

JEN SHANG

Professor of Philanthropic Psychology

Institute for Sustainable Philanthropy

Unit 12, The Business Centre, 2 Cattedown Road, Plymouth, Devon, PL4 0EG, UK

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EDUCATION

INDIANA UNIVERSITY

Ph.D., Philanthropic Studies (2008)

UNIVERSITY OF PENNSYLVANIA

M.A., Psychology (2005)

CARNEGIE MELLON UNIVERSITY

M.S., Psychology (2002)

BEIJING NORMAL UNIVERSITY

B.S., Psychology (2000)

ACADEMIC APPOINTMENTS

INSTITUTE FOR SUSTAINABLE PHILANTHROPY

- Co-Founder and Co-Director
(August 2019 – Present)

PLYMOUTH BUSINESS SCHOOL

PLYMOUTH UNIVERSITY

- Full Professor in Philanthropic Psychology
(July 2013 – July 2019)
- Research Director at Centre for Sustainable
Philanthropy (February 2014 – March 2019)

SUN YAT SEN UNIVERSITY, China

- Visiting Professor (November 2016)

NATIONAL UNIVERSITY OF SINGAPORE (NUS)

- Visiting Scholar (October 2014)

LILLY FAMILY SCHOOL OF PHILANTHROPY

INDIANA UNIVERSITY

- Adjunct Professor in Philanthropic Psychology
(August 2012 – 2015)

SCHOOL OF ECONOMICS, FINANCE AND MANAGEMENT

UNIVERSITY OF BRISTOL

- Reader/Associate Professor in Marketing (July
2012 – June, 2013)

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS (SPEA)

INDIANA UNIVERSITY

- Assistant Professor in Nonprofit Marketing and
Fundraising (August 2009 – August 2012)
- Visiting Assistant Professor (June–July 2009)

CENTER ON PHILANTHROPY

INDIANA UNIVERSITY

- Postdoctoral Fellow (May 2008 – May 2009)

RESEARCH

RESEARCH INTERESTS

- *Philanthropic Psychology* explores the most conducive psychological make-up to grow love for mankind.
- *Donor Behaviour* explores how this conducive psychological make-up can be created through the giving of money.
- *Philanthropic Self* describes holistically how people define their sense of who they are when they use every action of their lives as an opportunity to grow love for mankind.

PUBLICATIONS

BOOKS:

1. Shang, J. & Sargeant, A. (2020). *Philanthropic Psychology: Scientifically Uncovering the Person behind Giving*. Institute for Social Change.
2. Sargeant, A. & Shang, J. (2017). *Fundraising: Principles and Practice*. (2nd ed.) San Francisco, CA: Jossey-Bass.

3. Sargeant, A. & Shang, J. (2010). *Fundraising: Principles and Practice*. San Francisco, CA: Jossey-Bass.

BOOK CHAPTERS:

1. Shang (2020). Identity and Charitable Giving: The Six-Self Framework. Americus Reed and Mark Forehand Ed. *Research Handbook in Identity and Marketing*.
2. Croson, R. & Shang, J. (2010). Social Influence in Giving: Field Experiments in Public Radio. *The Science of Giving: Experimental Approaches to the Study of Charity*, 65-80.

REFEREED JOURNAL ARTICLES: (Total Citation Counts by Google Scholar: 1,398 and Web of Science: 344)

