

Y. Jasmine Wu

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EMPLOYMENT

- 2025 Assistant Professor, Department of Communication Studies, University of Texas at Austin
2023 Postdoctoral Researcher, The Wharton School of the University of Pennsylvania
Wharton People Analytics. Faculty mentor: Matthew Bidwell

EDUCATION

- Ph.D. Media, Technology, and Society, Northwestern University, 2023
Dissertation Committee: Noshir Contractor (Chair), Leslie DeChurch, Yu Xu, Paul Leonardi
M.S. Statistics, Northwestern University, 2023
M.A. Media, Technology, and Society, Northwestern University, 2021
Committee: Noshir Contractor (Chair), Leslie DeChurch, Sameer Srivastava
B.S. Information Science, Communication, *magna cum laude*, Cornell University, 2019

RESEARCH AREAS

Organizational structure, technology management, teams, enterprise social media, diversity, flexible work arrangements, social networks, natural language processing

PUBLICATIONS

- 2025 Baratta, L. R., Xia, L., Lew, D., Eiden, E., **Wu, Y. J.**, Contractor, N., ... Kannampallil, T. (2025). Networked Behaviors Associated With a Large-Scale Secure Messaging Network: Cross-Sectional Secondary Data Analysis. *JMIR Medical Informatics*, 13, e66544. doi:10.2196/66544.
2023 **Wu, Y. J.**, Antone, B., DeChurch, L. A., & Contractor, N. S. Information sharing in a hybrid workplace: understanding the role of ease-of-use perceptions of communication technologies in advice-seeking relationship maintenance. *Journal of Computer-Mediated Communication*, 28(4). doi:10.1093/jcmc/zmad025.
2022 Lungeanu, A., Whalen, R., **Wu, Y. J.**, DeChurch, L. A., & Contractor, N. S. Diversity, networks, and innovation: A text analytic approach to measuring expertise diversity. *Network Science*, 1-29. doi:10.1017/nws.2022.34.

- 2021 **Wu, Y. J.**, Antone, B., Srinivas, A., DeChurch, L. A., & Contractor, N. S. Teamwork in the time of COVID-19: Creating, dissolving, and reactivating network ties in response to a crisis. *Journal of Applied Psychology*, 106, (10), 1483–1492. doi:10.1037/apl0000969.

UNDER REVIEW

Cappelli, P. & **Wu, Y. J.**. How remote work alters the tasks of office work? *Under Review*. Available on SSRN: papers.ssrn.com/sol3/papers.cfm?abstract_id=5193221

Wu, Y. J., van Zoonen, W., Treem, J., & Sivunen, A. Dynamics of informal networks on enterprise social media: Attention allocation, boundaries, and organizational visibility. *Under Review*.

RESEARCH IN PROGRESS

Co-attendance, perceived proximity, and trust in a flexible work arrangement. *Preparation for submission*. (with Noshir Contractor and Leslie DeChurch)

Time speaks: Temporal regularity in communication at work and individual attainments. *Writing stage*. (with Matthew Bidwell, Tracy Anderson, and Federica De Stefano)

Remote work and startups. *Analysis stage*. (with Tiantian Yang)

Clinician team structure in emergency medicine (with Bailey Osweiler). *Data collection stage*.

Breaking organizational silos: Technologically-enacted homophily. *Data collection stage*.

Influence of collaborators' work arrangements and individual performance. *Planning stage*. (with Matthew Bidwell)

CONFERENCE ACTIVITY

Sessions Organized

- 2022 “WiNS & Diversity NetSci 2022 Satellite” NetSci Conference. Virtual. July 13-14th.
- 2022 “The Next Normal for Work: Reconfiguring Hybrid Work and Teams at Workplace.” Society for Industrial and Organizational Psychology. Seattle, U.S. April 29th.
- 2021 “Near Future of Work 2021: Supporting Digital and Remote Collaboration”. Companion workshop of the 13th ACM Web Science Conference. Virtual. June 22nd.

