

Joy Wu

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EDUCATION

Cornell University

Ph.D. in Applied Economics & Management

2021

University of Chicago

B.A. in Economics

2012

ACADEMIC APPOINTMENTS

University of British Columbia

Sauder School of Business

Assistant Professor of Management Information Systems

2024–

Ludwig-Maximilians-Universität München (LMU Munich)

Institute for Strategy, Technology and Organization

Postdoctoral Researcher (Wissenschaftlicher Mitarbeiter)

2021–2023

VISITING POSITIONS

Cornell University

S.C. Johnson College of Business

Visiting Lecturer in Strategy & Business Economics

2024

Postdoctoral Fellow in Strategy & Business Economics

2022–2023

ETH Zürich

Chair of Technology and Innovation Management

Virtual Visiting PhD Student

2021

NON-ACADEMIC EXPERIENCE

Navigant Economics, Consultant

2013 – 2015

patent infringement, damages estimation, telecommunications industry

IRI Group, Jr. Associate Consultant

2013

pricing strategy and trade promotions, consumer packaged goods industry

RESEARCH INTERESTS

behavioral experiments, data privacy, digital markets, information sharing, fairness views

RESEARCH PAPERS

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

- [1] **Secondary Market Monetization and Willingness to Share Personal Data**[†] (forthcoming in *Management Science*)
- [2] **Psychological Ownership Algorithms**[§]
- [3] **Inequality of Opportunity and Income Redistribution**[‡] with Marcel Preuss, Germán Reyes, and Jason Somerville
- [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
- [6] **Demand for Privacy from Data Brokers**[§] with Avinash Collis and Ananya Sen

SELECTED WORKS IN PROGRESS

- [7] **Tolerance for Sharing Polarizing Content on Information Platforms** with Aija Leiponen and Tobias Kretschmer (data collected)
- [8] **Privacy Externalities** (designing)

GRANTS, AWARDS, & FELLOWSHIPS

- 2024:** UBC Hampton Fund Research Grant (15,000 CAD for experimental work on privacy externalities); UBC Open Access Fund (3,000 USD award for INFORMS open access fees)
- 2023:** Cornell Center for the Social Sciences Small Grant (6,200 USD 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 GBP for experimental work on platform polarization); NET Institute Summer Grant (3,000 USD for experimental work on data brokers with Avinash Collis and Ananya Sen); LMU School of Management Mentoring Program (2,800 EUR)
- 2021:** LMU Fakultät für Betriebswirtschaft Mentoring Program (3,900 EUR)
- 2020:** Cornell Center for the Social Sciences Small Grant (12,000 USD 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)

PRESENTATIONS & INVITED TALKS

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

- 2024:** USC Marshall School of Business, Department of Data Sciences and Operations; *Statistical Challenges in Electronic Commerce Research (SCECR); Chicago School in Experimental Economics (CSEE); *Empirical Research Projects Workshop Program on Economics & Privacy, George Mason University; INFORMS Annual Meeting
- 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)
- 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

PROFESSIONAL ACTIVITIES

Reviewer: *Information Systems Research, European Economic Review, Journal of Management Information Systems, Research Policy, Academy of Management Perspectives, Strategy Science, Schmalenbach Journal of Business Research*

Invited Workshops: Chicago School in Experimental Economics (2024); AOM TIM Doctoral Consortium (2020); NBER Digitization Tutorial (2019, 2018); NBER Entrepreneurship Bootcamp (2018)

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

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

University of British Columbia:

Information Systems Analysis and Design

Winter Term 1 2024

Cornell University:

Strategy

Spring 2024

Research and Methods (guest lecture)

Fall 2018, 2019, 2020, 2021

LMU Munich:

Master Theses Supervision (×6)

2022–2023

Bachelor Theses Supervision (×4)

2021–2023

Empirics of Organizations

Winter 2021/22, 2022/23, 2023/24

Strategic Organization Design (coordinator)

Winter 2023/24

Management and Economics of Platforms

Summer 2021, 2022, 2023

Data Crawling (coordinator)

Summer 2023

Building Theory for Innovation and Strategy Research

Summer 2022

Frontiers of Strategy

Winter 2021/22

Technology and Strategy (tutorials)

Summer 2021

EM Lyon:

Managerial Economics (tutorials)

Winter 2022, 2023

Cornell University (Teaching Assistant):

Contemporary Topics in Behavioral Finance

Fall 2016, 2017, 2020

Introductory Statistics for Biology

Spring 2020

Digital Business Strategy

Fall 2018, 2019

Fundamentals of Modern Marketing

Summer 2017, 2019

Marketing for Dyson Majors

Spring 2017, 2019

Marketing for Non-Dyson Majors

Spring 2018

Principled Leadership

Fall 2017