

# 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

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**Legal Name:** Zhouyu Wu

**Citizenships:** USA and Canada

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

## EDUCATION

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**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

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Digitization, privacy, intellectual property, behavioral, experimental

## WORKS IN PROGRESS

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Privacy-seeking behavior in the personal data market [manuscript preparation]

The effects of rights assignments on licensing ideas [manuscript preparation]

## CONFERENCE PRESENTATIONS & INVITED TALKS

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**2019:** Consortium on Competitiveness and Cooperation (CCC), Duke University and UNC Chapel Hill; SC Johnson College of Business Innovation and Entrepreneurship Workshop, Cornell University; Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table, New York City, New York; Innovation, Entrepreneurship, & Technology Brown Bag, Cornell University

**2018:** Joint Statistical Meetings (JSM), Vancouver, Canada; Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table, Ithaca, New York

**2017:** Digitization Round Table, Aalto University, Finland

## PROFESSIONAL ACTIVITIES

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### Invited Conferences & Workshops:

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

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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

## TEACHING ASSISTANT

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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

## OTHER EMPLOYMENT

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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

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Programming Languages	R
Document Preparation	L <sup>A</sup> T <sub>E</sub> X, Markdown

## RESEARCH ABSTRACTS

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### **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.