Conference Presentations¹

- 2025 **Wu, Y. J.**, van Zoonen, W., Treem, J., & Sivunen, A. Dynamics of Informal Networks on Enterprise Social Media: Attention Allocation, Boundaries, and Organizational Visibility. *To be presented at the annual conference of International Communication Association (ICA)*, Denver, CO.
- 2025 Cappelli, P & **Wu, Y. J.**. Female employment and startup formalization *To be presented at the annual conference of Academy of Management (AoM)*, Copenhagen, Denmark.
- 2024 **Wu, Y. J.** & Yang, T. Female employment and startup formalization *Presented at the Economic Sociology Conference*, Houston, TX.

¹Presenting author *italicized* if other than first author. * indicates supervised mentee.

- 2024 **Wu, Y. J.** & Yang, T. Female employment and startup formalization. *Presented at the 17th Annual People and Organization Conference*, Philadelphia, PA.
- 2024 **Wu, Y. J.**, van Zoonen, W., Treem, J., & Sivunen, A. Dynamics of Informal Networks on Enterprise Social Media: Attention Allocation, Boundaries, and Organizational Visibility. *Presented at the Sunbelt Conference of the International Network for Social Network Analysis (INSNA)*, Edinburgh, UK.
- 2023 **Wu, Y. J.**, Antone, B., DeChurch, L. A., & Contractor, N. S. Misalignment in technology perception predicts advice tie dissolution. *Presented at the annual conference of International Institute of Operations and Management Sciences (INFORMS)*, Phoenix, AZ.
- 2023 **Wu, Y. J.**, Antone, B., DeChurch, L. A., & Contractor, N. S. Misalignment in technology perception predicts advice tie dissolution. *Presented at the annual conference of Academy of Management (AoM)*, Boston, MA.
- 2022 **Wu, Y. J.**, Antone, B., DeChurch, L. A., & Contractor, N. S. How does hybrid work work? Effects of perceptions of technology on advice tie dissolution in the transition to hybrid work. *Presented at the 8th International Conference of Computational Social Science (IC2S2)*, Chicago, IL.
- 2022 **Wu, Y. J.**, Gao, B., DeChurch, L. A., & Contractor, N. S. What fosters trust? Effect of perceived proximity and serendipitous encounters on trust network during hybrid work. *Presented at the Sunbelt Conference of the International Network for Social Network Analysis (INSNA)*, Cairns, Australia.
- 2022 Zhu, M., **Wu, Y. J.**, Lin, L., DeChurch, L. A., & Contractor, N. S. Reimagining relational inertia: The dynamics of communication patterns in response to an exogenous crisis. *Presented at the 72nd Annual Conference of the International Communication Association (ICA)*, Paris, France.
- 2022 **Wu, Y. J.**, Agur, C., Rabindra, R., Sundar, S. S., Ang, P. H., Jone, S., Ellison, N., & Contractor, N. S. (2022, May). One association, many networks: ICA, membership, and identity in the field of communication. *Presented at the 72nd Annual Conference of the International Communication Association (ICA)*, Paris, France.
- 2021 **Wu, Y. J.**, Zhu, M., DeChurch, L. A., & Contractor, N. S. Stepping into the next normal: Network broadening and deepening in an organization during a crisis *Presented at the 34th Annual Organizational Communication Mini Conference (OCMC)*.
- 2021 **Wu, Y. J.**, Srinivas, A. *, Antone, B., DeChurch, L. A., & Contractor, N. S. Social network churn within and between teams in times of COVID-19. *Presented at the Third North American Social Networks Conference (NASN)*.
- 2020 Antone, B., **Wu, Y. J.**, Chan, C., Li, H., Xu, Y., Lane, J. N., DeChurch, L. A., Leonardi, P. M., & Contractor, N. S. Teaming in the time of Covid: Reconfiguration of workplace communication networks. *Presented at the Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting*.
- 2020 **Wu, Y. J.**, Antone, B., Chan, C., DeChurch, L. A., & Contractor, N. S. Status difference and network mobilization in organizations in times of COVID-19. *Poster presented at the Organizational Communication Mini-Conference (OCMC)*.
- 2020 Lungeanu, A., Whalen, R., **Wu, Y. J.**, DeChurch, L. A., & Contractor, N. S. Text and network: Mapping changes in the expertise diversity of patent teams. *Presented at the Virtual Sunbelt Conference of the International Network for Social Network Analysis (INSNA)*.

