authoritarian state*. Paper presented at the European Academy of Management Conference, Lisbon, Portugal, June 26–28.
27. **Fu, J. S.** (2019). *Where does innovation come from? Examining the impact of network diversity on the novelty and quality of social innovation*. Paper presented at the International Network for Social Network Analysis Sunbelt Conference (XXXIX), Montreal, Canada, June 18–23.

26. **Fu, J. S.** (2019). *Cross-sector social partnerships for social entrepreneurship organizing: Dialectical tensions and institutional complexity*. Paper presented at the annual conference of the 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 presented at the annual conference of the International Communication Association, Washington, DC, May 24–28.
24. **Fu, J. S.** (2019). *Understanding the internal and external communicative drivers of organizational innovativeness*. Paper presented at the annual conference of the 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 presented at the 5th biennial DC Health Communication conference, Fairfax, VA, April 25–27.
 - **Early Career Scholar Paper Award**
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 the 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 the 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 the International Communication Association, San Diego, CA, May 25–29.
 - **Top Four 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 the 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 the 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 the 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, Public and Nonprofit Division**
10. **Fu, J. S.** (2016). *Why do organizations follow other organizations on Twitter? A longitudinal study*. Paper presented at the annual conference of the International Communication Association, Fukuoka, Japan, June 9–13.
9. 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, Toronto, Canada, April 15–17.
8. **Fu, J. S.**, & Shumate, M. (2016). *Understanding the size and spread of Chinese NGO networks*. Paper presented at the International Network for Social Network Analysis Sunbelt Conference (XXXVI), Newport Beach, CA, April 5–10.
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 the 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 TALKS

15. *Reconsidering Nonprofit Work in the Age of Hybrid Human-AI Partnership*. Center for Futures of Work, Information and Technology, Center for Computational and Data Science, School of Information Studies (iSchool), Syracuse University. December 8, 2025. [\[Link\]](#)
14. *The Power of Hybridity for Social Innovation, Capital, and Impact*. School of Communication, Hong Kong Baptist University. August 21, 2025.
13. *Where Does Innovation Come From? Institutions, Networks, and Technology in Global Social Impact Organizing*. School of Communication, Hong Kong Baptist University. November 21, 2022.
12. *Innovation in Global Social Impact Organizing*. School of Social Policy and Practice, University of Pennsylvania. November 11, 2022.
11. *Complex Innovation Adoption in an Interorganizational Network System*. Department of Communication Studies, Moody College of Communication, The University of Texas at Austin. September 21, 2022.
10. *Diverse Networks for Innovation in Global Social Impact Organizing*. Women in Network Science, Dartmouth College. May 23, 2022.
9. *Harnessing Organizational Communication Theories for Social Change*. Department of Communication, The State University of New York at Buffalo. May 3, 2022.
8. *A Blessing in Disguise? Institutional Complexity and Organizational Innovation in Social Impact Organizing*. Annenberg Networks Network (ANN), USC Annenberg School of Communication. April 20, 2022.
7. *Where Does Innovation Come From? Institutions, Networks, and Technology in Global Social Impact Organizing*. Department of Communication, University of Illinois Urbana-Champaign. December 3, 2021.

6. *Innovation in Global Social Impact Organizing*. Work and Organization Studies Groups, Massachusetts Institute of Technology (MIT) Sloan School of Management. November 15, 2021.
5. *Computational Methods in the Study of Media Research Symposium*. College of Media, University of Illinois Urbana-Champaign. April 3–4, 2020 (cancelled due to COVID-19).
4. *Networked Innovation in Health and Organizational Contexts*. Shanghai Jiao Tong University School of Media & Communication (China). January 2, 2020.
3. *Convergence vs. Divergence: Mapping the Intellectual Structure and Roots of Online Social Network Research*. Fudan University School of Journalism (China). December 31, 2019.
2. *Technology, Interorganizational Networks, and Organizational Innovation*. Rutgers University School of Communication and Information. November 29, 2017.
1. *Nonprofit Organizations and Their Networks: The Influence of Institutional Factors*. Buffet Institute for Global Studies, Northwestern University. January 19, 2016.

