

# Joy Z. Wu

INSTITUTE FOR STRATEGY, TECHNOLOGY AND ORGANIZATION (ISTO)  
LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN (LMU MUNICH)

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## ACADEMIC EXPERIENCE

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### LMU Munich

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

## EDUCATION

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### Cornell University

Ph.D. in Applied Economics & Management 2015 – 2021

### ETH Zürich

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

### University of Chicago

Graduate Student-At-Large at the Booth School of Business 2014

### University of Chicago

B.A. in Economics 2008 – 2012

## RESEARCH INTERESTS & AREAS

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Experimental design, data privacy, user behavior, platform governance, information rights, behavioral economics

## WORKING PAPERS

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**Privacy-Seeking Behavior in the Personal Data Market** [reject & resubmit, *Management Science*]

**A Comparison of Stated and Revealed Privacy Preferences** [in submission]

**Valuation Asymmetry Between Licensors and Licensees of Algorithms**

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

## RESEARCH IN PROGRESS

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### **Demand for Privacy from Data Brokers** [design stage]

*with Avinash Collis and Ananya Sen*

### **Content-Sharing Behavior and Platform Polarization** [design stage]

*with Giulia Solinas, Aija Leiponen, and Tobias Kretschmer*

## CONFERENCE PRESENTATIONS & INVITED TALKS

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### **“Valuation Asymmetry Between Licensors and Licensees of Algorithms”**

- DRUID (Copenhagen, Denmark), *scheduled* 2022
- European Policy for Intellectual Property (EPIP) Conference (Madrid, Spain) 2021
- Center for Advanced Studies (CAS) Seminar Series at LMU Munich (Virtual) 2021
- Innovation, Entrepreneurship, & Technology (IET) Brown Bag, Cornell University (Virtual) 2019

### **“Inequality of Opportunities, Biased Beliefs, and Demand for Redistribution”**

- ORG Seminar Series, LMU Munich (Munich, Germany) 2022

### **“Privacy-Seeking Behavior in the Personal Data Market”**

- Online Platforms: User Incentives, DRUID (Copenhagen, Denmark) 2021
- Behavioral Insights into Innovation, AOM Annual Conference (Virtual) 2021
- TIME Colloquium, jointly hosted by ISTO LMU Munich, Max Planck Institute for Innovation and Competition, and the Chair for Technology and Innovation Management at the Technical University of Munich (Virtual) 2021
- Chair For Technology and Innovation Management, ETH Zürich (Virtual) 2020
- Applied Economics and Policy Seminar, Cornell University (Virtual) 2020
- ISTO, LMU Munich (Virtual) 2020
- Innovation, Entrepreneurship, & Technology (IET) Brown Bag, Cornell University (Ithaca, NY, USA) 2019

### **“Consumer Preferences for Regulating Data Usage”**

- Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table, Cornell University (New York, NY, USA) 2019

### **“The Value of Privacy”**

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

### **“Consumers and Their Data Privacy Choices”**

- Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table, Cornell University (Ithaca, NY, USA) 2018

### **“Paying for Privacy While Selling Your Data”**

- Joint Statistical Meetings (JSM) (Vancouver, Canada) 2018

### **“The Effects of Rights, Contracts, and Access in IP: Experiments on Behavioral Mechanisms and Licensing Structures ”**

- Digital Transformation Roundtable, Aalto University (Helsinki, Finland) 2017

## GRANTS, AWARDS, & FELLOWSHIPS<sup>1</sup>

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<b>LMU School of Management Mentoring Program (2.200€)</b>	2022
<b>LMU Fakultät für Betriebswirtschaft Mentoring Program (3.900€)</b>	2021
<b>Cornell Center for the Social Sciences Small Grant (\$12,000)</b> <i>for experimental work on the dynamics of luck, effort, and redistribution with Marcel Preuss, Germán Reyes, and Jason Somerville</i>	2020
<b>Facebook Research, People's Expectations and Experiences with Digital Privacy</b> <i>finalist for "Managing Your Personal Data Bank" with Prof. Aija Leiponen</i>	2020
<b>President's Council of Cornell Women Leadership Grant (\$7,500)</b> <i>for the "Speaking Economics Symposium" with co-founders of Diversity in Cornell Economics</i>	2019
<b>Cornell Institute for the Social Sciences Small Grant (\$7,000)</b> <i>for experimental work on digital privacy with Prof. Aija Leiponen</i>	2018
<b>Cornell Graduate School Conference Travel Grant (\$515)</b> <i>for presenting at the 2018 Joint Statistical Meetings</i>	2018
<b>Cornell Graduate Fellowship (full tuition &amp; stipend)</b>	2015 – 2016

## PROFESSIONAL ACTIVITIES

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### Conference Paper Discussant:

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

### Conference Paper Reviewer:

AOM Annual Conference, TIM Division	2021
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### 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

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<sup>1</sup>\$ amounts in USD currency format; € amounts in EUR currency format.

## TEACHING EXPERIENCE

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### Lectures, LMU Munich:

Building Theory for Innovation and Strategy Research ( <i>bachelor</i> )	2021
Empirics of Organizations ( <i>master, doctoral</i> )	2021/22
Frontiers of Strategy ( <i>master</i> )	2021/22
Management and Economics of Platforms ( <i>bachelor</i> )	2021

### Tutorials, LMU Munich:

Management and Economics of Platforms ( <i>bachelor</i> )	2022
Technology and Strategy ( <i>bachelor</i> )	2021

### Tutorials, EM Lyon:

Managerial Economics, European Triple Degree Program ( <i>master</i> )	2022
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### Guest Lecture, Cornell University:

Research and Methods: Running [Online] Experiments ( <i>graduate</i> )	2018, 2019, 2020, 2021
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### Teaching Assistance, Cornell University:

Contemporary Topics in Behavioral Finance ( <i>undergraduate</i> )	2016, 2017, 2020
Introductory Statistics for Biology ( <i>undergraduate</i> )	2020
Digital Business Strategy ( <i>undergraduate</i> )	2018, 2019
Fundamentals of Modern Marketing ( <i>undergraduate</i> )	2017, 2019
Marketing for Dyson Majors ( <i>undergraduate</i> )	2017, 2019
Marketing for Non-Dyson Majors ( <i>undergraduate</i> )	2018
Principled Leadership ( <i>graduate</i> )	2017

## THESIS SUPERVISION

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Master Theses, LMU Munich ( $\times 3$ )	2022
Bachelor Theses, LMU Munich ( $\times 2$ )	2021

## INDUSTRY 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

## OTHER

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<b>Programming</b>	R, HTML, Python
<b>Survey Tools</b>	oTree, Qualtrics
<b>Document Preparation</b>	L <sup>A</sup> T <sub>E</sub> X, RMarkdown
<b>Certificates</b>	eCornell Machine Learning
<b>Citizenships</b>	USA and Canada
<b>Languages</b>	English ( <i>native</i> ), Mandarin ( <i>fluent</i> ), French ( <i>basic</i> )