- 2020 Lungeanu, A., Whalen, R., **Wu, Y. J.**, DeChurch, L. A., & Contractor, N. S. Mapping changes in the expertise diversity of patent teams over the past four decades. *Presented at the 11th Annual International Science of Team Science (SciTS) Virtual Conference.*
- 2020 **Wu, Y. J.** Leveraging co-authorship network to understand research performance in Communication. *Paper presented at the 70th Annual Conference of the International Communication Association (ICA)*, virtual. **Top Student Paper Award**, Communication and Technology Division.
- 2019 **Wu, Y. J.**, Chan, C., Jin, C, McLeod, P., & Williams, M. Effects of avatar gender on negotiation in an immersive virtual environment. *Paper presented at the 105th Annual Conference of the National Communication Association (NCA)*, Baltimore, MD. **Top Student Paper Award**, Group Communication Division.
- 2018 **Wu, Y. J.**, Chan, C., Jin, C, McLeod, P., & Williams, M. Extended Abstract: Effects of avatar gender on negotiation strategy and outcomes in an immersive virtual environment. *Presented at the 68th Annual Conference of the International Communication Association (ICA)*, Prague, Czech Republic.

INVITED TALKS

- 2024 Carnegie Mellon University, Heinz College of Information Systems and Public Policy
- 2024 University of Notre Dame, Mendoza College of Business, Department of Information Technology, Analytics, and Operations
- 2024 University of Texas at Austin, Moody College of Communication, Department of Communication Studies
- 2024 University of Kentucky, College of Communication and Information
- 2023 Northwestern Institute on Complex Systems (NICO), lightning talk session
- 2023 Rutgers University, Department of Communication, Social Networks Seminar
- 2022 University of Illinois Urbana-Champaign, Department of Communication
- 2022 Chinese University of Hong Kong Business School, Department of Management
- 2022 Chinese University of Hong Kong (Shenzhen), School of Management and Economics
- 2022 University of Pennsylvania, Digital Media, Networks, and Political Communication Group (DimeNet)

GRANTS AND AWARDS

Awards and Honors

- 2022 INSNA Student Travel Award
- 2022 SIOP Student Travel Award
- 2020 Top Student Paper Award, Communication and Technology Division, International Communication Association
- 2019 Top Student Paper Award, Group Communication Division, National Communication Association

2019 Anson H. Rowe Award, Cornell University

Grants and Fellowships

2024 Mack Institute Research Fellowship
2023 Wallace R. Bornhoeft Graduate Fellowship
2019, 22 MTS Conference Travel Grant
2019, 22 Northwestern University The Graduate School Travel Grant
2019, 22 Department of Communication Studies Travel Grant
2018 Undergraduate Summer Research Grant
2018 Ann S. and Robert R. Morley Student Research Fund

OTHER RESEARCH EXPERIENCES

2016-19 Group and Interpersonal Communication Lab, Cornell University. PI: Poppy McLeod
2017-19 Virtual Embodiment Lab, Cornell University. PI: Andrea Won
2018 Social Dynamics Lab, Cornell University. PI: Michael Macy
2018 Virtual Human Interaction Lab, Stanford University. PI: Jeremy Bailenson

TEACHING²

Northwestern University

COMM_ST 295: Social Capital and Networks. Spring 2022.

COMM_ST 159: Computing Everywhere. Winter 2022.

IEMS 441/MTS 525*: Social Network Analysis. Instructor: Noshir Contractor. Fall 2021.

