

# 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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### ISTO, LMU Munich

Postdoctoral Researcher

Mar. 2021 – Present

## EDUCATION

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### Cornell University

Ph.D. in Applied Economics & Management

Aug. 2015 – Aug. 2021

*Committee Members:* Aija Leiponen (*Chair*), David Just, and Vicki Bogan

### ETH Zürich

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

Jan. 2021 – Jun. 2021

### University of Chicago Booth School of Business

Graduate Student-at-Large

Mar. 2014 – Jun. 2014

### University of Chicago

B.A. in Economics

Oct. 2008 – Jun. 2012

## RESEARCH INTERESTS & AREAS

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Economics of digitization, data privacy, online user behavior, platform governance, intellectual property rights, information-sharing behavior, behavioral and experimental economics, applied microeconomics

## WORKS IN PROGRESS

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

**The Licensing Behavior of Creators and Owners of Algorithms** [available upon request]

**A Comparison of Stated and Revealed Privacy Preferences** [available upon request]

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

## CONFERENCE PRESENTATIONS & INVITED TALKS

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

- Online Platforms: User Incentives, DRUID (Copenhagen, Denmark) Oct. 2021
- Behavioral Insights into Innovation, AOM Annual Conference (Virtual) Aug. 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) Jul. 2021
- Chair For Technology and Innovation Management, ETH Zürich (Virtual) Jan. 2020
- Applied Economics and Policy Seminar, Cornell University (Virtual) Dec. 2020
- ISTO, LMU Munich (Virtual) Sep. 2020
- Innovation, Entrepreneurship, & Technology (IET) Brown Bag, Cornell University (Ithaca, NY, USA) Dec. 2019

### **“The Licensing Behavior of Creators and Owners of Algorithms”**

- European Policy for Intellectual Property (EPIP) Conference (Madrid, Spain) Sep. 2021
- Center for Advanced Studies (CAS) Seminar Series at LMU Munich (Virtual) Jun. 2021
- Innovation, Entrepreneurship, & Technology (IET) Brown Bag, Cornell University (Virtual) Dec. 2019

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

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

### **“The Value of Privacy”**

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

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

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

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

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

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

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

## GRANTS, AWARDS, & FELLOWSHIPS

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<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

## TEACHING EXPERIENCE

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### Research Seminars, LMU Munich:

Empirics of Organizations (*master, doctoral*)

Winter 2021/22

Frontiers of Strategy (*master*)

Winter 2021/22

### Lectures, LMU Munich:

Management and Economics of Platforms (*bachelor*)

Summer 2021

### Tutorials, LMU Munich:

Technology and Strategy (*bachelor*)

Summer 2021

### Guest Lecture, Cornell University:

Research and Methods (*graduate*)

Fall 2018, 2019, 2020, 2021

### Teaching Assistance, Cornell University:

Contemporary Topics in Behavioral Finance (*undergraduate*)

Fall 2016, 2017, 2020

Introductory Statistics for Biology (*undergraduate*)

Spring 2020

Digital Business Strategy (*undergraduate*)

Fall 2018, 2019

Fundamentals of Modern Marketing (*undergraduate*)

Summer 2017, 2019

Marketing for Dyson Majors (*undergraduate*)

Spring 2017, 2019

Marketing for Non-Dyson Majors (*undergraduate*)

Spring 2018

Principled Leadership (*graduate*)

Fall 2017

## THESIS SUPERVISION

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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

## TECHNICAL SKILLS

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### Programming

R, HTML, Python

### Survey Tools

oTree, Qualtrics

### Document Preparation

L<sup>A</sup>T<sub>E</sub>X, RMarkdown

### Certificates

eCornell Machine Learning

## PERSONAL

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**Citizenships:** USA and Canada

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