

# Weining Bao

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

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## ACADMIC EXPERIENCE

### Assistant Professor of Marketing

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

- On leave (Fall 2024)

### 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

Substantive: Consumer well-being, consumer privacy, AI consumption, marketing and finance interface, marketing and education interface

Methodological: Empirical and theoretical industrial organization, applied game theory, applied econometrics

## PUBLICATIONS

- [1] **Bao, Weining**, Jian Ni, and Shubhranshu Singh (2024). “Educational Inequality and Reservation Policy in Developing Markets”, *Management Science*, Vol. 70(5), 3162 – 3181.
- [2] Xiao, Ping, Kai-Yu Hsieh, and **Weining Bao** (2024). “Doing Good or Protecting Yourself? Donating for Disaster Relief when Firms’ Own Operations are Disrupted by

- the Disaster”, *Production and Operations Management*, Vol. 33(1), 323 – 341.
- Equal contribution
- [3] Xiao, Ping, Yuanyuan Chen, Anandhi Bharadwaj, and **Weining Bao** (2022). “The Effects of Information Nudges on Consumer Usage of Digital Services under Three-Part Tariffs”, *Journal of Management Information Systems*, Vol. 39(1), 130 – 158.
- A statement detailing my contribution to the paper is available upon request.
- [4] **Bao, Weining**, Jian Ni, and Shubhranshu Singh (2018), “Informal Lending in Emerging Markets”, *Marketing Science*, Vol. 37(1), 123 – 137.
- [5] **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

- [6] “Offense on Defense: Competitive Data Protection Investment with Behavior-Based Pricing” (with Yuxin Chen and Ping Xiao) *under 2<sup>nd</sup> round review at Marketing Science*
- [7] “The Pricing and Financing of Education — Student Loans and Income Share Agreements” (with Kinshuk Jerath and Shubhranshu Singh) *under major revision for 3<sup>rd</sup> round review at Marketing Science*
- [8] “Title blinded” (with Ping Xiao, Yuanyuan Chen)
- [9] “Using Consumption Emotional Features to Predict Web-Show Viewership” (with Yue Han, Jane Gu, and Hongfu Liu) *under major revision for 3<sup>rd</sup> round review at Journal of the Academy of Marketing Science*
- [10] “University Entrance Examination Preparation Services: The Good, The Bad and The Ugly” (with James Dearden)
- [11] “Title blinded” (with Ping Xiao, Yuanyuan Chen, and Junji Xiao)

### SELECTED WORKING IN PROGRESS

- “Microentrepreneur Skill Training in Developing Markets” (with Shubhranshu Singh)  
 About “Information Disclosure” (with Yuxin Chen and Ping Xiao)  
 About “Fairness and Product Design” (with Kinshuk Jerath and Shubhranshu Singh)

### INVITED KEYNOTE SPEECH

- 2024 China Marketing International Conference, Zhengzhou, China  
 “Consumer Well-being: The Role of Strategic Interactions”

### SELECTED SEMINARS AND CONFERENCE PRESENTATIONS

(\* presented by coauthors; # invited conference attendance)

- 2024 Marketing Science Conference, Sydney, Australia  
 POMS 34<sup>th</sup> Annual Conference, Minneapolis MN

- Hopkins Conference on Societal Impact Driven Marketing<sup>#</sup>, Washington, D.C.
- 2023 ANZMAC Conference 2023, Dunedin, New Zealand (virtual)  
POMS 33<sup>th</sup> Annual Conference\*, Orlando, FL
- 2022 Summer Institute in Competitive Strategy (SICS)\*, Berkeley, CA
- 2021 University of Connecticut (virtual)  
Columbia University (guest speaker for a virtual Ph.D. seminar)  
Columbia University\* (virtual)  
POMS 31<sup>st</sup> Annual Conference (virtual)  
Frank M. Bass UTD-FORMS Conference\* (virtual)
- 2020 Shenzhen University  
University of Pittsburgh\* (virtual)  
Marketing Science Conference\* (virtual)
- 2019 University of Technology Sydney (Department of Economics)  
Lehigh University (Department of Economics)  
ShanghaiTech University  
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 University of Connecticut  
Johns Hopkins University  
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 Johns Hopkins University  
The Hong Kong Polytechnic University  
The Chinese University of Hong Kong  
University of Alberta  
National University of Singapore  
University of Technology Sydney  
Behavioral Industrial Organization and Marketing Symposium\*, Ann Arbor, MI  
Marketing Science Conference, Shanghai, China
- 2015 Johns Hopkins University  
Marketing Science Conference, Baltimore, MD