1. **Shang, J.**, Reed, Americus, Sargeant, A. and Carpenter, K. Market Place Donations: The Role of Moral Identity Discrepancy and Gender. In press in *Journal of Marketing Research* (ABS 4*)
2. **Shang, J.** Sargeant, A. and Carpenter, Kathryn (2019). Intention versus Giving Behavior: How Differently Do Satisfaction, Trust and Commitment Relate to Them? *Nonprofit and Voluntary Sector Quarterly* (ABS 3)
3. Sargeant, A., & **Shang, J.** (2016). Outstanding fundraising practice: how do nonprofits substantively increase their income?. *International Journal of Nonprofit and Voluntary Sector Marketing*, 21(1), 43-56 (cited by 5 on Google Scholar, and 1 on Web of Science, 28/03/2019)
4. Sargeant, A. & **Shang, J.** (2016). Risk Perception and Management in Development Philanthropy. *Voluntary Sector Review* 7, (3) pp 251-267. DOI: 10.1332/204080516X14722016138784
5. **Shang, J.** & Sargeant, A. (2016). Social Norms and Fundraising: The Trade-Off Between Enhanced Donations and Donor Identity Esteem. *Journal of Nonprofit & Public Sector Marketing* 28, (4) pp 351-363. DOI: 10.1080/10495142.2016.12379
6. Croson, R. & **Shang, J.** (2012). Limits of the Effect of Social Information on the Voluntary Provision of Public Goods: Evidence from Field Experiments. *Economic Inquiry*. DOI: 10.1111/j.1465-7295.2012.00468.x (cited by 31 on Google Scholar, and 9 on Web of Science, 28/03/2019)
7. Sargeant, A. & **Shang, J.** (2012). How We Make Donors Feel: The Relationship between Premium Benefit Level and Donor Identity Esteem. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17: 157-171. (cited by 6 on Web of Science, 28/03/2019)
8. Sargeant, A. & **Shang, J.** (2011). Bequest Giving: Revisiting Donor Motivation with Dimensional Qualitative Research. *Psychology and Marketing*, 28(10), 980-997 (Selected by the journal as the only article in the press release from this special issue (cited by 22 on Google Scholar, and 6 on Web of Science, 28/03/2019)
9. Fader, P., Hardie, B. & **Shang, J.** (2010). Customer-Base Analysis in a Discrete-Time Noncontractual Setting. *Marketing Science*, 29(6), 1086-1108. (cited by 115 on Google Scholar, 34 on Web of Science, 28/03/2019)
10. Sargeant, A., **Shang, J.** & Shabbir, H. A. (2010). The Social Marketing of Giving. *Public Management Review*, 12(5), 635-662. (cited by 8 on Google Scholar, and 2 on Web of Science, 28/03/2019)
11. Croson, R., Handy, F. & **Shang, J.** (2009). Gender Difference in Norm Formation and Fundraising. *International Journal of Nonprofit and Voluntary Sector Marketing*, 15(2), 199-213. (cited by 2 on Web of Science, 28/03/2019)
12. **Shang, J.** & Croson, R. (2009). Field Experiments in Charitable Contribution: The Impact of Social Influence on the Voluntary Provision of Public Goods. *The Economic Journal*, 119(540), 1422-1439 (cited by 513 on Google Scholar, and 185 on Web of Science, 28/03/2019)
13. Croson, R., Handy, F., & **Shang, J.** (2009). Keeping up with the Joneses: The relationship of perceived descriptive social norms, social information, and charitable giving. *Nonprofit Management and Leadership*, 19(4), 467-489 (cited by 78 on Google Scholar, and 28 on Web of Science, 28/03/2019)
14. Gino, F., **Shang, J.** & Croson, R. (2009). The Impact of Information from Similar or Different Advisors on Judgment. *Organizational Behavior and Human Decision Processes*, 108(2), 287-302 (cited by 95 on Google Scholar, and 43 on Web of Science, 28/03/2019)
15. Croson, R., Handy, F. & **Shang, J.** (2009). The Relationship between Norms, Social Information and Subsequent Giving: Results from a Donor Survey and a Lab Experiment. *Nonprofit Management and Leadership*, 19(4), 467-489. (Editor's Best Scholar Paper Award of the year) (cited by 5 on Web of Science, 28/03/2019)
16. Sargeant, A. & **Shang, J.** (2009). Clear Insights: Philanthropic Psychology. *Advancing Philanthropy*, June 2009, 29-33 (cited by 1 on Web of Science, 28/03/2019)
17. **Shang, J.** Reed, A. & Croson, R. (2008). Identity-Based Gender Congruency Effect on Donations. *Journal of Marketing Research*, vol. XLV, 1-10 (cited by 165 on Google Scholar, and 70 on Web of Science, 28/03/2019)
18. Croson, R. & **Shang, J.** (2008). The Impact of Downward Social Information on Contribution Decisions. *Experimental Economics*, 11(3), 221-233 (cited by 236 on Web of Science, 28/03/2019)

19. **Shang, J.** & Croson, R. (2006). The Impact of Social Comparisons on Nonprofit Fundraising. *Research in Experimental Economics Series*, 11: 143-156 (cited by 74 on Web of Science, 28/03/2019)
20. Reder, L., Weber, K., **Shang, J.** & Vanyukov, P. (2003). The adaptive character of the attention system: statistical sensitivity in a target localization task. *Journal of Experimental Psychology: Human Perception and Performance*, 29 (3), 631-649 (cited by 42 on Web of Science, 28/03/2019)

PAPERS UNDER REVIEW:

1. **Shang, J.** Kopelman, S. & Sargeant, A. The Effect of Positive Emotion and Collective Self on Gendered Giving. 1st R&R Nonprofit and Voluntary Sector Quarterly (ABS 3)
2. Reed, Americus, **Shang, J.**, Sargeant, A. and Carpenter, K. Friends with benefits: donation behavior is affected by close others who highly likely benefit unless you are a high internalized moral identifier. Submitted to Journal of Marketing Research (ABS 4*)
3. **Shang, J.** Claire Routley and Adrian Sargeant. Temporal Decision Making in Legacy Giving Decisions. Submitted to Nonprofit and Voluntary Sector Quarterly (ABS 3)

SELECTED WORKING PAPERS:

1. Carpenter K. and **Shang, J.** The moderating role of moral identity on compassion and charitable giving. In preparation for Journal of Marketing. (ABS 4*).
2. Kottasz, Rita, **Shang, J.** and Yuan, PeiYu. Authority Gender and Charitable Giving. In Preparation European Journal of Marketing. (ABS 3).