MSC 492*. Understanding & Leveraging Organizational Social Networks. Instructor: Noshir Contractor. Spring 2020, 2021.

IEMS 341/COMM_ST 352*: Social Network Analysis. Instructor: Noshir Contractor. Spring 2021.

IEMS 341/COMM_ST 352/COMP_SCI 396*: Social Network Analysis. Instructor: Noshir Contractor. Winter 2022.

Northwestern Kellogg School of Management

Kellogg Foundations Program*. "Leveraging and Learning from Networks." Instructor: Noshir Contractor. May 18, 2022.

Cornell University

PSYCH 2580/HD 2580/ILRLR 2580/SOC 2580*: Six Pretty Good Books: Explorations in Social Science. Instructors: Michael Macy & Stephen Ceci. Fall 2018.

COMM 2820*: Research Methods in Communication. Instructor: Natalie Bazarova. Fall 2017.

ECOM 2040/SOC 2090/CS 2850/INFO SCI 2040*: Networks. Instructors: Jon Kleinberg & David Easley. Fall 2017.

² * indicates teaching assistant.

HEC Paris

Executive MBA Shift Major Reinventing organizations in a “post”-covid world: Managing and Motivating remote, multicultural, diverse, and artificially augmented organizations*. “Understanding and Enabling Teamwork Using People Analytics.” Instructor: Noshir Contractor. Jan 25, 2022.

University of Science and Technology of China

COMM641P*: Social Network Analysis. Instructor: Noshir Contractor. Spring 2022.

MENTORING

Master Students

Yun Teng. Master of Science in Computer Science, Northwestern U. 2021-2022

Ziyue Xu. Master of Science in Analytics, Northwestern U. 2021

Undergraduate Students

Xamantha Laos Cueva. Computer Science, Northwestern U. 2023

Julia Chu. Communication Studies & Computer Science, Northwestern U. 2023

Carli Kelley. Communication Studies & Statistics, Northwestern U. 2023

Jessica Cheng. Communication Studies & Computer Science & Economics, Northwestern U. 2022-2023

Derex Wangmang. Computer Science, Northwestern U. 2022

Yining Huang. Computer Science & Statistics, Northwestern University. 2021-2022

Bill Gao. Mathematical Methods in the Social Sciences & Economics, Northwestern U. 2021-2022

Rohil Bahl. Computer Science, Northwestern U. 2021

Ahan Sahu. Industrial Engineering and Management Science, Northwestern U. 2021

Arshya Srinivas. Industrial Engineering and Management Science, Northwestern U. 2020

High School Student

Nikola Bilaver. Jones College Prep High School. 2020

SERVICE

Service to Field

Ad Hoc Reviewer for *Journal of Language and Social Psychology*, 2025

Ad Hoc Reviewer for *Computer-Supported Cooperative Work (CSCW)*, 2024

Ad Hoc Reviewer for *Management Communication Quarterly*, 2023-2024

Ad Hoc Reviewer for *Journal of Social Computing*, 2023

Reviewer, Academy of Management, 2023

Reviewer, Society for Industrial and Organizational Psychology (SIOP), 2023

Ad Hoc Reviewer for *Association for the Advancement of Artificial Intelligence (AAAI)*, 2022

Ad Hoc Reviewer for *Academy of Management Discoveries* (AMD), 2022

Tech Squad Student Volunteer Team Coordinator, International Communication Association, 2022

Reviewer, International Communication Association, 2019–23

Service to Department

Strategic and Organizational Communication Module Fellow, Department of Communication Studies, Northwestern University, 2022

MTSB Recruitment weekend, student organizer, 2020

MEMBERSHIPS

Academy of Management (AoM)

International Network for Social Network Analysis (INSNA)

Society for Industrial and Organizational Psychology (SIOP)

International Communication Association (ICA)

National Communication Association (NCA)

Women in Network Science (WiNS)

Updated September 2025