## GRANTS, HONORS, AND AWARDS

### OVPR/AAUP Travel Award

- USD 1,557, UConn School of Business, 2024
- University Recognition of Teaching Excellence for Fall 2020**
  - University of Connecticut, 2021
- 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
- Finalist in the 2004 Chinese Mathematics Olympiad (CMO)**
  - China, 2004
- First Prize in the 2003 National Mathematics Olympiad in Senior**
  - China, 2003
- First Prize in the 2002 National Mathematics Olympiad in Senior**
  - China, 2002

## PH.D. STUDENTS SUPERVISION

### Chair or co-chair:

Xiang Li            Invited external supervisor (co-chair) (2024 – present)

### Committee member:

Ge Zhao            Qualifying paper committee (2024)

Ziyuan Li           Qualifying paper committee (2023)

Debojyoti           Qualifying paper committee (2020)

Chakraborty

## ACADEMIC SERVICES

### Conferences and communities:

2024                *Session Co-Chair, Session “Frontiers of Applied Game Theory”*  
POMS 34<sup>th</sup> Annual Conference, Minneapolis MN

2019 – 2023        *Session Co-Chair, Session “Marketing of Financial Services”*  
China Marketing International Conference, China

2017                *Session Co-Chair, Session “Crowdsourcing and Crowdfunding IV”*  
Marketing Science Conference, Los Angeles, CA

### Universities:

2023 – present	<i>Member, Department Merit and Journal Committee</i> Department of Marketing, UConn School of Business
2022 – 2023	<i>Marketing Department Representative, School of Business Research Resources Working Group</i> Department of Marketing, UConn School of Business
2020 – 2023	<i>Co-Coordinator, Department Brown Bag &amp; Speaker Series</i> Department of Marketing, UConn School of Business
2022 – 2023	<i>Member, Department Governance Committee</i> Department of Marketing, UConn School of Business
2019 – 2023	<i>Member, Department Ph.D. Program Committee</i> Department of Marketing, UConn School of Business
2019	<i>Member, Department Empirical Reading Group</i> Department of Economics, UTS Business School
2017 – 2019	<i>Member, Department External Engagement Committee</i> Department of Marketing, UTS Business School
2016 – 2017	<i>Member, Oral Thesis Examination Panel</i> School of Economics and Management, Wuhan University
2016	<i>Member, Department Admission Committee</i> School of Economics and Management, Wuhan University

## REFEREE SERVICES

Journal of Business Research  
 Journal of Management Information Systems  
 Journal of Marketing Analytics  
 Journal of The Association for Consumer Research  
 Management Science  
 Marketing Science  
 Production and Operations Management  
 Review of Industrial Organization

## TEACHING INTERESTS

Data Analytics, Digital Marketing, Marketing Analytics

## TEACHING EXPERIENCE

### Current teaching activities:

- [1] Marketing and Digital Analytics (undergraduate), 2020 – 2024
  - With disability inclusive course design
  - Online and in-person
- [2] Advanced Quantitative Applications in Marketing (postgraduate), 2020

**Past teaching activities:**

- [3] Pricing Strategies and Tactics (undergraduate), 2019
- [4] Marketing Research (undergraduate), 2018, 2019
- [5] Current Economic Affairs: Policy and Applications (MBA), 2017
- [6] Macroeconomics (undergraduate), 2016, 2017
- [7] Dynamic Methods in Economic Analysis (postgraduate), 2015, 2016