

Joy Wu

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EDUCATION

Cornell University

Ph.D. in Applied Economics & Management

2021

Title: Information Ownership, Valuation, and Exploitation in Digital Markets

Advisor: Aija Leiponen

University of Chicago

B.A. in Economics

2012

ACADEMIC APPOINTMENTS

Ludwig-Maximilians-Universität München (LMU Munich)

Postdoctoral Researcher at the Institute for Strategy, Technology and Organization 2021–2023

VISITING POSITIONS

Cornell University

Visiting Lecturer in Strategy and Business Economics

2024–

Postdoctoral Fellow in Strategy and Business Economics

2022–

ETH Zürich

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

2021

RESEARCH INTERESTS

behavioral experiments, data privacy, information markets, fairness views, platform strategy

RESEARCH PAPERS

(Manuscripts available on [†]SSRN, [‡]arXiv, or [§]upon request.)

- [1] **Secondary Market Monetization and Willingness to Share Personal Data**[†] (accepted at *Management Science*)
- [2] **Inequality of Opportunity and Income Redistribution**^{†‡} with Marcel Preuss, Germán Reyes, and Jason Somerville (submitted)
- [3] **Psychological Ownership of Information: An Experimental Approach Using Algorithms**[§]
- [4] **A Comparison of Stated and Revealed Privacy Preferences**[§]
- [5] **Are Elites Meritocratic? Evidence from MBA Students**[§] with Marcel Preuss, Germán Reyes, and Jason Somerville

SELECTED WORKS IN PROGRESS

- [6] **Demand for Privacy from Data Brokers** with Avinash Collis and Ananya Sen
- [7] **Tolerance for Sharing Polarizing Content on Information Platforms** with Aija Leiponen and Tobias Kretschmer

PRESENTATIONS & INVITED TALKS

(Including planned. * denotes co-author presentation.)

2024: USC Marshall School of Business, Department of Data Sciences and Operations

2023: *CESifo Area Conference on Public Economics; Advances with Field Experiments (AFE) Conference at the University of Chicago; Conference on Information Systems and Technology (CIST); Erasmus University Rotterdam School of Management, Department of Technology & Operations Management; Purdue University Daniel's School of Business, Department of Management & Information Systems; École Polytechnique Fédérale de Lausanne (EPFL), College of Management of Technology; Tilburg University, Department of Information and Supply Chain Management; University of British Columbia (UBC) Sauder School of Business, Accounting & Information Systems Division

2022: Danish Research Unit for Industrial Dynamics (DRUID); LMU Munich Organizational Research Seminar Series; *Big Data in Economics, ZBW - Leibniz Information Centre for Economics; *North-American Economic Science Association (ESA) Conference; LMU Munich and Tel-Aviv University Workshop on AI-Society-Humanity; Workshop on Information Systems and Economics (WISE)

PRESENTATIONS & INVITED TALKS (CONT'D)

- 2021:** ETH Zürich, Chair of Technology & Innovation Management; LMU Munich, Center for Advanced Studies Seminar Series; TIME Colloquium at ISTO LMU Munich, Max Planck Institute for Innovation and Competition, and the Technical University of Munich (TUM); European Policy for Intellectual Property (EPIP) Conference; Academy of Management (AOM) Annual Conference; Danish Research Unit for Industrial Dynamics (DRUID)
- 2020:** LMU Munich, Institute for Strategy, Technology, and Organization; Cornell University, Innovation, Entrepreneurship, & Technology Brown Bag; Cornell University, Applied Economics and Policy Seminar
- 2019:** Consortium on Competitiveness and Cooperation (CCC); Cornell University, Innovation and Entrepreneurship Workshop; Institute for Behavioral Economics and Consumer Choice Round Table; Cornell University, Innovation, Entrepreneurship, & Technology Brown Bag
- 2018:** Joint Statistical Meetings (JSM); Institute for Behavioral Economics and Consumer Choice
- 2017:** Aalto University, Digitization Round Table