PROFESSIONAL DEVELOPMENT AND TRAINING

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| 2025 | <i>Inclusive Leadership Academy</i> (Spring cohort, 6 workshops)
Rutgers University Equity and Inclusion |
| 2024 | <i>CLARA: A Tool for Navigating Contentious Conversations</i>
Rutgers Division of Diversity, Inclusion, and Community Engagement |
| 2023 | <i>Impact of Identities, Biases and Fears on the Learning of International Students</i>
Rutgers Office of Teaching Evaluation and Assessment Research

<i>DEI and Intersectionality Preconference</i>
Organizational Communication Mini-Conference at Rutgers

<i>Making Scholarship Public Workshop Series</i> (x2 webinars)
Rutgers Samuel Dewitt Proctor Institute for Leadership, Equity, & Justice

<i>Inclusive Discovery Communication Scholarship Incubator</i>
Rutgers School of Communication and Information

<i>Qualitative Data and Thematic Co-occurrence Analysis</i>
Rutgers School of Communication and Information

<i>STRIDE Training Workshop on Inclusive Hiring</i>
Rutgers Division of Diversity, Inclusion, and Community Engagement |
| 2022 | <i>(in)Visibility Management and Organizational Communication Preconference</i>
Organizational Communication Mini-Conference at UT Austin |
| 2021 | <i>Women in Leadership Training Series</i>
Rutgers Office for Faculty Development, Diversity and Inclusion, & Center for Org. Leadership

<i>Faculty Summer Writing Bootcamp</i> (8 weeks)
Rutgers Office for Faculty Development |

- 2021 *OASIS Women's Leadership and Professional Development Training Program* (1 year)
Rutgers Office of the Senior Executive Vice President for Academic Affairs
- 2019 *Grounded Theory Methods Workshop*
Rutgers School of Communication and Information
- Workshop on Responsibility, Sustainability and Social Entrepreneurship* (by invitation only)
Catolica School of Business and Economics, Lisbon, Portugal
- Paper Development Workshop* (by competitive selection)
Academy of Management Journal
- From Texts to Networks to Maps: Social Media and Beyond*
International Network for Social Network Analysis (INSNA) Sunbelt Conference
- Analysis of Multiplex Social Networks with R*
INSNA Sunbelt Conference
- Algorithms and Data-Driven Technologies in Organizational Context Workshop* (by competitive selection)
Data & Society Institute, New York
- National Science Foundation CAREER Proposal Development Workshop*
Rutgers University Research Development Office
- Academy of Management OMT Division Paper Development Workshop* (by competitive selection)
University College London School of Management and Cass Business School, London, UK
- 2017 *KIN Summer School on Knowledge, Information & Innovation* (1 week)
Vrije Universiteit Amsterdam, Netherlands
- Organizational Communication Division Doctoral Consortium*
International Communication Association
- 2016 *Valued Network Modeling with statnet*
INSNA Sunbelt Conference
- 2015 *Programming for Big Data Bootcamp* (1 week)
Northwestern University Big Data Initiative
- 2014 *Social and Semantic Networks Preconference*
International Communication Association
- Summer Statistics Series* (4 weeks)
The Inter-University Consortium for Political and Social Research, University of Michigan
- Structural Equation Modeling* (with Dr. Kenneth Bollen)
The Inter-University Consortium for Political and Social Research, University of Michigan

SERVICE

To the Department and School of Communication and Information (SC&I)

- 2023– Rules of Procedure/Elections and Nominations (RP/EN) Committee, Rutgers SC&I
- 2023– Faculty Secretary, Rutgers SC&I
- 2023– Director, Rutgers NetSCI Lab

