

# Joy Wu

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## EDUCATION

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### **Cornell University**

Ph.D. in Applied Economics & Management

2021

### **University of Chicago**

B.A. in Economics

2012

## ACADEMIC APPOINTMENTS

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### **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

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### **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

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### **Navigant Economics**, Consultant

patent infringement and damages estimation in the telecommunications industry

2013 – 2015

### **IRI Group**, Jr. Associate Consultant

pricing strategy and trade promotions in the consumer packaged goods industry

2012 – 2013

## PUBLISHED, FORTHCOMING, & ACCEPTED PAPERS

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- [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.

## WORKING PAPERS

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- [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, solo-authored.

## SELECTED WORKS IN PROGRESS

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- [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

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- 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

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(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

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**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

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### 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