

Joy Wu

Assistant Professor of Management Information Systems
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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		2021–2023

VISITING POSITIONS & AFFILIATIONS

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

INDUSTRY EXPERIENCE

Navigant Economics , Consultant		2013 – 2015
patent infringement and damages estimation in the telecommunications industry		
IRI Group , Jr. Associate Consultant		2012 – 2013
pricing strategy and trade promotions in the consumer packaged goods industry		

PUBLISHED, FORTHCOMING, & ACCEPTED PAPERS

- [1] Inequality of Opportunity and Income Redistribution, **Journal of Political Economy Microeconomics** (accepted), with Marcel Preuss, Germán Reyes, and Jason Somerville.
- [2] Secondary Market Monetization and Willingness to Share Personal Data, **Management Science**, Vol. 71, No. 10 (2025), solo-authored.

UNDER REVIEW

- [3] Do Incentivized Reviews Poison the Well? revise & resubmit at **Information Systems Research**, with Jaecheol Park, Arslan Aziz, and Gene Moo Lee.
- [4] Are Elites Meritocratic? Evidence from MBA Students, revise & resubmit at **Journal of Public Economics**, with Marcel Preuss, Germán Reyes, and Jason Somerville.
- [5] Locus of Ownership and Algorithm Valuations, under review, solo-authored.

WORKS IN PROGRESS

- [6] Why Do Social Media Users Amplify Polarizing Content? 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 Nominee for the 2026 Andrew Carnegie Fellowship
Academy of Management Perspectives Best Reviewer Award
Sauder Exploratory Research Grant (6,000 CAD)
UBC Work Learn International Undergraduate Research Award (WLIURA) for summer research assistant support (6,000 CAD)
UBC WLIURA for winter term research assistant support
- 2024:** UBC Sauder Start-Up Grant (50,000 CAD)
UBC Hampton Fund Research Grant (15,000 CAD)
UBC Open Access Fund (4,000 CAD)
- 2023:** Cornell Center for the Social Sciences Small Grant (6,200 USD)
- 2022:** LMU School of Management PostDoc Funding (2,000 GBP)
NET Institute Summer Grant (3,000 USD)
LMU School of Management Mentoring Program (2,800 EUR)
- 2021:** LMU Faculty of Business Mentoring Program (3,900 EUR)
- 2020:** Cornell Center for the Social Sciences Small Grant (12,000 USD)
Finalist for Facebook Research People's Expectations and Experiences with Digital Privacy
- 2019:** President's Council of Cornell Women Leadership Grant (7,500 USD)
- 2018:** Cornell Institute for the Social Sciences Small Grant (7,000 USD)

PRESENTATIONS & INVITED TALKS

(Including planned)

2025: Workshop on Information Systems and Economics (WISE) (Nashville, U.S.A.)

2024: USC Marshall School of Business, Department of Data Sciences and Operations; Chicago School in Experimental Economics (CSEE); INFORMS Annual Meeting

Presentations by co-authors on joint work: Empirical Research Projects Workshop Program on Economics & Privacy (George Mason University); Statistical Challenges in Electronic Commerce Research (SCECR) (Lisbon, Portugal)

2023: Advances with Field Experiments (AFE) Conference at the University of Chicago; Conference on Information Systems and Technology (CIST) (Phoenix, U.S.A.); Erasmus University Rotterdam School of Management, Department of Technology & Operations Management (Rotterdam, Netherlands); Purdue University Daniel's School of Business, Department of Management & Information Systems (West Lafayette, U.S.A.); École Polytechnique Fédérale de Lausanne (EPFL), College of Management of Technology (Lausanne, Switzerland); Tilburg University, Department of Information and Supply Chain Management (Tilburg, Netherlands); University of British Columbia (UBC) Sauder School of Business, Accounting & Information Systems Division (Vancouver, Canada)

Presentations by co-authors on joint work: CESifo Area Conference on Public Economics (Munich, Germany)

2022: Danish Research Unit for Industrial Dynamics (DRUID) (Copenhagen, Denmark); LMU Munich Organizational Research Seminar Series (Munich, Germany); LMU Munich and Tel-Aviv University Workshop on AI-Society-Humanity (Munich, Germany); WISE (Copenhagen, Denmark)

Presentations by co-authors on joint work: VfS Annual Conference (Basel, Switzerland); North-American Economic Science Association (ESA) Conference (Santa Barbara, U.S.A.)

2021: ETH Zürich, Chair of Technology & Innovation Management (online); LMU Munich, Center for Advanced Studies Seminar Series (online); TIME Colloquium at ISTO LMU Munich, Max Planck Institute for Innovation and Competition, and the Technical University of Munich (TUM) (online); European Policy for Intellectual Property (EPIP) Conference (Madrid, Spain); Academy of Management (AOM) Annual Conference (online); Danish Research Unit for Industrial Dynamics (DRUID) (Copenhagen, Denmark)

2020: LMU Munich, Institute for Strategy, Technology, and Organization (online); Cornell University, Innovation, Entrepreneurship, & Technology Brown Bag (online); Cornell University, Applied Economics and Policy Seminar (online)

2019: Consortium on Competitiveness and Cooperation (CCC) (Raleigh-Durham, U.S.A.); Cornell University, Innovation and Entrepreneurship Workshop (Ithaca, U.S.A.); Institute for Behavioral Economics and Consumer Choice Round Table (New York, U.S.A.); Cornell University, Innovation, Entrepreneurship, & Technology Brown Bag (Ithaca, U.S.A.)

2018: Joint Statistical Meetings (Vancouver, Canada); Institute for Behavioral Economics and Consumer Choice (Ithaca, U.S.A.)

2017: Aalto University Digitization Round Table (Helsinki, Finland)

PROFESSIONAL ACTIVITIES

Reviewer: *Management Information Systems Quarterly, 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 Term 1 2024, 2025
Winter Term 2 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