- 2023 Search Committee Chair, Organizational and Strategic Communication
- 2022 PhD Student Awards Committee, Rutgers SC&I
- 2020– Master in Communication and Media (MCM) Program Executive Committee, Rutgers SC&I
- 2020 Faculty Mentor, Rutgers SC&I Winter Writing Workshop
- 2018 Faculty Mentor, Organizational Communication Mini-Conference at Rutgers University

To the University

- 2025– New Brunswick Faculty Council Representative
- 2025– New Brunswick Faculty Council Representative, Student Affairs Subcommittee
- 2025 Aresty Research Center for Undergraduates, Research Funding Reviewer
- 2025 Rutgers Scarlet Service Internship (RSSI) Program Student Selection Committee
- 2022 Invited Faculty Judge, Hackathon on Social Innovation, Rutgers-Birzeit University Accelerator for Social Entrepreneurship (July)
- 2022 Faculty Panelist on *Group Project*, Office of Teaching Evaluation and Assessment Research (April)
- 2016–18 Department Representative, Northwestern University Graduate Leadership and Advocacy Council
- 2016–17 Service Coordinator, Northwestern Graduate International Student Association Leadership Committee

To the Field and Discipline

- 2025 Co-Organizer and Co-Chair, *Preconference: Elevating Organizational Communication in the Age of AI*, Organizational Communication Division, NCA
- 2025 Faculty Mentor, Organizational Communication Division Research Escalator, ICA
- 2025 Panel Organizer and Co-Chair, *Disrupting and Consolidating Organizational Communication Entrepreneurship Research: Entrepreneurial Organizing, Technology, and Social Change*, Organizational Communication Division, ICA
- 2025 Doctoral Consortium Mentor, Organizational Communication Division, ICA
- 2025 Awards Committee Chair, Web Science Conference
- 2024 Panel Speaker, Academic Mothers, International Chinese Communication Association
- 2024 Division Officer Nominating Committee, Organizational Communication Division, NCA
- 2024 Best Article Award Committee, Nonprofit and Voluntary Sector Quarterly
- 2024 Linda L. Putnam Early Career Scholar Award Committee, Org. Communication Division, ICA
- 2023 Awards Committee, Outstanding Textbook, Organizational Communication Division, NCA
- 2023–25 Secretary, Organizational Communication Division, ICA
- 2023 Co-Chair and Organizer, Organizational Comm. Division Research Escalator Sessions, ICA
- 2022– Diversity, Equity, and Inclusion Task Force, Computational Methods, ICA

- 2022 Supporting Scholar, Organizational Communication Mini-Conference at The University of Texas at Austin
- 2022 Awards Committee, Gabriel Rudney Outstanding Dissertation Award, ARNOVA
- 2022 Faculty Mentor, Organizational Communication Division Research Escalator, ICA
- 2022 Awards Committee, Outstanding Thesis and Dissertation Awards, Public Relations Division, ICA
- 2022 Panel Chair, *Organizational Communication in the Age of Datafication and Artificial Intelligence*, Organizational Communication Division, ICA
- 2022 Panel Organizer and Chair, *Grappling With Institutions in Organizational Communication Research*, Organizational Communication Division, NCA
- 2021 Faculty Mentor, *Job Search in Turbulent Times*, Organizational Communication Mini-Conference
- 2021 Awards Committee, Service Engagement, Organizational Communication Division, NCA
- 2021 Article of the Year Award Selection Committee, *Management Communication Quarterly*
- 2021 Awards Committee, Best Conference Paper, ARNOVA
- 2021 Awards Committee and Respondent, Organizational Comm. Division B.E.S.T. Session, ICA
- 2020 Wandering Scholar for Poster Session, Organizational Communication Mini-Conference
- 2020 Faculty Mentor, Organizational Communication Division Research Escalator, ICA
- 2020 Awards Committee, W. Charles Redding Dissertation of the Year, Org. Comm. Division, ICA
- 2019 Panel Organizer and Chair, *(Re)Conceptualizing Entrepreneurship as Organizational Communication: Looking Back, Moving Forward*, Organizational Communication Division, ICA
- 2019 Faculty Mentor, Organizational Communication Division Research Escalator, ICA
- 2019 Panel Chair, *Networks*, Organizational Communication Division, ICA
- 2018 Co-Chair, *Health and Organizations* Preconference, Org. Communication Mini-Conference
- 2018 Panel Chair and Moderator, *Publishing*, Organizational Communication Mini-Conference
- 2016 Chair, *Inter-Organizational Networks: NGOs*, Sunbelt INSNA Conference
- 2016 Co-Organizer, Organizational Communication Mini-Conference at Northwestern University

