

# Joy Wu

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

Kaulbachstraße 45, Room 304, 80539 Munich, Bavaria, Germany  
joy.wu@lmu.de • joyzwu.github.io

## EDUCATION

---

### 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

---

### 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

## RESEARCH INTERESTS

---

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

## WORKING PAPERS

---

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

- [1] **Secondary Market Monetization and Willingness to Share Personal Data\*** (minor revisions at *Management Science*)
- [2] **Valuation Asymmetry Between Licensors and Licensees of Algorithms<sup>§</sup>** (under review)
- [3] **Inequality of Opportunity and Income Redistribution\*<sup>†</sup>** with Marcel Preuss, Germán Reyes, and Jason Somerville
- [4] **A Comparison of Stated and Revealed Privacy Preferences<sup>§</sup>**

## RESEARCH IN PROGRESS

---

- [5] **Demand for Privacy from Data Brokers** with Avinash Collis and Ananya Sen (designing)
- [6] **Tolerance for Sharing Polarizing Content on Information Platforms** with Giulia Solinas, Aija Leiponen, and Tobias Kretschmer (data collection)
- [7] **Facebook’s Treatment of User Data and Users’ Attitudes Towards Privacy Protection** with Tobias Kretschmer and Robert Zimmer (drafting)
- [8] **The Role of VCs in Platform Ecosystems** with Anpu Mahalingam, Gurneeta Vasudeva, and Tobias Kretschmer (drafting)

## GRANTS, AWARDS, & FELLOWSHIPS

---

- 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)

## PRESENTATIONS & INVITED TALKS

---

(including planned; \* denotes co-author presentation)

- 2023:** \*CESifo Area Conference on Public Economics, Advances with Field Experiments (AFE) Conference at the University of Chicago
- 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

---

**Ad Hoc Reviewer:** *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 & Winter Meeting (2018, 2019); NBER Entrepreneurship Research Bootcamp & Summer Institute (2018)

**University Service:** TIME Colloquium Co-Organizer (2022–); 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

---

### **Thesis Supervisor, LMU Munich, 2021– :**

Master Theses (×6)	2022–
Bachelor Theses (×2)	2021

### **Instructor, LMU Munich, 2021– :**

Management and Economics of Platforms (bachelor)	2021, 2022, 2023
Data Crawling (master, doctoral)	2023
Empirics of Organizations (master, doctoral)	2021/22, 2022/23
Building Theory for Innovation and Strategy Research (bachelor)	2022
Frontiers of Strategy (master)	2021/22
Technology and Strategy (bachelor)	2021

### **Instructor, EM Lyon, 2022–2023:**

Managerial Economics, European Triple Degree Program (master)	2022, 2023
---	------------

### **Guest Lecturer, Cornell University, 2018–2021:**

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

### **Teaching Assistant, Cornell University, 2016–2020:**

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

## NON-ACADEMIC EXPERIENCE

---

Navigant Economics, Consultant	2013 – 2015
IRI Group, Jr. Associate Consultant	2013
Northern Trust, Corporate Risk Management Intern	2010
Aon Consulting, Marketing Intern	2009

## PERSONAL INFORMATION

---

**Citizenships**    USA and Canada