

## 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, Consumer Moral Hazard, Information and Incentives

Financial Services Markets, Education Markets, Emerging Markets

Empirical and Theoretical Industrial Organization, Applied Econometrics

### PUBLICATIONS

Xiao, Ping, Yuanyuan Chen, Anandhi Bharadwaj, and **Weining Bao** “The Effects of Information Nudges on Consumer Usage of Digital Services under Three-Part Tariffs” *forthcoming at Journal of Management Information Systems*

**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

“Educational Inequality and Reservation Policy in Developing Market” (with Jian Ni and Shubhranshu Singh) *under major revision at **Management Science***

“Emotion Waves: Dynamics and Impacts on Digital Content Consumption” (with Yue Han, Jane Gu, and Hongfu Liu)

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

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

## SELECTED WORKING IN PROGRESS

“Student Loans and Income Share Agreements for Financing Education” (with Kinshuk Jerath and Shubhranshu Singh)

“Informal Lending and Entrepreneurship Development” (with Shubhranshu Singh)

## 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

**First Prize in The 2003 National High School Math League**, China, 2003

**First Prize in The 2002 National High School Math League**, China, 2002

## SEMINARS AND CONFERENCE PRESENTATIONS

(\* presented by coauthors)

2021 UConn (virtual), Columbia U (guest speaker for a virtual Ph.D. seminar), Columbia U\* (virtual seminar)

POMS 31<sup>st</sup> Annual Conference (virtual conference)

Frank M. Bass UTD-FORMS Conference\* (virtual conference)

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 30<sup>th</sup> 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**

- Journal of Management Information Systems  
 Journal of Marketing Analytics  
 Journal of The Association for Consumer Research  
 Management Science  
 Marketing Science  
 Review of Industrial Organization

### **TEACHING INTERESTS**

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

## **TEACHING EXPERIENCE**

### **Current teaching activities:**

Advanced Quantitative Applications in Marketing (postgraduate), 2020

Marketing and Digital Analytics (undergraduate), 2020 – 2022 (teaching evaluation: mean 4.5/5.0, median 5.0/5.0)

### **Past teaching activities:**

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