

# Joy Wu

zw369@cornell.edu • joyzwu.github.io

## EDUCATION

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### **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

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### **Ludwig-Maximilians-Universität München (LMU Munich)**

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

## VISITING POSITIONS

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### **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

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

## RESEARCH PAPERS

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(Manuscripts available on <sup>†</sup>SSRN, <sup>‡</sup>arXiv, or <sup>§</sup>upon request.)

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

## SELECTED WORKS IN PROGRESS

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- [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

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(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)

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- 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

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- 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

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**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

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### 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

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