Wei Miao

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Employment

UCL School of Management, University College London

Assistant Professor of Marketing   Aug 2020 - Present

Education

NUS Business School, National University of Singapore

Ph.D. in Quantitative Marketing   2014 - 2019

School of Economics, Fudan University

B.Econ. in Finance   2010 - 2014

Research Interests

Topics: Sharing Economy (Ridesharing), Two-Sided Market, Platform Design, Empirical IO

Methodologies: Causal Inference, Structural Model, Field Experiment

Publications

Miao Wei, Yiting Deng, Wei Wang, Yongdong Liu, and Christopher Tang. 2022. "The Effects of Surge Pricing on Driver Behavior in the Ride-Sharing Market: Evidence from a Quasi-Experiment", accepted at *Journal of Operations Management*.

Wang, Wei, Wei Miao, Yongdong Liu, Yiting Deng, and Yunfei Cao. 2022. "The Impact of COVID-19 on the Ride-Sharing Industry and Its Recovery: Causal Evidence from China." *Transportation Research Part A: Policy and Practice* 155 (January): 128–41.

Working Papers

"Friend or Foe? Flat-Rate Pricing and Supply Outcomes in the Ride-Hailing Market" with Junhong Chu and Yanlai Chu, Reject & Resubmit at *Marketing Science*

"Platform Leakage and Disintermediation Prevention: Evidence from a Randomized Field Experiment" with Pradeep Chintagunta, Liqiang Huang, and Wanqing Zhang

Selected Work-in-progress

"On the Design of Quality Signals for Online Platforms: Evidence from Large-Scale Field Experiments" with Pradeep Chintagunta, Liqiang Huang, and Wanqing Zhang

Invited Talks and Conference Presentations

2022: EMAC Annual Conference (Corvinus, Hungary), AMA GMSIG Conference (Chiana, Greece), ISMS Marketing Science Conference (Virtual)

2021: ISMS Marketing Science Conference (Virtual), London Quant Marketing Seminar (Virtual)

2020: University of International Business and Economics

2019: Renmin University of China, Lingnan University, Bocconi University, University College London, University of Hong Kong, Chinese University of Hong Kong, Tongji University, East China Normal University, AASLE Conference (NUS, Singapore)

2018: China Marketing International Conference (SHUFE, China), China-India Insights Conference (INSEAD, Singapore), ISMS Marketing Science Conference (Temple, US), Tsinghua-NUS Digital Economy Conference (Tsinghua, China)

2017: Annual Conference of Journal of Marketing Science (Jinan, China)

2016: ISMS Marketing Science Conference (Fudan, China)

Awards, Grants, and Honors

Best Teacher Award, MSc Business Analytics, UCL School of Management	2021
Co-PI, Young Scientists Fund, NNSFC (Grant No. 71802187)	2019
Second runner-up, 3-Minute Thesis Contest, NUS	2019
Outstanding Reviewer, Journal of Marketing Science	2018
Fellow, AMA-Sheth Doctoral Consortium, University of Leeds	2018
Runner-up, Best Doctoral Paper, JMS Doctoral Consortium	2017
Outstanding Reviewer, Journal of Marketing Science	2017
NUS Research Scholarship	2014 - 2019

Teaching

UCL School of Management, University College London

Marketing Analytics, MSc Business Analytics Core Module	2020 - Present
Nudging and Behavioral Biases, MSc Enrichment Activity	2021
Behavioral Economics: Theory and Application, MSc Enrichment Activity	2020

NUS Business School, National University of Singapore

Teaching Assistant, Marketing Management (MBA)	2017
Teaching Assistant & Guest Lecturer, Principles of Marketing (BBA)	2014 – 2015

Student Supervision

MPhi/PhD Supervision

Jiafan Lu (co-supervisor)	2022 - Present
Jiaqi Shi (co-supervisor)	2021

MSc Supervision

Di Miao, Yubo Shang, Menghan Wu	2022
Mingzhen Mao, Peng Wang, Jiaxin Xie	2021

Service

UCL School of Management, University College London

    Departmental Safety Committee   2022 - Present

    Local Research Ethics Committee   2021 - Present

Miscellaneous

Machine Languages: AMPL, LaTex, Matlab, R, Rcpp, Stata

Human Languages: English, Mandarin

Professional Qualifications: Certified Financial Risk Manager