

JOY WU

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March 2020

PERSONAL INFORMATION

Legal Name: Zhouyu Wu

Citizenships: USA and Canada

Languages: English (native), Mandarin (fluent), French (proficient)

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

WORKS IN PROGRESS

Privacy-seeking behavior in the personal data market

Effects of rights assignments on licensing ideas

TEACHING ASSISTANT

Introductory Statistics for Biology

Melissa Smith

Spring 2020

Digital Business Strategy

Aija Leiponen

Fall 2018, 2019

Marketing for Dyson Majors

Sherif Nasser

Spring 2017, 2019

Fundamentals of Modern Marketing

Sherif Nasser

Summer 2017, 2019

Marketing for Non-Dyson Majors

David Wooten

Spring 2018

Contemporary Topics in Behavioral Finance

Vicki Bogan

Fall 2016, 2017

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:

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

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

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
University of Chicago Alumni Schools Committee, Admissions Interviewer	2014 – 2017

OTHER EMPLOYMENT

Research Assistant for Professor David Just and Professor Vicki Bogan	2018
Research Assistant for Professor Aija Leiponen	2016
Navigant Economics, Consultant	2013 – 2015
IRI Group, Jr. Associate Consultant	2012 – 2013

TECHNICAL SKILLS

Programming Languages	R (advanced), MATLAB (proficient)
Statistical Software	SAS (proficient), STATA (proficient)
Document Preparation	L ^A T _E X (advanced), Markdown (intermediate)