

Joy Wu

INSTITUTE FOR STRATEGY, TECHNOLOGY AND ORGANIZATION
LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN (LMU MUNICH)

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ACADEMIC APPOINTMENTS

LMU Munich

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

VISITING POSITIONS

Cornell University

Postdoctoral Fellow in Strategy and Business Economics 2022 –

ETH Zürich

Virtual Visiting PhD Student at the Chair of Technology and Innovation Management 2021

EDUCATION

Cornell University

Ph.D. in Applied Economics & Management 2021

University of Chicago

B.A. in Economics 2012

RESEARCH INTERESTS

behavioral experiments, data privacy, inaccurate beliefs, fairness views, information rights,
platform governance, information-sharing behavior, data markets, information valuation

WORKING PAPERS

Secondary Market Monetization and Willingness to Share Personal Data [rejected
& resubmitted at *Management Science*]

Inequality of Opportunity and Income Redistribution with Marcel Preuss, Germán Reyes, and Jason Somerville [preparing submission]

Valuation Asymmetry Between Licensors and Licensees of Algorithms [preparing submission]

A Comparison of Stated and Revealed Privacy Preferences

RESEARCH IN PROGRESS

Demand for Privacy from Data Brokers with Avinash Collis and Ananya Sen [designing]

Content-Sharing Behavior and Platform Polarization with Giulia Solinas, Aija Leiponen, and Tobias Kretschmer [designing]

The Role of VCs in Platform Ecosystems with Anpu Mahalingam, Gurneeta Vasudeva, and Tobias Kretschmer [drafting]

Social Media Publicity and Valuation of Privacy with Tobias Kretschmer and Robert Zimmer [drafting]

GRANTS, AWARDS, & FELLOWSHIPS

(\$ amounts in USD currency format; € amounts in EUR currency format)

NET Institute Summer Grant (\$3,000) 2022

for experimental work on data brokers with Avinash Collis and Ananya Sen

LMU School of Management Mentoring Program (2.800€) 2022

LMU Fakultät für Betriebswirtschaft Mentoring Program (3.900€) 2021

Cornell Center for the Social Sciences Small Grant (\$12,000) 2020

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) 2020
for "Managing Your Personal Data Bank" with Aija Leiponen

President's Council of Cornell Women Leadership Grant (\$7,500) 2019

for the "Speaking Economics Symposium" with co-founders of Diversity in Cornell Economics

Cornell Institute for the Social Sciences Small Grant (\$7,000) 2018

for experimental work on digital privacy with Aija Leiponen

Cornell Graduate School Conference Travel Grant (\$515) 2018

for presenting at the 2018 Joint Statistical Meetings

Cornell Graduate Fellowship 2015 – 2016

PRESENTATIONS & INVITED TALKS

(including planned; * denotes co-author presentation)

- 2022:** Danish Research Unit for Industrial Dynamics (DRUID); LMU Munich Organizational (ORG) 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:** Chair of Technology & Innovation Management, ETH Zürich; Center for Advanced Studies (CAS) Seminar Series; TIME Colloquium; ISTO LMU Munich, Max Planck Institute for Innovation and Competition, and TU Munich; European Policy for Intellectual Property (EPIP) Conference; Behavioral Insights into Innovation, Academy of Management (AOM) Annual Conference; Danish Research Unit for Industrial Dynamics (DRUID)
- 2020:** Institute for Strategy, Technology, and Organization (ISTO) at LMU Munich; Innovation, Entrepreneurship, & Technology (IET) Brown Bag at Cornell University; Applied Economics and Policy (AEP) Seminar at Cornell University
- 2019:** Consortium on Competitiveness and Cooperation (CCC); SC Johnson College of Business Innovation and Entrepreneurship Workshop Cornell University; Institute for Behavioral Economics and Consumer Choice (IBECC) Round Table; Innovation, Entrepreneurship, & Technology Brown Bag at Cornell University
- 2018:** Joint Statistical Meetings (JSM), Institute for Behavioral Economics and Consumer Choice (IBECC)
- 2017:** Digitization Round Table at Aalto University

PROFESSIONAL ACTIVITIES

- Conference Paper Discussant:** Munich Summer Institute (2021, 2022), Digital Economy Workshop (2021)
- Conference Paper Reviewer:** AOM Annual Conference, TIM Division (2021)
- Invited Workshops:** AOM TIM Doctoral Consortium (2020), NBER Digitization Tutorial & Winter Meeting (2018, 2019), NBER Entrepreneurship Research Bootcamp & Summer Institute (2018)
- University Service:** 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

Lectures, LMU Munich:

Empirics of Organizations (<i>master, doctoral</i>)	2021/22, 2022/23
Building Theory for Innovation and Strategy Research (<i>bachelor</i>)	2022
Frontiers of Strategy (<i>master</i>)	2021/22
Management and Economics of Platforms (<i>bachelor</i>)	2021

Tutorials, LMU Munich:

Management and Economics of Platforms (<i>bachelor</i>)	2022
Technology and Strategy (<i>bachelor</i>)	2021

Tutorials, EM Lyon:

Managerial Economics, European Triple Degree Program (<i>master</i>)	2022
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Guest Lecture, Cornell University:

Research and Methods: Running [Online] Experiments (<i>graduate</i>)	2018, 2019, 2020, 2021
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Teaching Assistance, Cornell University:

Contemporary Topics in Behavioral Finance (<i>undergraduate</i>)	2016, 2017, 2020
Introductory Statistics for Biology (<i>undergraduate</i>)	2020
Digital Business Strategy (<i>undergraduate</i>)	2018, 2019
Fundamentals of Modern Marketing (<i>undergraduate</i>)	2017, 2019
Marketing for Dyson Majors (<i>undergraduate</i>)	2017, 2019
Marketing for Non-Dyson Majors (<i>undergraduate</i>)	2018
Principled Leadership (<i>graduate</i>)	2017

THESIS SUPERVISION

Master Theses, LMU Munich ($\times 4$)	2022
Bachelor Theses, LMU Munich ($\times 2$)	2021

INDUSTRY 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

Programming	R, HTML, Python
Survey Tools	oTree, Qualtrics
Document Preparation	L ^A T _E X, RMarkdown
Certificates	eCornell Machine Learning
Citizenships	USA and Canada
Languages	English (<i>native</i>), Mandarin (<i>fluent</i>), French (<i>basic</i>)