GRANTS, AWARDS, & FELLOWSHIPS

- 2023:** Cornell Center for the Social Sciences Small Grant (\$6,200 for experimental work on polarization on information platforms with Giulia Solinas, Aija Leiponen, and Tobias Kretschmer)
- 2022:** LMU School of Management PostDoc Funding (£2,000 for experimental work on platform polarization); NET Institute Summer Grant (\$3,000 for experimental work on data brokers with Avinash Collis and Ananya Sen); LMU School of Management Mentoring Program (2.800€)
- 2021:** LMU Fakultät für Betriebswirtschaft Mentoring Program (3.900€)
- 2020:** Cornell Center for the Social Sciences Small Grant (\$12,000 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 (finalist for experimental work on personal data banks with Aija Leiponen)
- 2019:** President's Council of Cornell Women Leadership Grant (\$7,500 for a "Speaking Economics" symposium with co-founders of Diversity in Cornell Economics)
- 2018:** Cornell Institute for the Social Sciences Small Grant (\$7,000 for experimental work on digital privacy with Aija Leiponen); NBER Digitization Tutorial; NBER Entrepreneurship Research Bootcamp

PROFESSIONAL ACTIVITIES

Ad Hoc Reviewer: *Academy of Management Perspectives, Strategy Science, Research Policy, Schmalenbach Journal of Business Research*

Discussant: Munich Summer Institute (2021, 2022, 2023); Digital Economy Workshop (2021)

Invited Workshops: AOM TIM Doctoral Consortium (2020); NBER Digitization Tutorial (2019)

University Service: TIME Colloquium Co-Organizer (2022–2023); Diversity in Cornell Economics Co-Founder (2019); Cornell University Applied Economics & Management Graduate Student Association President (2017–2019); Cornell University Speaking Economics Symposium Co-Organizer (2019); University of Chicago Volunteer College Admissions Interviewer (2014–2017)

TEACHING EXPERIENCE

Visiting Lecturer, Cornell University:

Strategy (undergraduate)	Spring 2024
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Thesis Supervisor, LMU Munich:

Master Theses (×6)	2022–2023
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Bachelor Theses (×4)	2021–2023
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Instructor, LMU Munich:

Empirics of Organizations (master, doctoral)	Winter 2021/22, 2022/23, 2023/24
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Strategic Organization Design (bachelor)	Winter 2023/24
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Management and Economics of Platforms (bachelor)	Summer 2021, 2022, 2023
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Data Crawling (master, doctoral)	Summer 2023
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Building Theory for Innov. and Strategy Research (bachelor)	Summer 2022
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Frontiers of Strategy (master)	Winter 2021/22
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Technology and Strategy (bachelor)	Summer 2021
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Instructor, EM Lyon:

Managerial Economics (master)	Winter 2022, 2023
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Guest Lecturer, Cornell University:

Research and Methods (graduate)	Fall 2018, 2019, 2020, 2021
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Teaching Assistant, Cornell University:

Contemporary Topics in Behavioral Finance (undergraduate)	Fall 2016, 2017, 2020
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Introductory Statistics for Biology (undergraduate)	Spring 2020
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Digital Business Strategy (undergraduate)	Fall 2018, 2019
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Fundamentals of Modern Marketing (undergraduate)	Summer 2017, 2019
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Marketing for Dyson Majors (undergraduate)	Spring 2017, 2019
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Marketing for Non-Dyson Majors (undergraduate)	Spring 2018
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Principled Leadership (graduate)	Fall 2017
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NON-ACADEMIC EXPERIENCE

Navigant Economics, Consultant	2013 – 2015
IRI Group, Jr. Associate Consultant	2013
Northern Trust, Corporate Risk Management Intern	2010
Aon Consulting, Marketing Intern	2009

OTHER

Computer Skills	R, Qualtrics, HTML, oTree, Python, \LaTeX , RMarkdown
Other Education	eCornell Machine Learning (2020), UChicago Grad. Student-at-Large (2014)
Citizenships	USA and Canada
Languages	English (native), Mandarin (fluent), French (basic)