

# Wei Miao

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Assistant Professor of Marketing, UCL School of Management  
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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, Platform Design, Healthcare, AI, Cross-Disciplinary Research

*Methodologies:* Causal Inference, Causal Machine Learning, Structural Model, Field Experiment

## Publications

Zhang, Xueli, Wei Miao, Junhong Chu, and Ivan Png. 2026. "The Design of Centralized Matching Systems on Two-Sided Platforms: Evidence from the Ride-Hailing Market." forthcoming in *Marketing Science* (joint first authors). [[link](#)] [[code](#)]

Dai, Siqi, Zhiyi Xie, Zheshuai Yang, and Wei Miao. 2025. "The Paradox of AI Assistance: Enhancing Quality while Hindering Efficiency in Local Hospitals." *Journal of Digital Management* 1, no.1:8. [[link](#)]

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](#)] (equal contribution)

## 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, under revision [[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](#)]

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

"From 'Me' to 'We': The Effect of a Gamified Community Leaderboard on User Content Creation", with Liqiang Huang, Liangfei Qiu, Chuang Tang, and Zhonggen Wei, under revision

“Flat-Rate Pricing in the Ride-Hailing Market” with Junhong Chu and Yanlai Chu

“Does Virtual Take Longer? An Empirical Investigation of Service Time in Telemental Health”, with Yupu Sun and Ersin Korpeoglu

### **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

“The Impact of Human-AI Copilot on Operational Efficiency: Evidence from Content Moderation on Social Media”, with Wanjiang Deng, Liqiang Huang, and Christopher Tang

### **Book Chapters**

“Surge pricing and driver behavior in the ride-sharing market”, *Encyclopedia of Operations Management*, Elsevier, 2025

### **Non-academic Activities**

Data Analyst for UN Global Risk Report 2026, United Nations 2026

Data Analyst for UN Global Risk Report 2024, United Nations 2024

### **Invited Talks and Conference Presentations**

2026: IJOPM Hong Kong Workshop (Hong Kong PolyU) , Bayes Business School (scheduled)

2025: EMAC Annual Conference (Madrid, Spain), BAFA Annual Conference (Belfast, UK), University of Liverpool (research seminar), BAFA Emerging Economy Workshop (University of Westminster)

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), UK workshop on Digital Economics (UK Competition and Markets Authority)

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	2021, 2023, 2024, 2025
Co-PI, General Program, NSFC	2023
Student Choice Awards Nomination, UCL Students' Union	2021, 2023, 2024, 2025
Co-PI, CEIBS Faculty Research Grant	2022
UCL-ZJU Strategic Partner Fund (£10k)	2022
Co-PI, Young Scholar, NSFC	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 [ <a href="#">link to course materials</a> ]	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*

Qiming Zhong (MRes in Marketing)	2025 - Present
Yupu Sun (PhD in Operations Management)	2025 - Present
Fengtao Wan (MRes in Marketing)	2023 - Present
Jiafan Lu (PhD in Marketing)	2022 - Present
Jiaqi Shi (MRes in Marketing)	2021 - 2022

*PhD Upgrade Panel*

Deepanshi Bhardwaj (PhD in Operations Management)	2022
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*MSc Business Analytics, UCL*

Alaina Kim (2024), Tzu-Shin Yu (2024), Saied Esmaili Rivera (2024), Ching-Ling Yu (2024), Ailin Wang (2023), Chantal Zhang (2022), Yilin Zhu (2022), Giulia Zhang (2022), Di Miao (2021), Yubo Shang (2021), Menghan Wu (2021), Mingzhen Mao (2020), Peng Wang (2020), Jiaxin Xie (2020)

*BSc Management Science, UCL*

Gabriel Ekpa (2022), Adrian Peikert (2022), Nicolas Pruteanu (2022)

*BASc Arts and Science, UCL*

Coline Rascalou (2022), Weiqi Dai (2025)

## Service

UCL SCHOOL OF MANAGEMENT, UNIVERSITY COLLEGE LONDON

Faculty Recruitment Committee	2024 - Present
Co-Organizer, London Quant Marketing Conference, UCL School of Management	2023
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