

# Joy Z. Wu

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

Kaulbachstr. 45, Room 304, 80539 München  
joy.wu@lmu.de • joyzwu.github.io

## ACADEMIC EXPERIENCE

---

### LMU Munich

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

## EDUCATION

---

### Cornell University

Ph.D. in Applied Economics & Management 2015 – 2021

### ETH Zürich

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

### University of Chicago

Graduate Student-At-Large at the Booth School of Business 2014

### University of Chicago

B.A. in Economics 2008 – 2012

## RESEARCH INTERESTS & AREAS

---

Experimental design, data privacy, user behavior, platform governance, information rights, behavioral economics

## RESEARCH PAPERS

---

**Secondary Market Monetization and Willingness to Share Personal Data** [rejected & re-submitted 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

## CONFERENCE 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:** 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 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

---

### 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
--	------

### Guest Lecture, Cornell University:

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

### 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

---

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