SELECTED PRESENTATIONS

1. Philanthropic Psychology, The Philanthropy School, Beijing Normal University, China, July 2018
2. Tomorrow's Philanthropy, Avila University, US, August 2017
3. Shang, J., Hudson, J. & Sargeant, A.: One's relationship with believe God figures and religious giving, ARNOVA, November 2015
4. Risk and Philanthropy, University of Hong Kong, October 2014
5. Philanthropic Psychology, Council for Advancement and Support of Education, October 2014
6. Philanthropic Psychology, Singapore National University, October 2014
7. The Impact of Social Ideals on Giving, AEA Annual Meeting, January 2014
8. Moral Identity, Giving and Gender, Warwick Workshop on Generosity and Wellbeing, April 9, 2013
9. Moral Identity, Giving and Gender, Academy of Marketing, Southampton, July 3, 2012
10. Religious Identification and Charitable Giving, ARNOVA, Cleveland, Ohio, November 23-24, 2009
11. Gift Selection and Charitable Giving, ARNOVA, Cleveland, Ohio, November 23-24, 2009
12. Identification in Bequest Giving, ARNOVA, Philadelphia, Pennsylvania, November 23-24, 2008
13. The Impact of Information from Similar or Different Advisors on Judgment, Association of Consumer Research, San Francisco, California, October 24-25, 2008
14. Philanthropic Psychology, Queensland University of Technology, Australia, June 26, 2008
15. The Public Policy Implications for Nonprofit Marketing A Framework to Guide Public Policy to Increase Philanthropic Giving, ARNOVA, Atlanta, Georgia, November 23-24, 2007
16. Motivations for Giving. Competitive Session Public Radio Development and Marketing Conference (PRDMC), Reno, NV, July 12-14, 2007
17. Social Dilemmas in the Field: Field Experiments on Voluntary Contributions to Public Radio, 12th International Conference on Social Dilemmas, Seattle, Washington, July 8-12, 2007
18. The Effect of Positive Emotion and Collective Self on Generosity, 12th International Conference on Social Dilemmas, Seattle, Washington, July 8-12, 2007
19. Social Network Effect in Giving: Evidence from Field Experiments. Society of Personality and Social Psychology. Memphis, TN, January 18-21, 2007
20. Social Network Effect in Giving: Evidence from Field Experiments. Annual Meeting of The Allied Social Science Associations. Chicago, IL, January 7-9, 2007
21. I have more friends, so I give more; or so I think? Panel discussion in Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), November 16-18, 2006
22. Social Identity and Power in the Field: Implications for Charitable Contribution to Public Goods. Competitive Paper in Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), November 16-18, 2006

23. "I" Give, but "We" Give More: The Impact of Identity and the Mere Social Information Effect on Donation Behavior. Special Sessions in North American Conference of the Association for Consumer Research (ACR), Orlando, Florida, September 29–October 2, 2006
24. Social Identity and Power in the Field: Implications for Charitable Contribution to Public Goods. The Academy of Management Meeting, Atlanta, Georgia, August 11-16, 2006
25. Motivations for Giving. Competitive Session Public Radio Development and Marketing Conference (PRDMC), New Orleans, Louisiana, July 26–29, 2006
26. Field Experiments in Public Goods Provision: Social Comparisons. Competitive Paper in Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), September 29–October 2, 2005
27. Field Experiments in Public Goods Provision: Social Comparisons. Competitive Paper in North American Conference of the Association for Consumer Research (ACR), San Antonio, Texas, September 29–October 2, 2005
28. Social Influence in Nonprofit Marketing. Panel on Public Policy and Marketing in North American Conference of the Association for Consumer Research (ACR), San Antonio, Texas, September 29–October 2, 2005
29. Field Experiments in Public Goods Provision: Social Comparisons. Economic Science Association Meeting (ESA), Montreal, Canada, June 23-26, 2005
30. Psychological Motivations for Giving to Public Radio: Survey Research on Public Radio Membership. Annual Meeting of The Allied Social Science Associations. Philadelphia, PA, January 7-9, 2005
31. Social Comparisons in Public Good Provision: Field Experiments from Public Radio. Annual Meeting of The Allied Social Science Associations. Philadelphia, PA, January 7-9, 2005
32. The Impact of Social Comparisons on Repeated Contributions. The Society of Judgment and Decision Making Conference (SJDM). Minneapolis, MN, November 20 – 22, 2004
33. Social Comparisons and Social Dilemmas: Field Experiments in Nonprofit Fundraising. The Academy of Management Meeting. New Orleans, Louisiana, August 6–11, 2004
34. Psychological Motivations in Public Radio Fundraising. Public Radio Development and Marketing Conference (PRDMC). Austin, Texas, July 29–31, 2004
35. Social Comparisons in Public Goods Provision in the Field. International Economic Science Association Meeting (ESA), Amsterdam, The Netherlands. June 11–14, 2004
36. Information Seeking in Public Goods Provision. The Society of Judgment and Decision Making Conference (SJDM). Kansas City, Kansas, November 24-25, 2002

SELECTED GRANTS (Total Amount: \$1,032,257 + £297,000)

