

Weining Bao

Department of Marketing
University of Connecticut
2100 Hillside Road, U1041
Storrs, CT 06269

Phone: (+1) 8604863417
Email: weining.bao@uconn.edu
Website: <https://sites.google.com/site/wbao3jhu>

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, Moral Hazard

Financial Services Markets, Education Markets, Emerging Markets

Empirical and Theoretical Industrial Organization, Applied Econometrics

PUBLICATIONS

Bao, Weining, Jian Ni, and Shubhramshu 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)

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

Shubhranshu Singh)

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

“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 in COVID-19” (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 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

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

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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

Updated July 2020