

Joy Wu

INSTITUTE FOR STRATEGY, TECHNOLOGY AND ORGANIZATION
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EDUCATION

Cornell University

Ph.D. in Applied Economics & Management 2021

Title: Information Ownership, Valuation, and Exploitation in Digital Markets

Advisor: Aija Leiponen

University of Chicago

B.A. in Economics 2012

ACADEMIC APPOINTMENTS

LMU Munich

Postdoctoral Researcher at the Institute for Strategy, Technology and Organization 2021 –

VISITING POSITIONS

Cornell University

Postdoctoral Fellow in Strategy and Business Economics 2022 –

ETH Zürich

Virtual Visiting PhD Student at the Chair of Technology and Innovation Management 2021

RESEARCH INTERESTS

behavioral experiments, data privacy, information markets, fairness views, platform strategy

WORKING PAPERS

Secondary Market Monetization and Willingness to Share Personal Data [minor revisions at *Management Science*]

Valuation Asymmetry Between Licensors and Licensees of Algorithms [under review]

Inequality of Opportunity and Income Redistribution with Marcel Preuss, Germán Reyes, and Jason Somerville [under review]

A Comparison of Stated and Revealed Privacy Preferences

RESEARCH IN PROGRESS

Demand for Privacy from Data Brokers with Avinash Collis and Ananya Sen [designing]

Content-Sharing Behavior and Platform Polarization with Giulia Solinas, Aija Leiponen, and Tobias Kretschmer [data collection]

Social Media Publicity and Valuation of Privacy with Tobias Kretschmer and Robert Zimmer [drafting]

The Role of VCs in Platform Ecosystems with Anpu Mahalingam, Gurneeta Vasudeva, and Tobias Kretschmer [drafting]

GRANTS, AWARDS, & FELLOWSHIPS

LMU School of Management PostDoc Funding (£2,000) 2022
for experimental work on platform polarization

NET Institute Summer Grant (\$3,000) 2022
for experimental work on data brokers with Avinash Collis and Ananya Sen

LMU School of Management Mentoring Program (2.800€) 2022

LMU Fakultät für Betriebswirtschaft Mentoring Program (3.900€) 2021

Cornell Center for the Social Sciences Small Grant (\$12,000) 2020
for experimental work on the dynamics of luck, effort, and redistribution with Marcel Preuss, Germán Reyes, and Jason Somerville

Facebook Research, People's Expectations and Experiences with Digital Privacy (finalist) for "Managing Your Personal Data Bank" with Aija Leiponen 2020

President's Council of Cornell Women Leadership Grant (\$7,500) 2019
for the "Speaking Economics Symposium" with co-founders of Diversity in Cornell Economics

Cornell Institute for the Social Sciences Small Grant (\$7,000) 2018
for experimental work on digital privacy with Aija Leiponen

Cornell Graduate School Conference Travel Grant (\$515) 2018
for presenting at the 2018 Joint Statistical Meetings

Cornell Graduate Fellowship 2015 – 2016

PRESENTATIONS & INVITED TALKS

(including planned; * denotes co-author presentation)

2023: *CESifo Area Conference on Public Economics

2022: Danish Research Unit for Industrial Dynamics (DRUID); LMU Munich Organizational (ORG) Research Seminar Series; *Big Data in Economics, ZBW - Leibniz Information Centre for Economics; *North-American Economic Science Association (ESA) Conference; LMU Munich and Tel-Aviv University Workshop on AI-Society-Humanity; Workshop on Information Systems and Economics (WISE)

2021: Chair of Technology & Innovation Management, ETH Zürich; Center for Advanced Studies (CAS) Seminar Series; TIME Colloquium; ISTO LMU Munich, Max Planck Institute for Innovation and Competition, and TU Munich; European Policy for Intellectual Property (EPIP) Conference; Behavioral Insights into Innovation, Academy of Management (AOM) Annual Conference; Danish Research Unit for Industrial Dynamics (DRUID)

2020: Institute for Strategy, Technology, and Organization (ISTO) at LMU Munich; Innovation, Entrepreneurship, & Technology (IET) Brown Bag at Cornell University; Applied Economics and Policy (AEP) Seminar at Cornell University

2019: Consortium on Competitiveness and Cooperation (CCC); SC Johnson College of Business Innovation and Entrepreneurship Workshop Cornell University; Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table; Innovation, Entrepreneurship, & Technology Brown Bag at Cornell University

2018: Joint Statistical Meetings (JSM), Institute for Behavioral Economics and Consumer Choice (IBECC)

2017: Digitization Round Table at Aalto University

PROFESSIONAL ACTIVITIES

Reviewer: *Research Policy, Schmalenbach Journal of Business Research*

Invited Workshops: AOM TIM Doctoral Consortium (2020), NBER Digitization Tutorial & Winter Meeting (2018, 2019), NBER Entrepreneurship Research Bootcamp & Summer Institute (2018)

University Service: Diversity in Cornell Economics Co-Founder (2019); Cornell University Applied Economics & Management Graduate Student Association President (2017–2019); Cornell University Speaking Economics Symposium Co-Organizer (2019); University of Chicago Volunteer College Admissions Interviewer (2014–2017)

TEACHING EXPERIENCE

Tutorials, EM Lyon:

Managerial Economics, European Triple Degree Program (*master*) 2022, 2023

Lectures, LMU Munich:

Empirics of Organizations (*master, doctoral*) 2021/22, 2022/23

Building Theory for Innovation and Strategy Research (*bachelor*) 2022

Frontiers of Strategy (*master*) 2021/22

Management and Economics of Platforms (*bachelor*) 2021

Tutorials, LMU Munich:

Management and Economics of Platforms (*bachelor*) 2022

Technology and Strategy (*bachelor*) 2021

Guest Lecture, Cornell University:

Research and Methods: Running [Online] Experiments (*graduate*) 2018, 2019, 2020, 2021

Teaching Assistance, Cornell University:

Contemporary Topics in Behavioral Finance (*undergraduate*) 2016, 2017, 2020

Introductory Statistics for Biology (*undergraduate*) 2020

Digital Business Strategy (*undergraduate*) 2018, 2019

Fundamentals of Modern Marketing (*undergraduate*) 2017, 2019

Marketing for Dyson Majors (*undergraduate*) 2017, 2019

Marketing for Non-Dyson Majors (*undergraduate*) 2018

Principled Leadership (*graduate*) 2017

Thesis Supervision, LMU Munich:

Master Theses (×4) 2022–

Bachelor Theses (×2) 2021

NON-ACADEMIC EXPERIENCE

Navigant Economics, Consultant 2013 – 2015

IRI Group, Jr. Associate Consultant 2013

Northern Trust, Corporate Risk Management Intern 2010

Aon Consulting, Marketing Intern 2009

PERSONAL INFORMATION

Citizenships USA and Canada