1. Aiyou Foundation, China (2019, £15,000)
2. British Columbia SPCA, Canada, with Adrian Sargeant (2019-2020, £30,000)
3. One Foundation, China, with Adrian Sargeant (2018-2019 £99,000)
4. AiYou Foundaiton, China, with Adrian Sargeant (2018, £15,000)
5. Relationship Contract on Relationship Fundraising, 3.0, with Adrian Sargeant, (2018, £24,000)
6. Research Contract on Digital Fundraising, with Adrian Sargeant, (2018, £10,000)
7. Research Grant on Gratitude and Giving, with Adrian Sargeant (2017, £10,000)
8. Research Grant on Relationship Fundraising 3.0, with Adrian Sargeant (2016-2019, £64,000)
9. Research Grant on Relationship Fundraising 2.0, with Ian MacQuillin and Adrian Sargeant (2015-2016, £20,000)
10. The Science of Legacy, with Adrian Sargeant (2016-2017, £20,000)
11. Research Grant on the Role of Boards in Fundraising Growth, with Adrian Sargeant (2016, £20,000)
12. Research Grant on Philanthropic Innovation from the Resource Alliance, with Adrian Sargeant and Ian MacQuillin (2015-2016, \$30,000)
13. Research Grant on Great Fundraising from Clayton and Burnett, with Adrian Sargeant (2015-2016, \$30,000)
14. Research Grant on Impact Philanthropy from the Public Broadcasting System (PBS), with Adrian Sargeant and Stephen Pidgeon (2013, \$409,400)
15. Research Grant on Impact Philanthropy from the Public Broadcasting System (PBS), with Adrian Sargeant and Tom Ahern (2012, \$50,000)
16. Research Grant on Philanthropists and Development Risk from the Rockefeller Foundation, with Adrian Sargeant (June 2012 – July 2012, \$16,700)
17. Research Grant on Social Identity and Giving in Telemarketing from Pell and Bales with Adrian Sargeant (January 2011 – August 2011: \$22,003)

18. Research Grant on Religious Identification and Philanthropy from the Lake Institute at the Center on Philanthropy at Indiana University, with Americus Reed and Adrian Sargeant (December 2008 – July 2009: \$10,000)
19. Post-Doc Research Grant on Philanthropy Psychology from the William and Flora Hewlett Foundation (May 2008 – August 2009: \$63,000)
20. Graduate Student Research Grant from the Center on Philanthropy at Indiana University (January 2008: \$1,000)
21. Legacy Leaders Planned Giving Research Grant Program, The Association of Fundraising Professionals, with Adrian Sargeant (November 2007 – August 2008: \$14,756)
22. The Ernest W. Wood Doctoral Fellowship in Philanthropy from The Center on Philanthropy at Indiana University and The Association of Fundraising Professionals Foundation for Philanthropy (August 2007 – May 2008: \$10,000)
23. Competitive Grant from The Corporation for Public Broadcasting: Motives for Giving, with Rachel Croson (October 2005 – October 2007: \$311,370)
24. Time-sharing Experiments for the Social Sciences (TESS) grant for experimental survey research (NSF-funded grant), with Francesca Gino and Rachel Croson (2005)
25. The Aspen Institute Grants for Doctoral Dissertation Research (2004 – 2006: \$17,208)
26. NSF Doctoral Dissertation Research Grant in Economics (2004 – 2006: \$14,820)
27. The Risk and Management and Decision Processes Center at the Wharton School, University of Pennsylvania, Research Grant (Summer 2003: \$2,000)

REPORTS

1. How to thank your donors better? With Adrian Sargeant, Kathryn Carpenter and Harriet Day, September, 2018
2. How can experiments help digital fundraising? With Adrian Sargeant, April, 2018
3. Major Gift Fundraising in Higher Education in the UK, with Adrian Sargeant, January, 2018
4. Tomorrow's Philanthropy: Philanthropic Literacy for Future Leaders, with Adrian Sargeant, January 2017
5. The Science of Legacy Fundraising: Part Two, with Tye Korgaoker, Tony Charalambides, and Dr Claire Routley, a joint project with Listen, 2017
6. Relationship Fundraising: where do we go from here? Volume 2 - Review of Theory from Social Psychology, with Ian Macquillin and Adrian Sargeant, Plymouth: Centre for Sustainable Philanthropy, Plymouth University, 2016
7. The Science of Legacy Fundraising: Final Report, a joint project with Listen, August 2015
8. What Makes Fundraising Truly Great? with Adrian Sargeant and commissioned by Clayton Burnett Limited, January 2013
9. Risk and Philanthropy: Systemisation, Education and Professionalisation, with Adrian Sargeant and supported by Rockefeller Foundation and The Resource Alliance, October 2012
10. Growing Philanthropy in the United Kingdom: A Report on the July 2011 Growing Philanthropy Summit, with Adrian Sargeant, September 2011
11. Growing Philanthropy in the United States: A Report on the June 2011 Washington D.C Growing Philanthropy Summit, with Adrian Sargeant, October 2011

PROFESSIONAL ACTIVITIES

PROFESSIONAL ASSOCIATIONS:

- Association for Consumer Research
- Academy of Marketing
- Academy of Management
- Association for Research on Nonprofit and Voluntary Actions
- Society of Personality and Social Psychology
- National Science Foundation
- Social Sciences and Humanities Research Council of Canada
- Economic and Social Research Council

REFEREE FOR: Academic Journals (22 in total)

- American Economic Review
- American Journal of Agricultural Economics
- Cognition
- Economic Inquiry

