

YING BAO

1206 S 6th St, Champaign, IL 61820, United States
ybao@illinois.edu | +1 416 875 9649 | <https://sites.google.com/illinois.edu/yingbao>

ACADEMIC EMPLOYMENT

University of Illinois at Urbana-Champaign, Gies College of Business

Assistant Professor of Marketing 2020

EDUCATION

University of Toronto

Ph.D., Marketing, Rotman School of Management 2020

Committee: Mengze Shi (Chair), Matthew Osborne, Peter Landry, and David Soberman

M.A., Economics (Doctoral Stream), Department of Economics 2014

B.Sc., Financial Economics, Department of Economics 2013

RESEARCH INTERESTS

Behavioural Economics, Contract Design, Game Theory, New Product Development, Food Consumption, Technology Adoption

WORKING PAPERS

1. Ying Bao, Peter Landry and Mengze Shi (2019), “Forgetful Consumers and Consumption Tracking Technology”
 - Best Poster Paper Award at Empirical and Theoretical Symposium (2019),
 - Accepted for presentation at BIOM (2020)*, CMIC (2020), Marketing Science (2020)*, Empirical & Theoretical Symposium, Poster Session, (2018 & 2019)
2. Ying Bao, Matthew Osborne, Emily Wang and Edward Jaenicke (2019), “Obesity and Self-Control: Evidence from Food Purchase Data”
 - Under Review, *Journal of Marketing Research*
 - Accepted for presentation at Johns Hopkins Carey Business School Health Care Markets Conference (2019), Bass FORMS Conference (2019), BIOM (2019), IIOC (2019), Toulouse Food and Industrial Organization Conference (2019), and Marketing Science (2017)

3. Ying Bao, Mengze Shi and Ajay Kalra (2019), “Managing Project Selection Through Contract Design”
 - Minor Revision, *Management Science*
 - Accepted for presentation at TADC (2017), Marketing Science (2016), and Empirical & Theoretical Symposium (Poster Session) (2016)

WORK IN PROGRESS

1. Uniform Commission Contract and Sales Agent Identification *with Mengze Shi and Rob Waiser*
 - Presented at Marketing Science (2017), and Empirical & Theoretical Symposium, Poster Session, (2017)
2. Obesity, Health Conditions, and Food Purchases *with Matthew Osborne, Nitin Mehta, Emily Wang and Edward Jaenicke*
3. Penetration of Consumption Tracking Technology and Retailing Banks Fee Structure *with Matthew Osborne*

CONFERENCES AND INVITED PRESENTATIONS

2020: China Marketing International Conference, University of Iowa (Tippie)

2019: Empirical & Theoretical Symposium (Poster), University of Calgary (Haskayne), University of Illinois at Urbana and Champaign (Gies), University of Hong Kong, Shanghai University of Finance and Economics, University of Manitoba (Asper)

2018: Empirical & Theoretical Symposium (Poster)

2017: Trans-Atlantic Doctoral Conference, Empirical & Theoretical Symposium (Poster), Marketing Science Conference

2016: Empirical & Theoretical Symposium (Poster), Marketing Science Conference

GRANTS, AWARDS, AND HONORS

Ontario Graduate Scholarship	2017-2020
Rotman PhD Fellowship and Director Fellowship	2014-2019
AMA-Sheth Foundation Doctoral Consortium Fellow	2018
ISMS Doctoral Consortium Fellow	2017
Quantitative Marketing and Structural Econometrics Workshop Fellow	2015
University of Toronto Fellowship	2013-2014

Dean's Honor List	2010-2013
June Scott Award in Statistics	2011

TEACHING EXPERIENCE

Teaching Assistant, University of Toronto

Principles of Marketing	Sept 2015 - Present
Marketing Science (MMI)	Sept 2015 - Present
Marketing Consulting: Models for Analysis	Jan 2016 - Present
Model Based Decision Making (MBA)	Sept 2016 - Dec 2016
Game Theory for Business Strategy	Sept 2015 - Dec 2016
Managerial Economics 1&2	Sept 2013 - Apr 2014
Economics of Information	Sept 2013 - Dec 2014
Risk Management	Sept 2013 - Dec 2014

WORK EXPERIENCE

Research Assistant Multi-specialty Medical Clinic, Toronto, Canada	Nov 2013 - Sept 2014
Research Assistant Impact Infrastructure, Toronto, Canada	Sept 2012 - Jun 2013
Quantitative Analyst Intern Harfor Fund Management, Shanghai, China	May 2012 - Aug 2012

COMPUTER SKILLS

Stata, R, Python, MATLAB, SQL, LaTeX, Scientific Workplace

REFERENCES

Mengze Shi

Professor of Marketing
Rotman School of Management
University of Toronto
E-mail: mshi@rotman.utoronto.ca

David Soberman

Canadian National Chair in Strategic Marketing
Rotman School of Management
University of Toronto
E-mail: david.soberman@rotman.utoronto.ca

Peter Landry

Assistant Professor, Marketing
Rotman School of Management
University of Toronto

E-mail: peter.landry@rotman.utoronto.ca

Matthew Osborne

Assistant Professor, Marketing
Rotman School of Management
University of Toronto

E-mail: matthew.osborne@rotman.utoronto.ca