Featured Speaker and Panelist at Professional Meetings

- 2022 Research Incubator Symposium on Climate Change and Health, Rutgers Office for Research
- 2021 *Caregiving and COVID-19: Reimagining Parenting and Academia Post-Pandemic*, ICA Blue Sky Workshop
- 2019 *External Funding* Postconference, Organizational Communication Division, ICA
- 2018 *Organizations and Health* Preconference, Organizational Communication Mini-Conference
- 2016 Social Movement and Entrepreneurship Workshop, Kellogg School of Management
- 2014 Media, Technology, and Society Brownbag Series, Northwestern University

Editorial Board Member

- 2023– *Communication Research*
2021– *Management Communication Quarterly*
2024– *Nonprofit and Voluntary Sector Quarterly*

Ad Hoc Reviewer for Peer-Reviewed Journals

- 2018–19 *Business Ethics: An European Journal*
2019–24 *Business & Society*
2018– *Communication Research*
2019–23 *Communication Monographs*
2025 *Digital Journalism*
2022 *Frontier in Human Dynamics*
2020–24 *Health Communication*
2023 *Human Communication Research*
2020 *Information, Communication & Society*
2019 *International Journal of Communication*
2022 *International Journal of Voluntary and Nonprofit Organizations*
2018 *Journalism*
2015 *Journalism Studies*
2020 *Journal of Business Ethics*
2019– *Journal of Communication*
2017 *Journal of Family Communication*
2019– *Management Communication Quarterly*
2020– *Nonprofit and Voluntary Sector Quarterly*
2022– *Nonprofit Management & Leadership*
2015–21 *New Media & Society*
2018 *Network Science*
2021 *Public Relations Review*
2022 *The Information Society*

Grant Reviewing

- 2025 Science of Organizations, National Science Foundation
2024 Human Networks and Data Science–Infrastructure Program, National Science Foundation

Ad Hoc Reviewer for Books

- 2023 Bristol University Press
2019 Routledge

Reviewer for Conferences

- 2019– Organizational Communication Division, International Communication Association
- 2021 Organizational Communication Division, National Communication Association
- 2016–20 Public and Nonprofit Division (2016), Organizational Communication and Information Systems Division (2018, 2020), Entrepreneurship Division (2020), Organization and Management Theory Division (2017), Technology and Innovation Management Division (2018), Academy of Management
- 2019 European Academy of Management
- 2017 InfoSocial Conference
- 2013–16 Communication and Technology Division, International Communication Association
- 2016 Organizational Communication Mini-Conference
- 2014 Hawaii International Conference on System Sciences

Tenure and Promotion Cases

- 2025 Beijing Normal University; Hong Kong Baptist University United International College

To the Nonprofit/Entrepreneurship Field

- 2022– Faculty Mentor, Design for America, Rutgers University
- 2022 Moderator and Invited Participant, *Catalyzing Cross-Sectoral Partnerships and Community Engagement*, The Future of Public Health Summit, CDC Foundation
- 2022– Faculty Advisory Board, Rutgers Innovation, Design, and Entrepreneurship Academy (IDEA)
- 2017–18 Advisory Board Member, *Caritai*
Caritai is an entrepreneurial social startup devoted to providing professional development and mentoring to first-generation college students in China.