FUNDING AGENCIES:

- Economic Letters
- Experimental Economics
- International Journal of Nonprofit and Voluntary Sector Marketing
- International Journal of Research in Marketing
- Journal of Cultural Economics
- Journal of Economic Behavior and Organization
- Journal of Economics and Management
- Journal of Economic Psychology
- Journal of Nonprofit & Public Sector Marketing
- Journal of Personality and Social Psychology
- Journal of Public Economics
- Management Science
- Marketing Science
- Nonprofit and Voluntary Sector Quarterly
- Nonprofit Management and Leadership
- Organizational Behavior and Human Decision Processes
- Personality and Social Psychology Bulletin
- Social Service Review

HONOURS

- The Editor's Prize for the best scholarly paper in Nonprofit Management and Leadership (2010)
- The Ernest W. Wood Doctoral Fellowship in Philanthropy (offered by the Association for Fundraising Professionals and the Center on Philanthropy at Indiana University) (2007)
- The Aspen Institute Dissertation Award for Nonprofit Research (2004)
- The National Science Foundation Dissertation Award in Economics (2004)

TEACHING

TEACHING INTERESTS

- Leadership and Management Essentials
- Consumer behaviour, organizational behaviour and donor behaviour (Philanthropic Psychology)
- Fundraising
- Managerial Decision Making
- Nonprofit Marketing
- Experimental Design

TEACHING LEADERSHIP

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP) & INSTITUTE OF FUNDRAISING (IoF)	Advanced Diploma Tutor (2014 – Present)
INSTITUTE OF FUNDRAISING (IoF)	Chief Examiner (2013 – Present)
ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP) & INSTITUTE OF FUNDRAISING (IoF)	Advanced Diploma Writer (2013)

HONOURS

- Indiana University Trustee's Teaching Award, 2012
- Faculty Spotlight selected by Indiana University Center for Innovative Teaching and Learning (<http://citl.indiana.edu/innovations/spotlights/shang.php>)

TEACHING ACTIVITIES

INSTRUCTOR

PLYMOUTH BUSINESS SCHOOL, PLYMOUTH UNIVERSITY

- Leadership and Management Essentials (Undergraduate, Fall 2018, 2019)
- Behavioral Insights for Nonprofit Organizations (Undergraduate, Spring, 2016)
- Charity Fundraising (Undergraduate, Fall 2014)
- Consumer Behavior (Undergraduate and M.S., Fall 2013)

SCHOOL OF ECONOMICS, FINANCE AND MANAGEMENT, UNIVERSITY OF BRISTOL

- Organizational Behavior (M.S., Spring 2013)
- Marketing (Undergraduate and M.S., Spring 2013)

PSYCHOLOGY DEPARTMENT, UNIVERSITY OF PENNSYLVANIA

- Judgment and Decision Making (Undergraduate, 2004)

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

- Charity Fundraising (On-line M.P.A., Fall 2014)
- Nonprofit Marketing (On-line M.P.A., Fall 2013, Summer 2015)
- Fundraising (On-line M.P.A., Summer 2013)
- Nonprofit Marketing (On-line M.P.A., Summer 2012)
- Philanthropic Psychology (M.A. and M.P.A., Fall 2011)
- Research Design and Methods (Ph.D., 2011)
- Organizational Behavior (M.A. and M.P.A., 2009- 2012)
- Fund Development (M.A. and M.P.A., 2008- 2009)
- Strategic Nonprofit Marketing (M.A. and M.P.A., 2008)

THESIS SUPERVISION

PLYMOUTH BUSINESS SCHOOL, PLYMOUTH UNIVERSITY

PHD STUDENTS

- Harriet Day (2018)
- Carolina Pulido Ariza (2018)
- George Shelton (2016)
- Deanna Nelson (2016)
- Christine Littlefield (2016)
- Dejie Kong (2014)
- Jessica Silye (2014)
- Lucy Lowthian (2014)

SCHOOL OF ECONOMICS, FINANCE AND MANAGEMENT, UNIVESRITY OF BRISTOL

M.S. STUDENTS – Economics, Finance and Management

- Dejie Kong (2013)
- Jing Zhang (2013)
- Ketevan Kanashvill (2013)
- Jie Qu, Economics (2013)
- Pimchanok Thavipoke (2013)
- Sai Yan (2013)
- Alexander Bazhanov (2012)
- Shakris Inngern (2012)
- Svetlana Semykina (2012)
- Farida Shukurova (2012)

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

B.A. STUDENTS

- Genevieve Rodgers, Nonprofit Management (2011)

ACADEMIC COMMITTEE

PLYMOUTH BUSINESS SCHOOL, PLYMOUTH UNIVERSITY

- Research Director, Centre for Sustainable Philanthropy
- Founder and Chair, Plymouth Charity Lab

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

- Committee for the Dual Master's Degree between IU Bloomington and Hong Kong University (Fall 2013)
- Governance and Management Research Seminar (Fall 2011 – 2012)
- SPEA Working Paper Series Committee (Spring 2010 – 2012)
- Arts Administration Graduate Student Admission Committee (Fall 2009 – 2012)

