

JOY WU

Postdoctoral Researcher (Postdoktoranden)
Institute for Strategy, Technology and Organization (ISTO)
Ludwig-Maximilians-Universität München (LMU Munich)

Academic Positions

03/2021– Postdoctoral Researcher
ISTO LMU Munich (Germany)

Education

08/2015– Ph.D. in Applied Economics and Management (*expected 08/2021*)
Cornell University (United States)

09/2008–06/2012 B.A. in Economics
University of Chicago (United States)

Visiting Positions

01/2021– Chair of Technology and Innovation Management (TIM)
ETH Zurich (Virtual)

Research

Interests

Digitization, data privacy, intellectual property, behavioral, experimental

Works in Progress

Wu, J. (2021), ‘Privacy-Seeking Behavior in the Personal Data Market’

Wu, J. (2021), ‘The Licensing Behavior of Creators and Owners of Algorithms’

Wu, J., ‘A Comparison of Stated and Revealed Privacy Preferences’

Preuss, M.; Reyes, G.; Somerville, J.; Wu, J., ‘The Dynamics of Luck, Effort, and Redistribution’

Conference and Academic Presentations

2021 Chair of Technology and Innovation Management (TIM), ETH Zurich

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

- 2019 Consortium on Competitiveness and Cooperation (CCC), Duke University and UNC Chapel Hill; SC Johnson College of Business Innovation and Entrepreneurship Workshop, Cornell University; Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table, New York City, New York; Innovation, Entrepreneurship, & Technology Brown Bag, Cornell University
- 2018 Joint Statistical Meetings (JSM), Vancouver, Canada; Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table, Ithaca, New York
- 2017 Digitization Round Table, Aalto University, Finland

Professional Experience

Services with the International Research Community

- Academy of Management Annual Conference Reviewer: Technology and Innovation Management (2021)

University Initiatives

- Co-founder of Diversity in Cornell Economics, Cornell University (2019)
- President of Applied Economics and Management Graduate Student Association, Cornell University (2017–2019)
- Co-Organizer of Speaking Economics Symposium, Cornell University (2019)

Invited Conferences and Workshops

- AOM TIM Doctoral Consortium (2020)
- NBER Digitization Tutorial & Winter Meeting (2018, 2019)
- IBHF Household and Behavioral Finance Symposium (2017, 2019)
- NBER Entrepreneurship Research Bootcamp & Summer Institute (2018)

Membership

- INFORMS (2020–)
- Academy of Management (2019–)
- American Economic Association (2019–2021)
- American Statistical Association (2017–2018)

Teaching Experience

Guest Lecturer, Cornell University

- Research and Methods, graduate, Profs. M. Constan and A. Leiponen (2018–2020)

Teaching Assistant, Cornell University

- Contemporary Topics in Behavioral Finance, undergraduate, Prof. V. Bogan (2016, 2017, 2020)
- Digital Business Strategy, undergraduate, Prof. A. Leiponen (2018, 2019)
- Introductory Statistics for Biology, undergraduate, Dr. M. Smith (2020)
- Fundamentals of Modern Marketing, pre-college, Prof. S. Nasser (2017, 2019)
- Marketing for Dyson Majors, undergraduate, Prof. S. Nasser (2017, 2019)
- Marketing for Non-Dyson Majors, undergraduate, Prof. D. Wooten (2018)
- Principled Leadership, graduate, Profs. K. O'Connor, I. Smith, and M. Duguid (2017)

Awards

- President’s Council of Cornell Women Leadership Grant (2019)
- Cornell Graduate School Conference Travel Grant (2018)
- Cornell Graduate Fellowship (2015–2016)

Industry Experience

- Navigant Economics, Consultant, Chicago, United States (2013–2015)
- IRI Group, Jr. Associate Consultant, Chicago, United States (2012–2013)
- Northern Trust, Corporate Risk Management Intern, Chicago, United States (2010)
- Aon Consulting, Marketing Intern, Chicago, United States (2009)

Other

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

Software and Tools: R, LaTeX, RMarkdown, Qualtrics, oTree, Python, HTML

Certificates: eCornell Machine Learning

Personal interests: TV shows, bullet journaling, Dungeons and Dragons, cooking