

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, information sharing, fairness views, digital markets

PUBLISHED, FORTHCOMING, & ACCEPTED PAPERS

- [1] Secondary Market Monetization and Willingness to Share Personal Data, *forthcoming in Management Science*
- [2] Inequality of Opportunity and Income Redistribution (with Marcel Preuss, Germán Reyes, and Jason Somerville), *accepted at Journal of Political Economy Microeconomics*

WORKING PAPERS & SELECTED RESEARCH IN PROGRESS

- [3] Do Incentivized Reviews Poison the Well? (with Jaecheol Park, Arslan Aziz, and Gene Moo Lee), *revise & resubmit at Information Systems Research*
- [4] Are Elites Meritocratic? Evidence from MBA Students (with Marcel Preuss, Germán Reyes, and Jason Somerville), *submitted*
- [5] Locus of Ownership and Algorithm Valuations, *revising*
- [6] Tolerance for Sharing Polarizing Content on Information Platforms (with Aija Leiponen and Tobias Kretschmer)
- [7] Demand for Privacy from Data Brokers (with Avinash Collis and Ananya Sen)
- [8] Privacy Externalities

GRANTS, AWARDS, & FELLOWSHIPS

- 2025:** UBC Work Learn International Undergraduate Research Award (WLIURA) (6,000 CAD for summer research assistant); Academy of Management Perspectives (Best Reviewer award); Sauder Exploratory Research Grant (6,000 CAD for research on privacy externalities); UBC WLIURA (2,700 CAD for winter term research assistant)
- 2024:** UBC Sauder Start-Up Grant (50,000 CAD); UBC Hampton Fund Research Grant (15,000 CAD for experimental work on privacy externalities); UBC Open Access Fund (4,000 CAD)
- 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 USD for a "Speaking Economics" symposium with Anne Byrne, Francine Blau, Maria Fitzpatrick, Anne Burton, Adeline Yeh, Grace Phillips)
- 2018:** Cornell Institute for the Social Sciences Small Grant (7,000 USD 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 & Management, 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
Research Methodology (guest lecture)

Winter 2024
Winter 2025

Cornell University:

Strategy
Research and Methods (guest lecture)

Spring 2024
Fall 2018, 2019, 2020, 2021

LMU Munich:

Master Theses Supervision (×6)
Bachelor Theses Supervision (×4)
Empirics of Organizations
Strategic Organization Design (coordinator)
Management and Economics of Platforms
Data Crawling (coordinator)
Building Theory for Innovation and Strategy Research
Frontiers of Strategy
Technology and Strategy (tutorials)

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

EM Lyon:

Managerial Economics (tutorials)

Winter 2022, 2023

Cornell University (Teaching Assistant):

Contemporary Topics in Behavioral Finance
Introductory Statistics for Biology
Digital Business Strategy
Fundamentals of Modern Marketing
Marketing for Dyson Majors
Marketing for Non-Dyson Majors
Principled Leadership

Fall 2016, 2017, 2020
Spring 2020
Fall 2018, 2019
Summer 2017, 2019
Spring 2017, 2019
Spring 2018
Fall 2017