

Weining Bao

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ACADMIC EXPERIENCE

Assistant Professor of Marketing

School of Business, University of Connecticut (2019 – present)

Senior Lecturer of Marketing (Equivalent to Associate Professor in North American Universities)

UTS Business School, University of Technology Sydney, Australia (2017 – 2019)

Assistant Professor of Economics

School of Economics and Management, Wuhan University (2015 – 2017)

Visiting Scholar

Carey Business School, Johns Hopkins University (Winter 2018, Spring 2017, Summer 2016, Spring & Summer 2015)

EDUCATION

Ph.D. in Economics

Johns Hopkins University, 2014

B.A. in Economics and Finance (with minor in mathematics)

University of Hong Kong, 2008 (First Honor)

RESEARCH INTERESTS

Digital Marketing, Information and Incentives, Competitive Marketing Strategies
Financial Services Markets, Education Markets, Emerging Markets
Empirical and Theoretical Industrial Organization, Applied Econometrics

PUBLICATIONS

Bao, Weining, Jian Ni, and Shubhranshu Singh (2018), “Informal Lending in Emerging Markets”, *Marketing Science*, Vol. 37(1), 123 – 137.

Bao, Weining, and Jian Ni (2017), “Could Good Intentions Backfire? An Empirical Analysis of the Bank Deposit Insurance”, *Marketing Science*, Vol. 36(2), 301 – 319.

SELECTED WORKING PAPERS AND PAPERS UNDER REVISION

“The Effects of Information Disclosure” (with Ping Xiao, Yuanyuan Chen, and Anandhi Bharadwaj)

“Strategical Response Management” (with Ping Xiao and Kai-Yu Hsieh)

“Educational Inequality and Affirmative Action in Developing Markets” (with Jian Ni and Shubhranshu Singh)

“University Entrance Examination Preparation Services: The Good, The Bad and The Ugly” (with James Dearden)

SELECTED WORKING IN PROGRESS

“Communication in Emerging Markets”

“Information and Incentives in Emerging Markets”

GRANTS AND AWARDS

OVPR/AAUP Travel Award, USD 2,000, UConn School of Business, 2019

Early Career Researcher Award Marketing DG Nominee, UTS Business School, 2018

Publication Reward Scheme Award, AUD 15,000, UTS Business School, 2018

DG Seeds Funding Scheme, AUD 4,137, UTS Business School, 2018

Faculty Research Grant, CNY 50,000, Wuhan University, 2015 – 2017

SEMINARS AND CONFERENCE PRESENTATIONS

(* presented by coauthors)

2021 UConn (scheduled)

2020 SZU, Pitt Business* (virtual conference)

Marketing Science Conference* (virtual conference)

2019 UTS (Econ Department), Lehigh (Econ Department), SHTU

China India Insights Conference*, Cambridge, MA

China Marketing International Conference, Guangzhou, China

POMS 30th Annual Conference, Washington D.C., WA

AMA Winter Academic Conference, Austin, TX

2018 UConn, JHU Carey

Frontiers of Empirical Marketing*, Miami Beach, FL

Marketing Science Conference, Philadelphia, PA

2017 UTS Marketing DG Research Camp, Sydney, Australia

China India Insights Conference*, New York, NY

Marketing Science Conference, Los Angeles, CA

Frank M. Bass UTD-FORMS Conference*, Richardson, TX

2016 JHU Carey, HK PolyU, CUHK, Alberta, NUS, UTS

Behavioral Industrial Organization and Marketing Symposium*, Ann Arbor, MI

Marketing Science Conference, Shanghai, China

2015 JHU Carey

Marketing Science Conference, Baltimore, MD

ACADEMIC SERVICES

2020 – *Brown Bag & Speaker Series Co-Coordinator*
 present Department of Marketing, UConn School of Business
 2019 – *Ph.D. Committee Member*
 present Department of Marketing, UConn School of Business
 2019 – *Session Co-Chair*
 present China Marketing International Conference, Guangzhou, China
 Session “Marketing of Financial Services”
 2019 *Empirical Reading Group Member*
 Department of Economics, UTS Business School
 2017 – 2019 *External Engagement Committee Member*
 Department of Marketing, UTS Business School
 2017 *Session Co-Chair*
 Marketing Science Conference, Los Angeles, CA
 Session “Crowdsourcing and crowdfunding IV”
 2016 – 2017 *Oral Thesis Examination Panel Member*
 School of Economics and Management, Wuhan University
 2016 *Admission Committee Member*
 School of Economics and Management, Wuhan University

REFEREE SERVICES

Review of Industrial Organization

TEACHING INTERESTS

Data Analytics, Digital Marketing, Marketing Analytics, Marketing of Financial Services

TEACHING EXPERIENCE

Current:

Advanced Quantitative Applications in Marketing (postgraduate), 2020

Marketing and Digital Analytics (undergraduate), 2020 (student evaluation: 4.5/5.0)

Past:

Pricing Strategies and Tactics (undergraduate), 2019

Marketing Research (undergraduate), 2018, 2019

Current Economic Affairs: Policy and Applications (MBA), 2017

Macroeconomics (undergraduate), 2016, 2017

Dynamic Methods in Economic Analysis (postgraduate), 2015, 2016