LILLY FAMILY SCHOOL OF PHILANTHROPY, INDIANA UNIVERSITY (Indianapolis)

- Research Committee (Fall 2011 – 2015)
- Reviewer for the Center on Philanthropy Research Fund (Fall 2010 – 2015)
- Philanthropic Studies Faculty Committee (Fall 2009 – 2015)

SERVICE COMMITTEE

PLYMOUTH BUSINESS SCHOOL, PLYMOUTH UNIVERSITY

- Search Committee on Senior Research Fellow (2015)
- Search Committee on Fundraising Director (2015)
- Search Committee on Donor Relationship Officer (2015)
- Search Committee on Lecturer (2014)

SCHOOL OF ECONOMICS, FINANCE and MANAGEMENT, UNIVERSITY OF BRISTOL

- Search Committee on Lecturer (2013)
- Search Committee on Teaching Fellows (2013)

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS, INDIANA UNIVERSITY (Bloomington)

- Faculty Advisory Committee on Development (2012)
- Search Committee for Lecturers in Arts Administration Undergraduate and Graduate Programs (2012)
- Search Committee for Development Director (Fall 2011)

UNIVERSITY SERVICE PUBLICATIONS

- Envisioning a Legacy, *Philanthropy Matters*, The Center on Philanthropy at Indiana University, 18(1), 2010.
- Philanthropic Psychology, *Philanthropy Matters*, The Center on Philanthropy at Indiana University, 16(1), 2008.

IMPACT

Train and educate fundraisers, and nonprofit board member and executives on the essential knowledge of philanthropic psychology and donor behaviour. Train and educate donors on how to optimize their donation decisions and achieve the most potential in life with such decisions.

SELECTED INDUSTRY PUBLICATIONS AND MASS MEDIA

1. Why wealthy sports stars get passionate about charity? *BBC News*, January 1, 2019
2. Study reveals vital role of the donor Thank You. *UKfundraising*, November, 5, 2018
3. Why do the richest give? *BBC Radio*, April 7, 2018
4. Giving Tuesday: Who are the philanthropists of tomorrow? *Charity Times*, November 28, 2017
5. Insights into the Future of Philanthropic Innovation: Philanthropic Literacy for Future Leaders. Resource Alliance. March 18, 2017

6. "Academic predicts decline of mega-charities" *The Third Sector*, October 20, 2016
7. "Why are animals top beneficiaries?" *Herald Tribune*, September 23, 2016
8. "Bringing back the feel good factor" *Charity Choice*, August 5, 2016
9. "The Fundraising Conundrum – Why you need to get the balance right at board level" *UK Fundraising*, June 15, 2016
10. "Graffiti written on the heart" *Non Profit Quarterly*, April 29, 2016
11. "The secrets of iconic charity slogans" *Guardian Voluntary Sector Network*, April 27, 2016
12. "Fundraisers' failing relationships with boards and executives" *Civil Society Fundraising*, March 29, 2016
13. "Acquiring and keeping are very different skills" *The Third Sector*, March 15, 2016
14. "Reward fundraisers for how they make donors feel" *European Fundraising Association*, February 11, 2016
15. "New review recommends 'refashion' of relationship fundraising" *Fundraising and Philanthropy*, Australia, February 1, 2016
16. "Academic review of relationship fundraising offers new ideas for fundraisers" *UK Fundraising*, January 21, 2016
17. "Refreshing your relationships with donors" *The Third Sector*, January 21, 2016
18. "Refresh and reinvigorate donor relationships" *Non Profit Times*, January 21, 2016
19. "First relationship fundraising research conducted in 25 years sheds light on philanthropic best practices" *Hilborn*, January 21, 2016
20. "Charity in Society" *TBC Radio*, December 25, 2015
21. "Fundraisers' self-worth is damaged by the everyday ethical decisions they make" *The Third Sector*, November 2, 2015
22. "Moral Identity" *BBC Radio Cornwall*, November 2, 2016
23. "Why 'giving levels' actually increase average donation amounts" *Frontstream*, September 9, 2015
24. "Giving More Globally, and Less Locally" *The New York Times*, June 19, 2015
25. "Jen Shang, Interview" *The Third Sector*, March 26, 2015
26. "Jen Shang, Philanthropic Psychologist" *The Third Sector*, March 26, 2015
27. "Philanthropists Study" *Guardian, Voluntary Sector Network*, January 19, 2015
28. "Anatomy of nudge for fundraising" *Civil Society*, February 10, 2014
29. "Why do big donors give away millions?" *Market Place*, December 12, 2013-10:26
30. "Are emotive appeals effective in persuading people to give to charity?" *The Guardian*, September 2, 2013
31. "Transforming an organisation is key to great fundraising." *The Third Sector*, April 9, 2013
32. "Leadership thinking key to fundraising greatness." *Civil Society*, April 8, 2013
33. "Philanthropic Psychology Sheds Light on Charitable Giving." *South Source*, March 8, 2013
34. "Sandy highlights increasingly popular trend of DIY volunteerism." *amNY*, December 3, 2013
35. "What is the Most common Mistake Philanthropic Organizations make with Donors?" *Science and Religion Today*, November 20, 2012
36. "Getting into a Benefactor's Head." *New York Times*, November 8, 2012
37. "How online donors might help with catastrophic medical bills." *The Globe and Mail*, July 19, 2012
38. "Money words." *CMNRradio.com*, May 21, 2012
39. "5 Words to Better Fundraising." *Tony Martignetti Nonprofit Radio*, May 21, 2012
40. "Good360-An Idea Whose Time Has Come" *The Huffington Post*, April 18, 2012
41. "Five Words That Helped a Local Nonprofit Raise More Money" *The Chronicle of Philanthropy*, April 16, 2012
42. "Using Analogies to Translate Expert Thinking" *Indiana University's Center for Innovative Teaching and Learning*, April 2012
43. "The Anonymous Gift" *The Hamilton Spectator*, December 11, 2011
44. "How to Help Donors Give Wisely" *The Chronicle of Philanthropy*, December 8, 2011
45. "Smart Tips for Year-End Giving" *The Chronicle of Philanthropy*, December 6, 2011
46. "Investment in Gen Y Can Help Grow Non-Profits" *Women's Radio*, November 23, 2011
47. "Investment in Gen Y Can Help Grow Non-Profits" *Y Gen Out Loud*, November 23, 2011
48. "5 Ways to Be a Better Fundraiser" *Katya's Non-Profit Marketing Blog*, November 6, 2011
49. "The Four Things that Have to Change in Fundraising" *Katya's Non-Profit Marketing Blog*, November 5, 2011
50. "A Problem of the Heart" *Event 360*, November 4, 2011
51. "Report Makes Suggestions for Increasing Donations" *The Nonprofit Times – Online*, November 4, 2011
52. "Nonprofit Leaders Suggest Ways to Increase Charitable Giving" *The Chronicle of Philanthropy*, November 3, 2011
53. "Turn Around Fundraising Trends? Create a Research Institute!" *Association Trends*, November 3, 2011

