

# Joy Wu

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## EDUCATION

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### **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

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### **University of British Columbia**

Sauder School of Business

*Assistant Professor of Management Information Systems*

2024–

### **Ludwig-Maximilians-Universität München (LMU Munich)**

Institute for Strategy, Technology and Organization

*Postdoctoral Researcher*

2021–2023

## VISITING POSITIONS

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### **Cornell University**

S.C. Johnson College of Business

*Visiting Lecturer in Strategy & Business Economics*

2024

*Postdoctoral Fellow in Strategy & Business Economics*

2022–2024

### **ETH Zürich**

Chair of Technology and Innovation Management

*Virtual Visiting PhD Student*

2021

## RESEARCH INTERESTS

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behavioral experiments, data privacy, digital markets, information sharing, fairness views

## RESEARCH PAPERS

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(Manuscripts available on <sup>†</sup>SSRN, <sup>‡</sup>arXiv, or <sup>§</sup>upon request.)

- [1] **Secondary Market Monetization and Willingness to Share Personal Data**<sup>†</sup> (accepted at *Management Science*)
- [2] **Inequality of Opportunity and Income Redistribution**<sup>†‡</sup> with Marcel Preuss, Germán Reyes, and Jason Somerville (under review)
- [3] **Psychological Ownership of Information: An Experimental Approach Using Algorithms**<sup>§</sup>
- [4] **A Comparison of Stated and Revealed Privacy Preferences**<sup>§</sup>
- [5] **Are Elites Meritocratic? Evidence from MBA Students**<sup>§</sup> with Marcel Preuss, Germán Reyes, and Jason Somerville

## SELECTED WORKS IN PROGRESS

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- [6] **Demand for Privacy from Data Brokers** with Avinash Collis and Ananya Sen
- [7] **Tolerance for Sharing Polarizing Content on Information Platforms** with Giulia Solinas, Aija Leiponen, and Tobias Kretschmer

## PRESENTATIONS & INVITED TALKS

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(Including planned. \* denotes co-author presentation.)

**2024:** USC Marshall School of Business, Department of Data Sciences and Operations

**2023:** \*CESifo Area Conference on Public Economics; Advances with Field Experiments (AFE) Conference at the University of Chicago; Conference on Information Systems and Technology (CIST); Erasmus University Rotterdam School of Management, Department of Technology & Operations Management; Purdue University Daniel's School of Business, Department of Management & Information Systems; École Polytechnique Fédérale de Lausanne (EPFL), College of Management of Technology; Tilburg University, Department of Information and Supply Chain Management; University of British Columbia (UBC) Sauder School of Business, Accounting & Information Systems Division

**2022:** Danish Research Unit for Industrial Dynamics (DRUID); LMU Munich Organizational 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)

## PRESENTATIONS & INVITED TALKS (CONT'D)

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- 2021:** ETH Zürich, Chair of Technology & Innovation Management; LMU Munich, Center for Advanced Studies Seminar Series; TIME Colloquium at ISTO LMU Munich, Max Planck Institute for Innovation and Competition, and the Technical University of Munich (TUM); European Policy for Intellectual Property (EPIP) Conference; Academy of Management (AOM) Annual Conference; Danish Research Unit for Industrial Dynamics (DRUID)
- 2020:** LMU Munich, Institute for Strategy, Technology, and Organization; Cornell University, Innovation, Entrepreneurship, & Technology Brown Bag; Cornell University, Applied Economics and Policy Seminar
- 2019:** Consortium on Competitiveness and Cooperation (CCC); Cornell University, Innovation and Entrepreneurship Workshop; Institute for Behavioral Economics and Consumer Choice Round Table; Cornell University, Innovation, Entrepreneurship, & Technology Brown Bag
- 2018:** Joint Statistical Meetings (JSM); Institute for Behavioral Economics and Consumer Choice
- 2017:** Aalto University, Digitization Round Table

## GRANTS, AWARDS, & FELLOWSHIPS

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- 2023:** Cornell Center for the Social Sciences Small Grant (\$6,200 for experimental work on polarization on information platforms with Giulia Solinas, Aija Leiponen, and Tobias Kretschmer)
- 2022:** LMU School of Management PostDoc Funding (£2,000 for experimental work on platform polarization); NET Institute Summer Grant (\$3,000 for experimental work on data brokers with Avinash Collis and Ananya Sen); LMU School of Management Mentoring Program (2.800€)
- 2021:** LMU Fakultät für Betriebswirtschaft Mentoring Program (3.900€)
- 2020:** Cornell Center for the Social Sciences Small Grant (\$12,000 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 experimental work on personal data banks with Aija Leiponen)
- 2019:** President's Council of Cornell Women Leadership Grant (\$7,500 for a "Speaking Economics" symposium with co-founders of Diversity in Cornell Economics)
- 2018:** Cornell Institute for the Social Sciences Small Grant (\$7,000 for experimental work on digital privacy with Aija Leiponen); NBER Digitization Tutorial; NBER Entrepreneurship Research Bootcamp

## PROFESSIONAL ACTIVITIES

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**Ad Hoc Reviewer:** *European Economic Review, Journal of Management Information Systems, Research Policy, Academy of Management Perspectives, Strategy Science, Schmalenbach Journal of Business Research*

**Discussant:** Munich Summer Institute (2021, 2022, 2023); Digital Economy Workshop (2021)

**Invited Workshops:** AOM TIM Doctoral Consortium (2020); NBER Digitization Tutorial (2019)

**University Service:** TIME Colloquium Co-Organizer (2022–2023); 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

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**Visiting Lecturer, Cornell University:**

Strategy (undergraduate) Spring 2024

**Thesis Supervisor, LMU Munich:**

Master Theses (×6) 2022–2023

Bachelor Theses (×4) 2021–2023

**Instructor, LMU Munich:**

Empirics of Organizations (master, doctoral) Winter 2021/22, 2022/23, 2023/24

Strategic Organization Design (bachelor) Winter 2023/24

Management and Economics of Platforms (bachelor) Summer 2021, 2022, 2023

Data Crawling (master, doctoral) Summer 2023

Building Theory for Innov. and Strategy Research (bachelor) Summer 2022

Frontiers of Strategy (master) Winter 2021/22

Technology and Strategy (bachelor) Summer 2021

**Instructor, EM Lyon:**

Managerial Economics (master) Winter 2022, 2023

**Guest Lecturer, Cornell University:**

Research and Methods (graduate) Fall 2018, 2019, 2020, 2021

**Teaching Assistant, Cornell University:**

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

Introductory Statistics for Biology (undergraduate) Spring 2020

Digital Business Strategy (undergraduate) Fall 2018, 2019

Fundamentals of Modern Marketing (undergraduate) Summer 2017, 2019

Marketing for Dyson Majors (undergraduate) Spring 2017, 2019

Marketing for Non-Dyson Majors (undergraduate) Spring 2018

Principled Leadership (graduate) Fall 2017

## NON-ACADEMIC EXPERIENCE

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Navigant Economics, Consultant	2013 – 2015
IRI Group, Jr. Associate Consultant	2013
Northern Trust, Corporate Risk Management Intern	2010
Aon Consulting, Marketing Intern	2009