

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 ☎ +44(0)2031083458 🌐 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, 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

"Bidding or Allocation? On the Design of Dispatch Systems in the Ride-Hailing Market", with Junhong Chu and Xueli Zhang, revise & resubmit at *Marketing Science*

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

"Measuring Seller Response to Buyer-initiated Disintermediation: Evidence from a Field Experiment on a Service Platform" with Pradeep Chintagunta, Liqiang Huang, and Wanqing Zhang, reject & resubmit at *Management Science* [\[manuscript\]](#)

"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, under review [\[manuscript\]](#)

"Does Consumer Privacy Protection Really Hurt Companies? Evidence from a Natural Experiment", with Jeongwen Chiang, Yiting Deng, and Chen Lin, under review

"Fighting for My Idols: The Value of Gamified Leaderboards on User Content Creation", with Liqiang Huang, Liangfei Qiu, Chuang Tang, and Zhonggen Wei, under review

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), ISMS Marketing Science Conference (Sydney, Australia), Symposium on Sustainable and Responsible Operations (Fudan University), Zhejiang University

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 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, Jiabin Xie	2020

BSc Management Science, UCL

Gabriel Ekpa, Adrian Peikert, Nicolas Pruteanu	2022
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BASc Arts and Science, UCL

Coline Rascalou	2022
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Service

UCL SCHOOL OF MANAGEMENT, UNIVERSITY COLLEGE LONDON

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: AMPL, \LaTeX , Matlab, R, Rcpp, Stata

Human Languages: English, Mandarin

Professional Qualifications: Certified Financial Risk Manager