

Ruoxiao Su

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EDUCATION

University of Texas at Austin, TX, U.S.

May 2027
(expected) Ph.D., Organizational Communication & Technology
Advisor: Dr. Keri K. Stephens

M.S., Statistics (pursuing)

Communication Seminars: Survey of Organizational Communication, On Time, Disaster Communication and the Future, Human Behavior and the Social Environment, Dynamics of Organizations and Communities, Social Media Effects, Stress and Coping

Methodology Coursework: Quantitative Research Methods, Qualitative Research Methods, Computational Methods, Mathematical Statistics, Regression Analysis, Design and Analysis of Experiments, Multivariate Methods, Bayesian Statistical Methods

University of Science and Technology of China (USTC), Hefei, China

June 2023 M.A., Journalism & Communication
Advisor: Dr. Mengxiao Zhu

June 2020 B.A., Communication; B.E., Polymer Materials & Engineering

PEER-REVIEWED PUBLICATIONS

Su, R., Stephens, K. K., McGlone, M. S., & Jia, M. (2025). One HPV vaccination message does not fit all: Differences between young adults deciding to be vaccinated and parents deciding for their children. *Health Communication*, 40(9), 1645-1660.

<https://doi.org/10.1080/10410236.2024.2417115>

Liu, L., Zhu, M., Su, R., Contractor, N. (2026). Connected yet constrained: Advice network, after-hours enterprise social media use and work-family conflict. *Industrial Management & Data Systems*. <https://doi.org/10.1108/IMDS-05-2025-0608>

Zhu, M., Su, R., Liu, L., & Contractor, N. (2025). Communicate or not: Exploring the different effects of instrumental and expressive networks on thriving at work. *Journal of Management & Organization*, 31(3), 1498-1515. <https://doi.org/10.1017/jmo.2024.5>

Zhu, M., He, L., Zhao, H., Su, R., Zhang, L., & Hu, B. (2025). Same vaccine, different voices: A cross-modality analysis of HPV vaccine discourse on social media. *Proceedings of the International AAAI Conference on Web and Social Media*, 19(1), 2317-2333.

<https://doi.org/10.1609/icwsm.v19i1.35936>

Zhu, M., Liu, L., Su, R., & Contractor, N. (2023). Revisiting the effects of social networks on enterprise collaboration technology use: A fuzzy-set qualitative comparative analysis approach. *Decision Support System*, 174, 114017.

<https://doi.org/10.1016/j.dss.2023.114017>

MANUSCRIPTS IN PROGRESS

Su, R., Stephens, K. K., McGlone, M. S., & Jia, M. When agentic pneumonia meets older adults: Will it persuade older adults to vaccinate or backfire?. [Full paper accepted by NCA 2025; Major revision under reviewed at *Health Communication*]

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- Su, R.,** Zhu, M., Liu, L., Su, C., Xu, Q. Understanding work-family conflict and knowledge hiding: A role theory perspective. [Full paper accepted by ICA 2023; Under reviewed at *International Journal of Knowledge Management Studies*]
- Su, R.,** Liu, X. Subordinate, friend, and/or competitor: The role of AI and organizational temporality. [Full paper accepted by NCA 2026; Editing pending submission]
- Su, R.,** Aguila, E., McGlone, M., Stephens, K. K. Temporal power dynamics of high-reliability organizing: Occupational differences in cross-sector floodplain management. [Presented at NCA 2025; Editing pending submission]
- Jung, S., **Su, R.** 'Thank you all for following my journey': Exploring the self-narratives and user engagement of disability community on TikTok. [Editing pending submission; Preprint: <http://dx.doi.org/10.2139/ssrn.5028388>]

CONFERENCE PAPERS

- Su, R.,** Liu, X. (2026, November). Subordinate, friend, and/or competitor: The role of AI and organizational temporality. *International Communication Association (ICA) Conference*. New Orleans, LA, U.S.
- Stephens, K. K., **Su, R.,** Moore, P., McGlone, M. S. (2026, November). Flood risk visual cues in maps: Increasing risk perception and promoting protective action. *International Communication Association (ICA) Conference*. New Orleans, LA, U.S.
- Rabby, M., **Su, R.,** Stephens, K. K. (2026, June). Exploring antecedents of perceived message effectiveness in a flood risk context. The role of exposure, efficacy, and knowledge. *International Communication Association (ICA) Conference*, Cape Town, South Africa.
- Su, R.,** Liu, X. (2025, November). Understanding How AI Assistants Impact Organizational Temporal Experience. *National Communication Association (NCA) Conference*, Denver, CO, U.S.
- Aguilar E., **Su, R.,** Valera Castro, S., Stephens, K. K. (2025, November). Cultural variability and organizational dynamics in inter-organizational flood risk communication. *National Communication Association (NCA) Conference*, Denver, CO, U.S.
- Su, R.,** Stephens, K. K., McGlone, M. S., Jia, M. (2025, June). When agentic pneumonia meets older adults: Will it persuade older adults to vaccinate or backfire?. *International Communication Association (ICA) Conference*, Denver, CO, U.S.
- Jung, S., **Su, R.** (2025, June). 'Thank you all for following my journey': Exploring the self-narratives and user engagement of disability community on TikTok. *International Communication Association (ICA) Conference*, Denver, CO, U.S.
- Su, R.,** Stephens, K. K., McGlone, M. S., Jia, M. (2024, November). One HPV vaccination message does not fit all: Differences between young adults deciding to be vaccinated and parents deciding for their children. *National Communication Association (NCA) Conference*, New Orleans, LA, U.S.
- Su, R.** (2024, November). Females are more socially embedded: Understanding knowledge hiding from a social network approach. *National Communication Association (NCA) Conference*, New Orleans, LA, U.S.
- Su, R.,** Liu, L., Zhu, M., Su, C., Xu, Q. (2023, May). A daily study on the relationship between work-family conflict and knowledge hiding: Moderating roles of social networks. *73rd Annual International Communication Association Conference (ICA)*. Toronto, Canada.

