

Joy Wu, PhD Candidate

THE CHARLES H. DYSON SCHOOL OF APPLIED ECONOMICS AND MANAGEMENT
SC JOHNSON COLLEGE OF BUSINESS, CORNELL UNIVERSITY

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PERSONAL

Legal Name: Zhouyu Wu

Citizenships: USA and Canada

Languages: English (*native*), Mandarin (*fluent*), French (*basic*)

EDUCATION

Cornell University

2015 – Present

Ph.D. Candidate in Applied Economics & Management

Committee Members: Aija Leiponen (*Chair*), David Just, and Vicki Bogan

University of Chicago

B.A. in Economics

2012

RESEARCH

Interests:

Digitization, privacy, intellectual property, behavioral, experimental

Work in Progress:

Privacy-seeking behavior in the personal data market (*manuscript under preparation*)

The effects of rights assignments on licensing ideas (*manuscript under preparation*)

TEACHING

Cornell University Teaching Assistant:

Contemporary Topics in Behavioral Finance	Vicki Bogan	Fall 2016, 2017, 2020
Introductory Statistics for Biology	Melissa Smith	Spring 2020
Digital Business Strategy	Aija Leiponen	Fall 2018, 2019
Fundamentals of Modern Marketing	Sherif Nasser	Summer 2017, 2019
Marketing for Dyson Majors	Sherif Nasser	Spring 2017, 2019
Marketing for Non-Dyson Majors	David Wooten	Spring 2018
Principled Leadership	Kathleen O'Connor, Isaac Smith, and Michelle Duguid	Fall 2017

PROFESSIONAL ACTIVITIES

Presentations & Invited Talks:

Consortium on Competitiveness and Cooperation, Duke University and UNC Chapel Hill	2019
SC Johnson College of Business Innovation and Entrepreneurship Workshop, Cornell University	2019
Institute for Behavioral Economics and Consumer Choice Round Table, Ithaca & New York City, NY	2018, 2019
Joint Statistical Meetings, Vancouver, Canada	2018
Digitization Round Table, Aalto University, Finland	2017

Invited Conferences & Workshops:

AOM TIM Doctoral Consortium	2020
NBER Digitization Tutorial	2018, 2019
NBER Digitization Winter Meeting	2018, 2019
IBHF Household and Behavioral Finance Symposium	2017, 2019
NBER Entrepreneurship Research Bootcamp	2018
NBER Summer Institute	2018

University Service:

Diversity in Cornell Economics, Co-Founder	2019
Cornell University AEM Graduate Student Association, President	2017 – 2019
Cornell University Speaking Economics Symposium, Co-Organizer	2019
UChicago Alumni Schools Committee, Volunteer College Admissions Interviewer	2014 – 2017

GRANTS & FELLOWSHIPS

President's Council of Cornell Women Leadership Grant (\$7,500, co-applicant)	2019
Cornell Graduate School Conference Travel Grant (\$515)	2018
Cornell Graduate Fellowship (full tuition & stipend)	2015 – 2016

OTHER EMPLOYMENT

Research Assistant for Professor Vicki Bogan and Professor David Just	2018
Research Assistant for Professor Aija Leiponen	2016
Navigant Economics, Consultant	2013 – 2015
IRI Group, Jr. Associate Consultant	2013
Northern Trust, Corporate Risk Management Intern	2010
Aon Consulting, Marketing Intern	2009

TECHNICAL SKILLS

Programming Languages	R
Document Preparation	L ^A T _E X, Markdown

RESEARCH ABSTRACTS

Privacy-seeking behavior in the personal data market:

Data has amassed to a point where firms are looking to externally exploit personal data assets. Internet users regularly choose to generate and share personal data in return for goods and services. An online experiment ($N = 1,188$) was conducted to elicit individuals' willingness-to-share their personally-identifiable, user-generated, psychometric data with others. I predicted and found that individuals behaved more privately in response to greater awareness of a data recipient's secondary market exploitation abilities and demanded greater benefits in exchange for privacy-losses. I also found that privacy-seeking behavior was less responsive to increased exposure (i.e., more data recipients) than information provisions about secondary data markets.

The effects of rights assignments on licensing ideas:

Licensing agreements are popular for transacting ideas without exchanging intellectual property ownership, and their royalty amounts are often negotiated between the licensors and licensees. Using three experimental studies ($N = \{167, 272, 283\}$), I measured individuals' royalty amounts they were willing-to-accept or pay to license potential solutions to a logic problem. I predicted and found disparities in acceptable royalty amounts between licensors and licensees of ideas, even in the absence of information asymmetries (i.e., between non-creator owners and non-owners). I also found that valuation gaps for higher quality ideas were tempered by providing licensors and licensees with third-party expert assessments of an idea's potential to succeed; however, licensors persisted in inflating their royalty amounts (relative to licensees) for low quality ideas.