

## 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 Asymmetry, Cheap Talk  
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.

### WORKING PAPERS AND PAPERS UNDER REVIEW

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

“The Effects of Information Disclosure on Mobile Data Consumption” (with Ping Xiao,

Yuanyuan Chen, and Anandhi Bharadwaj)

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

“Agenda Manipulation and Policymaking under Media Bias” (with Yonghong An and Jian Ni).

“The Ironic Effects of Consumer Buying-Local Preference” (with Baojun Jiang and Jian Ni).

## **WORKING IN PROGRESS**

“Strategic Corporate Management” (with Ping Xiao)

“Paying to Brag? A Structural Model of Cheap Talk in Online Crowdfunding” (with Jian Ni)

## **GRANTS AND AWARDS**

**OVPR/AAUP Travel Award**, USD 2,000, UConn Business School, 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)

2020 SZU

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

Marketing Science Conference\*, Rome, Italy

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

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| 2019 – present | <i>Ph.D. Committee Member</i><br>Department of Marketing, UConn Business School  |
| 2019 – present | <i>Session Co-Chair</i><br>China Marketing International Conference, Guangzhou, China<br>Session “Marketing of Financial Services” |
| 2019           | <i>Empirical Reading Group Member</i><br>Department of Economics, UTS Business School  |
| 2017 – 2019    | <i>External Engagement Committee Member</i><br>Department of Marketing, UTS Business School  |
| 2017           | <i>Session Co-Chair</i><br>Marketing Science Conference, Los Angeles, CA<br>Session “Crowdsourcing and crowdfunding IV”            |
| 2016 – 2017    | <i>Oral Thesis Examination Panel Member</i><br>School of Economics and Management, Wuhan University                                |
| 2016           | <i>Admission Committee Member</i><br>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

Advanced Quantitative Applications in Marketing (postgraduate), 2020  
Marketing and Digital Analytics (undergraduate), 2020  
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