Wei Miao

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Employment

UCL School of Management, University College London

Assistant Professor of Marketing and Analytics   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: Digital Marketing, Two-Sided Market, Platform Design, Empirical Industrial Organization

Methodologies: Causal Inference, Causal Machine Learning, 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", *Journal of Operations Management*, 1–29. [link]

Media Coverage:

Surge Pricing's Benefits Go to a Subset of Ride-Hailing Drivers, *UCLA Anderson Review* [link]

Does Surge Pricing Really Help Ride-sharing Drivers Earn More? *South China Morning Post* [link]

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. [link]

Working Papers

"A Rising Tide that Lifts All Boats: The Effects of Collective Certification Programs on E-commerce Sellers' Business Performance", with Liqiang Huang, Christopher Tang, and Xuchu Xu [manuscript]

"Measuring Seller Response to Buyer-initiated Disintermediation: Evidence from a Field Experiment on a Service Platform" with Pradeep Chintagunta, Liqiang Huang, and Wanqing Zhang [manuscript]

"Bidding or Allocation? On the Design of Dispatch Systems in the Ride-Hailing Market", with Junhong Chu and Xueli Zhang

"Does Consumer Privacy Protection Always Hurt Companies? Evidence from Apple's App Tracking Transparency Policy", with Jeongwen Chiang, Yiting Deng, and Chen Lin

"Fighting for My Idols: The Effect of a Community Leaderboard on User Content Creation", with Liqiang Huang, Liangfei Qiu, Chuang Tang, and Zhonggen Wei

"Friend or Foe? Flat-Rate Pricing and Driver Behavior in the Ride-Hailing Market" with Junhong Chu and Yanlai Chu

Selected Work-in-progress

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

Invited Talks and Conference Presentations

2024: Warwick Business School, Nanyang Technological University (PhD seminar), AMA GMSIG Conference (Verona, Italy), EMAC Annual Conference (Bucharest, Romania), China India Insights Conference (University of Hong Kong), ISMS Marketing Science Conference (Sydney, Australia), Symposium on Sustainable and Responsible Operations (Fudan University), University of Liverpool (scheduled)

2023: POMS-HK Conference (HK PolyU, Virtual), East China Normal University (Virtual), ISMS Marketing Science Conference (Miami, US), EMAC Annual Conference (Odense, Denmark), Xi'an Jiaotong-Liverpool University, UCL-USC Cross-disciplinary Conference on Digital Platforms (UCL)

2022: London Quant Marketing Conference (Imperial College London), 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 (Virtual)

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	2024
Best Teacher Award, MSc Business Analytics, UCL School of Management	2023
Co-PI, General Program, NSFC (No. 72272145, 480k CNY)	2023
Student Choice Awards Nomination, UCL Students' Union	2023
Nominated under Active Student Partnership, Exceptional Feedback, Inspiring Teaching Delivery, and Outstanding Research Supervision	
Co-PI, CEIBS Faculty Research Grant (320k CNY)	2022
UCL-ZJU Strategic Partner Fund (£10k)	2022
Best Teacher Award, MSc Business Analytics, UCL School of Management	2021
Student Choice Awards Nomination, UCL Students' Union	2021
Nominated under Brilliant Research-Based Education	
Co-PI, Young Scholar, NSFC (No. 71802187, 190k CNY)	2019
Second runner-up, 3-Minute Thesis Contest, NUS	2019
Outstanding Reviewer, Journal of Marketing Science	2017, 2018
Fellow, AMA-Sheth Doctoral Consortium, University of Leeds	2018
Runner-up, Best Doctoral Paper, JMS Doctoral Consortium	2017

NUS Research Scholarship   2014 - 2019

Teaching

UCL School of Management, University College London

    Marketing Analytics, MSc Business Analytics Core Module [link to course materials]   2020 - Present

    Nudging and Behavioral Biases, MSc Enrichment Activity   2021

    Behavioral Economics: Theory and Application, MSc Enrichment Activity   2020

Student Supervision

MRes/MPhi/PhD, UCL

    Fengtao Wan (MRes in Marketing)   2023 - Present

    Jiafan Lu (PhD in Marketing)   2022 - Present

    Deepanshi Bhardwaj (PhD in Operations)   2022 - Present

    Jiaqi Shi (MRes in Marketing)   2021 - 2022

MSc Business Analytics, UCL

    Ailin Wang   2023

    Chantal Zhang, Yilin Zhu, Giulia Zhang   2022

    Di Miao, Yubo Shang, Menghan Wu   2021

    Mingzhen Mao, Peng Wang, Jiaxin Xie   2020

BSc Management Science, UCL

    Gabriel Ekpa, Adrian Peikert, Nicolas Pruteanu   2022

BASc Arts and Science, UCL

    Coline Rascalou   2022

Service

UCL School of Management, University College London

    Faculty Recruitment Committee   2024 - Present

    Co-Organizer, London Quant Marketing Conference, UCL School of Management   2023

    Departmental Safety Committee   2022 - Present

    Local Research Ethics Committee   2021 - Present

    PhD Admission Committee   2021 - Present

Miscellaneous

Machine Languages: Julia, LaTeX, Matlab, R

Human Languages: English, Mandarin

Professional Qualifications: Certified Financial Risk Manager