Joy Z. Wu

INSTITUTE FOR STRATEGY, TECHNOLOGY AND ORGANIZATION (ISTO)
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ACADEMIC EXPERIENCE

ISTO, LMU Munich
Postdoctoral Researcher   Mar. 2021 – Present

EDUCATION

Cornell University
Ph.D. in Applied Economics & Management   Aug. 2015 – Aug. 2021
  Committee Members: Aija Leiponen (*Chair*), David Just, and Vicki Bogan

ETH Zürich
Virtual Visiting PhD Student at the Chair of Technology and Innovation   Jan. 2021 – Jun. 2021
Management

University of Chicago Booth School of Business
Graduate Student-at-Large   Mar. 2014 – Jun. 2014

University of Chicago
B.A. in Economics   Oct. 2008 – Jun. 2012

RESEARCH INTERESTS & AREAS

Economics of digitization, data privacy, online user behavior, platform governance, intellectual property rights, information-sharing behavior, behavioral and experimental economics, applied microeconomics

WORKS IN PROGRESS

Privacy-Seeking Behavior in the Personal Data Market [under review]

The Licensing Behavior of Creators and Owners of Algorithms [available upon request]

A Comparison of Stated and Revealed Privacy Preferences [available upon request]

Inequality of Opportunity, Biased Beliefs, and Demand for Redistribution [drafting]
  with Marcel Preuss, Germán Reyes, and Jason Somerville

CONFERENCE PRESENTATIONS & INVITED TALKS

"Privacy-Seeking Behavior in the Personal Data Market"
– Online Platforms: User Incentives, DRUID (Copenhagen, Denmark) Oct. 2021
– Behavioral Insights into Innovation, AOM Annual Conference (Virtual) Aug. 2021
– TIME Colloquium, jointly hosted by ISTO LMU Munich, Max Planck Institute Jul. 2021
  for Innovation and Competition, and the Chair for Technology and Innovation
  Management at the Technical University of Munich (Virtual)
– Chair For Technology and Innovation Management, ETH Zürich (Virtual) Jan. 2020
– Applied Economics and Policy Seminar, Cornell University (Virtual) Dec. 2020
– ISTO, LMU Munich (Virtual) Sep. 2020
– Innovation, Entrepreneurship, & Technology (IET) Brown Bag, Cornell Univer- Dec. 2019
  sity (Ithaca, NY, USA)

"The Licensing Behavior of Creators and Owners of Algorithms"
– European Policy for Intellectual Property (EPIP) Conference (Madrid, Spain) Sep. 2021
– Center for Advanced Studies (CAS) Seminar Series at LMU Munich (Virtual) Jun. 2021
– Innovation, Entrepreneurship, & Technology (IET) Brown Bag, Cornell Univer- Dec. 2019
  sity (Virtual)

"Consumer Preferences for Regulating Data Usage"
– Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table, Jun. 2019
  Cornell University (New York, NY, USA)

"The Value of Privacy"
– Consortium on Competitiveness and Cooperation (CCC) Doctoral Conference, Jun. 2019
  Duke University and UNC Chapel Hill (Raleigh-Durham, NC, USA)
– SC Johnson College of Business Innovation and Entrepreneurship Workshop, May 2019
  Cornell University (Ithaca, NY, USA)

"Consumers and Their Data Privacy Choices"
– Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table,
  Cornell University (Ithaca, NY, USA) Oct. 2018

"Paying for Privacy While Selling Your Data"
– Joint Statistical Meetings (JSM) (Vancouver, Canda) Jul. 2018

"The Effects of Rights, Contracts, and Access in IP: Experiments on Behavioral Mechanisms and Licensing Structures "
– Digital Transformation Roundtable, Aalto University (Helsinki, Finland) Oct. 2017

GRANTS, AWARDS, & FELLOWSHIPS

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 2020
finalist for "Managing Your Personal Data Bank" with Prof. Aija Leiponen

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 Prof. Aija Leiponen

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

Cornell Graduate Fellowship (full tuition & stipend) 2015 – 2016

PROFESSIONAL ACTIVITIES

Conference Paper Discussant:

Munich Summer Institute (Virtual) 2021
Digital Economy Workshop (Virtual) 2021

Conference Paper Reviewer:

AOM Annual Conference, TIM Division 2021

Invited Conferences & Workshops:

AOM TIM Doctoral Consortium (Virtual) 2020
NBER Digitization Tutorial & Winter Meeting (Palo Alto, CA, USA) 2018, 2019
IBHF Household and Behavioral Finance Symposium (Ithaca, NY, USA) 2017, 2019
NBER Entrepreneurship Research Bootcamp & Summer Institute (Boston, MA, USA) 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

TEACHING EXPERIENCE

Research Seminars, LMU Munich:

Empirics of Organizations (*master, doctoral*)	Winter 2021/22
Frontiers of Strategy (*master*)	Winter 2021/22

Lectures, LMU Munich:

Management and Economics of Platforms (*bachelor*)	Summer 2021

Tutorials, LMU Munich:

Technology and Strategy (*bachelor*)	Summer 2021

Guest Lecture, Cornell University:

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

Teaching Assistance, 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

THESIS SUPERVISION

Bachelor Theses, LMU Munich ($\times 2$)	2021

INDUSTRY EXPERIENCE

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	R, HTML, Python
Survey Tools	oTree, Qualtrics
Document Preparation	LaTeX, RMarkdown
Certificates	eCornell Machine Learning

PERSONAL

Citizenships: USA and Canada
Languages: English (*native*), Mandarin (*fluent*), French (*basic*)