54. "News Report Released on Growing Philanthropy in the United States" *eJewish Philanthropy*, November 3, 2011
55. "Study Finds Charitable Giving Remains Stagnant" *Indiana Daily Student*, November 2, 2011
56. "2% Giving Flat for Forty Years" *A. Fine Blog*, November 2, 2011
57. "What Keeps Donors Coming Back?" *About.com*, November 1, 2011
58. "Report from Indiana University Researchers Addresses Need to 'Grow Philanthropy'" *IU News Room*, November 1, 2011
59. "Report Calls for 'Growing Philanthropy' Through Higher-Quality Fundraising Efforts" *Philanthropy News Digest*, November 1, 2011
60. "What Keeps Donors Coming Back?" *About.com*, November 1, 2011
61. "Report Addresses Need to Grow Philanthropy" *Newswise*, October 28, 2011
62. "Report Highlights Need to Grow Philanthropy" *Inside Indiana Business*, October 28, 2011
63. "Sargeant is Brilliant" *Pareto Fundraising*, October 25, 2011
64. "Report by Prof Adrian Sargeant Calls for Payroll Giving to be Axed" *UK Civil Society*, October 14, 2011
65. "Payroll Giving Should be Replaced with Direct Debit Solicitation, Say Fundraisers" *Third Sector*, October 14, 2011
66. "Social Influences in Giving" *The Nonprofit Quarterly*, December 21, 2010
67. "Dear Economist" By Tim Harford, *Financial Times*, August 15, 2009, pg.2 & 14
68. "Proving What Works in Fund Raising: Scholars Dispel Myths" By Holly Hall, *Chronicle of Philanthropy*, Vol.21, March 26, 2009, cited Jen Shang's dissertation research.
69. Shang, Jen and Sargeant, Adrian (2008). "Philanthropic Psychology" *Professional Fundraising*, P.22-23, September, 2008, UK.
70. "What Makes People Give?" By David Leonhardt, *New York Times*, March 9, 2008, cited Jen Shang's dissertation research.
71. Sargeant, Adrian, and Shang, Jen (2008). National Occupational Standards for Fundraising, UK Workforce Hub, London.
72. Shang, Jen (2006). Individual Giving, Giving USA, the Annual Report on Philanthropy, Giving USA FoundationTM.

