

ACADEMIC EXPERIENCE

2023-present	Liaoning University
2024-	Associate Dean, Professor, Sunwah International Business School
2024-	Deputy Director, Research Institute for New Quality Productive Forces
2023-	Professor, PhD Supervisor, China Economic Research Institute
2023-	Academic Director, International Cooperative Executive Education Program (Under Preparation)
2023	Associate Professor, China Economic Research Institute
2022-23	Visiting Scholar, Development Research Center of the State Council, China
2010-23	School of Economics and Management, Tsinghua University
2021-23	Class Advisor for Undergraduate Program in Economics and Finance
2010-23	Assistant Professor, PhD Advisor, Global-MBA Program Core Course Professor
2010-13	Director of Master in Economics Program
2018	Academic Visitor, Nuffield College, University of Oxford and London Business School
2008-09	Seminar Teacher, London Business School
2004-05	Researcher/Economist of Investment & Financial Service Department Administrative Commission of Zhongguancun Science Park, Beijing, China (This is a bureau of the Municipal Government of Beijing)
2003	Researcher of Case Center Cheung Kong Graduate School of Business, Beijing, China

EDUCATION

2010	PhD in Economics, London Business School Supervisors: Prof. Jean-Pierre Benoît and Prof. Leonard Waverman
2003	Master of Quantitative Economics, <i>Ranked 1st in Class</i> , Tsinghua University
2001	Bachelor of Economics, <i>Distinction</i> , Tsinghua University

RESEARCH FIELD

Digital Economy, Platform Economics, Industrial Organization, Antitrust and Competition Policy, Game Theory, Behavioral IO

RESEARCH PAPER

[1] Xiaokuai Shao, Ming Gao, "Second-Home Tax and Tax Avoidance in the Housing Market", *Economic Theory*, 2025, 79: 561–601. (DOI: [10.1007/s00199-024-01592-7](https://doi.org/10.1007/s00199-024-01592-7))

- [2] Ming Gao, "Retailer Access Pricing and Supplier Relations in the Agency Model", *Journal of Economics & Management Strategy*, 2025, 34: 42-66. (DOI: [10.1111/jems.12575](https://doi.org/10.1111/jems.12575)).
- [3] Ming Gao, "Platform Pricing in Mixed Two-sided Markets", *International Economic Review*, 2018, 59(3), 1103-1129. (DOI: [10.1111/iere.12298](https://doi.org/10.1111/iere.12298)).
- [4] Ming Gao, Mingzhi Li, "Strategies for Developing China's Software Industry", *Journal of Information Technologies and International Development*, 2003, 1(1), 61-73, MIT Press.

PUBLISHED BOOK TRANSLATION

- [5] Ming Gao, "Game Theory in International Economics", by John McMillan, Chinese translation, 2004, Peking University Press (ISBN 7-301-06710-0/CIP 2003099252)
- [6] Ming Gao, Mingzhi Li, Bin Wang, "Principles of Economics (6th edition)", by Karl E. Case & Ray C. Fair, Chinese translation, 2003, Tsinghua University Press (ISBN 7-302-06539-X/CIP 2003027073)

COURSES TAUGHT

PhD Course in English	<i>Advanced Microeconomics</i>
MBA Courses in English	<i>Managerial Economics; Applied Microeconomics; Business Statistics</i>
MBA/Executive Course in Chinese	<i>Managerial Economics;</i>
Master in Finance Course in English	<i>Economics;</i>
Undergraduate Course in English	<i>Industrial Economics; Theory of Industrial Organization</i>
Undergraduate Courses in Chinese	<i>Theory of Industrial Organization; Economics Thesis Writing; Introduction to New Structural Economics</i>

