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Jen Shang is a Philanthropic Psychologist and Director of Research at the Centre for Sustainable Philanthropy at Plymouth University and Indiana University. Her research and teaching focuses on the “Why’s in understanding the psychology of philanthropy”. She sees the deepening and broadening of this understanding as the only true way of enhancing the practice of philanthropy. Her past research studies how identity (one’s sense of who they are) influences giving and how giving enriches identity. She would like this research to help create a world where “everyone who gives does so in a personally fulfilling, meaningful and sustainable way.”