SELECTED INDUSTRY PRESENTATIONS

1. How to Say Thank You to Your Donors? Institute of Fundraising, Southwest England Conference, May, 2019
2. Relationship Fundraising 3.0, Institute of Fundraising National Convention, July, 2018
3. Donor Acknowledgements: Learning to say a better thank you, Institute of Fundraising National Convention, July, 2018
4. Philanthropic Psychology, AiYou Foundations, China, November, 2016
5. Philanthropic Innovation, International Fundraising Congress, October, 2016
6. Relationship Fundraising, International Fundraising Congress, October, 2016
7. Philanthropic Innovation, International Fundraising Congress, October, 2015, 2016
8. The Psychological Well-being of Fundraisers, Hartsook Summit for Philanthropy, August, 2016
9. Board's Role in Fundraising, The Institute of Development Professionals in Education, June, 2016
10. Philanthropic Psychology, Institute of Fundraising's National Convention (frequently)
11. Risk and Philanthropy, Revolutionise Annual Lecture, December 3, 2014
12. Moral Identity, Gender and Giving, Southwest Institute of Fundraising Conference, April 23, 2014
13. The great data debate – Is giving going up? Institute of Fundraising National Convention, July, 2013
14. Case for Support. Public Broadcasting Service (PBS), PBS, August 24, 2012
15. Case for Support. Public Broadcasting Service (PBS), Public Media Development and Marketing Conference, July 16, 2012
16. Donor Retention. Public Broadcasting Service (PBS), Annual Conference, May 14, 2012
17. Philanthropic Psychology: How to Take Care of Your Donors? The Association of Philanthropic Council, January, 12, 2012
18. Philanthropic Psychology: How To Increase The Value of Your Donations, Institute of Fundraising National Convention, July 8, 2011
19. Growing Philanthropy Summit, US, July 8, 2011
20. Growing Philanthropy Summit, UK, June 9, 2011
21. Webinar on Philanthropic Psychology to 81 registered participants, *Philanthropy Journal*, March 29, 2011
22. Revenue Research Meeting hosted by Barbara Appleby, National Public Radio (NPR), October 17, 2007

23. 2006 DonorCentrics™ Public TV Major Market Meeting hosted by Carol Rhine, Target Analysis Group, November 14, 2006

24. Revenue Research Meeting hosted by Barbara Appleby, National Public Radio (NPR), October 16, 2006

CURRENT AND PAST RESEARCH PARTNERS (TOTAL = 82)

On average, I work with about 15 charities and agencies each year.

ADVOCACY (1)

- Brady Campaign to Prevent Gun Violence

ANIMAL WELFARE (5)

- BC SPCA, Canada
- BROOKE, UK
- RSPCA, UK
- Cats Protection, UK
- WWF, UK

ARTS AND CULTURE (2)

- Public Broadcasting Services, USA
- Contributor Development Program, USA

CHILDREN (4)

- Barnardos, UK
- Save the Children, UK
- The Children Society, UK
- NSPCC, UK

EMERGENCY RESPONSE (2)

- American Red Cross National Headquarter, USA
- British Red Cross, UK

ENVIRONMENTAL ORGANIZATIONS (1)

- River and Canal Trust, UK

HEALTH CARE (6)

- British Heart Foundation (BHF), UK
- Christie Hospital, UK
- Multiple Sclerosis Society, UK
- Planned Parenthood, USA
- Sue Ryder Care, Doncaster, UK
- SightSavers, UK

HIGHER EDUCATION (2)

- Indiana University Foundation, Bloomington, IN, USA
- Ross Business School, University of Michigan, Ann Arbor, USA

FOUNDATIONS (5)

- AiYou Foundation, China
- Hewlett Foundation, California, USA
- One Foundation, China
- Rockefeller Foundation, New York, USA
- The Heritage Foundation, USA

FUNDRAISING AGENCY (15)

- About-Loyalty, UK
- Bloomerang, USA
- DTV Optimise, UK
- Foundation Strategy Group, WA, USA
- Fundraising National Occupational Standards Consultancy, UK
- Home Fundraising, UK
- Informed Communications Group, Canada
- Listen, UK
- Marts and Lundy, UK
- Pareto, Australia
- Pell and Bales, UK
- Professional Fundraising Regulatory Associations, UK
- Pursuant, USA
- Revolutionise
- Whitewater, UK

FUNDRAISING EDUCATION (2)

- Association of Fundraising Professionals (AFP), USA
- Institute for Fundraising, UK

RESOURCE MOBILIZATION (1)

- Resource Alliance, Worldwide

PUBLIC RADIO AND TELEVISION (23)

- AETN, Arkansas, USA
- Chicago Public Radio in Chicago, IL, USA
- DPTV in Michigan, USA
- IPTV in Iowa, USA
- KERA in Texas, USA
- KPFK in Los Angeles, CA, USA
- KUAT.FM & KUAZ.FM in Tucson, AZ, USA
- KUAT.TV in Tucson, AZ, USA
- KUED, Utah, USA
- Minnesota Public Radio (MPR) in St. Paul, MN, USA
- OPT, Missouri, USA

- Vermont Public Radio in Colchester, VT, USA
- WAMU in Washington, DC, USA
- WBUR in Boston, MA, USA
- WFIU in Bloomington, IN, USA
- WGUC in Washington, DC, USA
- WNET in New York, USA
- WILL in Illinois, USA
- WOSU Ohio, USA
- WQED in Pennsylvania, USA
- WTIU in Indiana, USA
- WUOM in Ann Arbor, MI, USA
- WXPN in Philadelphia, PA, USA

POVERTY (5)

- Action Aid, UK
- CENCERN, UK
- Christian Aid, UK

- Oxfam, UK and Australia
- Tearfund, UK

RELIGION (4)

- America Baptist Women's Ministry, PA, USA
- The Bible Society, UK
- Eldridge Street Projects, New York, NY, USA
- United Christian Broadcasters, UK

OTHER (4)

- The Royal British Legion, UK
- Crisis, UK
- Goodwill Industries International, Washington, USA
- Unbound, UK