- Liu, L., Zhu, M., **Su, R.**, Wang, X., Xu, Q. (2023, May). Investigating the role of advice relations on employee creativity: A social network perspective. *73rd Annual International Communication Association Conference*. Toronto, Canada.
- Su, R.**, Zhu, M., Liu, L., DeChurch, L., Contractor, N. (2022, May). Explaining thriving at work and job satisfaction: Exploring the different roles of the instrumental and the expressive networks. *72nd Annual International Communication Association Conference*. Paris, France.
- Liu, L., Zhu, M., **Su, R.**, DeChurch, L., Contractor, N. (2022, May). Understanding the dynamic role of social networks in technology-based collaboration in responding to the COVID-19 pandemic. *72nd Annual International Communication Association Conference*. Paris, France.
- Chen, X., Yao, Y., **Su, R.** (2021, July). Digital self-disclosure and social support—Online health community use for families with autism. *China Sociology Association Annual Conference*. Chongqing, China. (presenter)

TEACHING EXPERIENCE

	Instructor of Record, UT Austin
Fall 2025 - Present	<i>Course: Professional Communication Skills</i> ⑩ Two classes per semester (15-25 students each) ⑩ Interactive classroom setting
Spring 2025	Teaching Assistant, UT Austin <i>Course: Digital Communication</i> ⑩ Guest lectured 2 sessions
Fall 2024	<i>Course: Working Virtually</i> ⑩ Guest lectured 1 session
Spring 2024	<i>Course: Interpersonal Communication Theory</i>
FA 2023	<i>Course: Nonverbal Communication</i>
	Teaching Assistant, USTC
Spring 2022 – Fall 2022	<i>Course: Social Network Analysis (Graduate level)</i> ⑩ Developed coding demo materials and hosted lab sessions ⑩ Assisted student group projects
Fall 2019 – Fall 2021	<i>Course: Safety in the Chemical Lab</i>

EXPERTISE

Research Skills	Interdisciplinary and international collaboration, Project management, Study design, Literature reviews, Critical thinking, Data collection, Quantitative analysis, Computational analysis, Qualitative analysis, Research writing and presentation, Data visualization
Data Analysis	⑩ Human-Centered Data Collection: Survey, Experiment, Eye tracking, Social media data ⑩ Qualitative Analysis: Interview, Focus group, Coding, Content analysis ⑩ Quantitative Analysis: Regression, ANOVA, Structural equation model, Bayesian model

	⑩ Computational Analysis: Natural language processing, Machine learning, BERT, Deep learning, Large language model, Transformer, Classifier, Social network analysis, Agent-based modeling
	⑩ Phonetics Analysis
Programming	R, Python (pandas, numpy, etc.), C/C++, MATLAB, NetLogo
Technology	MS Office, SPSS, Adobe Audition, Premiere, Photoshop, Gephi, Praat, Canvas
Language	Chinese, English, Japanese

WORK/SERVICE EXPERIENCE

Work Experience

Fall 2026	Consultant Associate , Startup Consulting Practicum, McCombs School of Business, UT Austin
Summer 2025	Program Evaluation Consultant & Researcher , Innovative Learning Center, LLC., Remote
Summer 2024	Outreach Assistant , College of Natural Sciences, UT Austin
Summer 2022 – Spring 2023	Data Analyst , XiYue EdTech, LLC., Hefei, China

Institutional Service

Fall 2026	Secretary , Communication Graduate Committee, Department of Communication Studies, UT Austin
Fall 2025 – Spring 2026	Student Representative , Tenure-Track Faculty Search Committee, Department of Communication Studies, UT Austin
Fall 2020 – Spring 2023	Graduate Student Mentor , Undergraduate Program, School of Chemistry & Materials Science, USTC
Fall 2020 – Spring 2021	Vice Secretary , Graduates' Union, School of Humanities & Social Sciences, USTC

Academic Service

2026	Reviewer , Frontiers in Public Health
2026	Reviewer , Cyberpsychology, Behavior and Social Networking
2022 – Present	Reviewer , ICA
2024 – Present	Reviewer , NCA
2023, 2026	Volunteer , NCA
2022	Session Host and Student Organizer , ICA Regional Hub, Hefei, China

AWARDS AND GRANTS

China Merit Scholarship for Overseas Students, Ministry of Education of China, \$6,000, 2025
Provost and Moody Fellowship, UT Austin, 2023-2027
Graduate School Fellowship, UT Austin, 2023-2027
Graduate Student Travel Fund, Department of Communication Studies, UT Austin, 2024-2026
Distinguished Graduate Student Award, School of Humanities and Social Sciences, USTC, 2023