

# Wei Miao

---

Assistant Professor of Marketing, UCL School of Management  
Level 38, One Canada Square, London E14 5AA, United Kingdom  
✉ [wei.miao@ucl.ac.uk](mailto:wei.miao@ucl.ac.uk) ☎ +44(0)2031083458 🌐 [miaowei.netlify.app](http://miaowei.netlify.app)

---

## 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

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

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

"Friend or Foe? Flat-Rate Pricing and Supply Outcomes in the Ride-Hailing Market" with Junhong Chu and Yanlai Chu, under review

"Devolution or Centralization? The Design of Dispatch System in the Ride-Hailing Market" with Junhong Chu and Xueli Zhang

## Selected Work-in-Progress

"Usage Uncertainty and Pricing Design in a Two-Sided Market: A Structural Approach" with Junhong Chu and Xueli Zhang

"Platform Leakage and Disintermediation Prevention: Evidence from a Field Experiment" 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

*PhD Supervision*

Jiaqi Shi (co-supervisor)	2021 - Present
---------------------------	----------------

Jiafan Lu (co-supervisor)

2022 - Present

*MSc Supervision*

Di Miao, Yubo Shang, Menghan Wu

2021

Mingzhen Mao, Peng Wang, Jiabin Xie

2020

**Service**

UCL SCHOOL OF MANAGEMENT, UNIVERSITY COLLEGE LONDON

Departmental Safety Committee

2022 - Present

Local Research Ethics Committee

2021 - Present

**Miscellaneous**

*Machine Languages:* AMPL, R, Matlab, Stata, LaTeX

*Human Languages:* English, Mandarin

*Professional Qualifications:* Certified Financial Risk Manager