

Joy Wu, PhD Candidate

THE CHARLES H. DYSON SCHOOL OF APPLIED ECONOMICS AND MANAGEMENT
SC JOHNSON COLLEGE OF BUSINESS, CORNELL UNIVERSITY

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PERSONAL

Legal Name: Zhouyu Wu

Citizenships: USA and Canada

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

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

PREVIOUS EMPLOYMENT

Navigant Economics, Consultant

2013 – 2015

IRI Group, Jr. Associate Consultant

2013

Northern Trust, Corporate Risk Management Intern

2010

Aon Consulting, Marketing Intern

2009

RESEARCH INTERESTS

Digitization, privacy, intellectual property, behavioral, experimental

WORKS IN PROGRESS

Privacy-seeking behavior in the personal data market [job market paper]

The effects of rights assignments on licensing ideas [manuscript preparation]

A comparison of stated and revealed privacy preferences [drafting stage]

Eliciting data-tracking permissions on two mobile apps [experiment preparation]

with Aviv Caspi

The dynamics of luck, effort, and redistribution [design stage]

with Marcel Preuss, Germán Reyes, and Jason Somerville

Texts and emojis disclosed in mobile fund transfers [data work]

CONFERENCE PRESENTATIONS & INVITED TALKS

- 2020:** Institute for Strategy, Technology, and Organization (ISTO), Ludwig-Maximilians-Universität (LMU), Germany
- 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

TEACHING EXPERIENCE

Teaching Assistant:

Contemporary Topics in Behavioral Finance (<i>ugrad</i>)	V. Bogan	Fa 2016, 2017, 2020
Introductory Statistics for Biology (<i>ugrad</i>)	M. Smith	Sp 2020
Digital Business Strategy (<i>ugrad</i>)	A. Leiponen	Fa 2018, 2019
Fundamentals of Modern Marketing (<i>precoll</i>)	S. Nasser	Su 2017, 2019
Marketing for Dyson Majors (<i>ugrad</i>)	S. Nasser	Sp 2017, 2019
Marketing for Non-Dyson Majors (<i>ugrad</i>)	D. Wooten	Sp 2018
Principled Leadership (<i>grad</i>)	K. O'Connor, I. Smith, and M. Duguid	Fa 2017

Guest Lecturer:

Research and Methods (<i>grad</i>)	M. Conostas, and A. Leiponen	Fa 2018, 2019, 2020
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PROFESSIONAL ACTIVITIES

Invited Conferences & 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

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

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

TECHNICAL SKILLS

Programming Languages	R
Document Preparation	L ^A T _E X, Markdown
Certificates	eCornell Machine Learning (<i>expected Nov. 2020</i>)

RESEARCH ABSTRACTS

Privacy-seeking behavior in the personal data market:

Firms are seeking digital strategies to externally exploit consumers' personal data assets. This paper examines whether user privacy behavior responds to secondary market exploitation. Using an online experiment ($N = 1,188$), I elicited individuals' willingness-to-share their user-generated, psychometric data with others in a data market. Subjects experienced various information provisions related to the exploitation abilities of their data recipients. I predicted and found that individuals behaved more privately—or, demanded greater benefits in exchange for privacy losses—when they were more aware of their data recipient's secondary market exploitation abilities. I also found that privacy-seeking behavior was less responsive to sharing data with *thirty* recipients *without* salient exploitation abilities, than compared to *one* recipient *with* salient exploitation abilities.

The effects of rights assignments on licensing ideas:

Licensing agreements are popular for trading ideas without exchanging intellectual property ownership, and their royalty amounts are often negotiated between the licensors and licensees. My paper explores how creating and owning ideas can bias individuals' licensing behavior. Using three experimental studies ($N = \{167, 272, 283\}$), I predicted and found disparities in acceptable royalty amounts between licensors and licensees of ideas, even in the absence of information asymmetries (i.e., between non-creator owners and non-owners). I also found that valuation gaps for higher quality ideas were tempered by providing subjects with expert assessments of an idea's potential to succeed. However, licensors persisted in inflating their royalty amounts (relative to licensees) for low quality ideas.

REFERENCES

(available upon request)

Professor Aija Leiponen
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Professor David Just
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