TEACHING EXPERIENCE

- 2017- MOOC (Massive Open Online Course) on *Theory of Industrial Organization* (on www.xuetangx.com), Tsinghua University
Awarded "National First-Class Undergraduate Course" by Ministry of Education, China
- 2024- PhD *Advanced Microeconomics II (English)*, Undergraduate *Industrial Economics (English)*, Liaoning University
- 2024- Undergraduate *Introduction to New Structural Economics Industrial Economics*, School of International Economics and International Relations, Liaoning University (Ministry of Education 101 Initiative)
- 2011-24 *Managerial Economics (English)*, Tsinghua-MIT Global MBA Program, School of Economics and Management, Tsinghua University (henceforth, Tsinghua SEM)
Twice awarded Tsinghua SEM *Excellent Teaching Award* in 2022 and 2021, based on evaluation ranking, and *Tsinghua Fine Course Collection (Post-Graduate)* in 2012
- 2021-23 *Managerial Economics (Chinese)*, Tech-Innovation MBA Program, Tsinghua SEM
- 2010-23 *Theory of Industrial Organization (English)* (Undergraduate), Tsinghua SEM

- Twice awarded Tsinghua SEM *Excellent Teaching Award* in 2010 and 2012, based on evaluation ranking
- 2017 China National Petroleum Corporation (CNPC), Executive Business Administration Training Program, *Managerial Economics (Chinese)*
- 2017 Tsinghua-Macquarie Master in Finance Program, *Economics (English)*
- 2012-15 *Economics Thesis Writing (Chinese)* (Undergraduate), Tsinghua SEM
- 2011 Goldman Sachs-HEC Paris, 10,000 Women Entrepreneurship Track Program, *Managerial Economics (Chinese)*, Tsinghua SEM, Evaluation: 4.4/5.0
- 2009 Seminar Teacher, Masters in Management Program, London Business School
Applied Microeconomics; Main Lecturer: Jean-Pierre Benoît. Evaluation: 4.03/5.0
- 2008-09 Class Tutor, MBA, EMBA and Sloan Programs, London Business School
Business Statistics; Main Lecturer: K. Fridgeirsdottir and Catalina Stefanescu. Evaluation: 4.00/5.0
- 2008-09 Teaching Assistant, Cheung Kong Graduate School of Business China CEO Program
Corporate Finance (by Julian Franks); *Macroeconomics* (by Andrew Scott)
- 2006-09 Teaching Assistant, MBA, EMBA-Global, Sloan Programs, London Business School
Managerial Economics (by Jean-Pierre Benoît, Emeric Henry and Marco Ottaviani); *Managerial Economics & Competitive Strategy* (by Jean-Pierre Benoît and Leonard Waverman); *Thinking Strategically* (by Jean-Pierre Benoît), *Sustainability* (by Jean-Pierre Benoît and Dominic Houlder)
- 2002-03 Teaching Assistant, Tsinghua-MIT Joint International MBA Program
Microeconomics of Competitiveness (by Mingzhi Li; A partner course of Prof. Michael Porter's at Harvard Business School)
- 2002 Teaching Assistant and Interpreter, Summer EMBA Program, Shanghai Pudong Development (Group) Co., Ltd., Shanghai, China
Corporate Finance (II) (by N. K. Chidambaran); *Executive Perspective* (by James Biteman)

GRADUATE-LEVEL THESIS SUPERVISION (AS MAIN ADVISOR)

- 2020 One Student of Tsinghua SEM PhD in Economics Program
- 2011-23 Six Students of Tsinghua-MIT Global MBA Program (Four from Overseas)
- 2015 One Student of Tsinghua-INSEAD EMBA Program (From Overseas)

RESEARCH GRANT (AS SOLE AWARDEE OR PROJECT LEADER)

- 2018-24 Research Foundation of Humanities and Social Sciences, Ministry of Education, China
"Extensions to Platform Pricing Models – Seller Pricing, Heterogeneity and Contracts"
- 2017-18 China Scholarship Council, Young Elite Scholar Program
- 2013-16 National Natural Science Foundation of China (NSFC)

“Platform Pricing in Mixed Two-Sided Markets” (Evaluated “Excellent”)

- 2013-14 Scientific Research Foundation for the Returned Overseas Chinese Scholars, Ministry of Education, China
- 2012-22 Tsinghua University Initiative Scientific Research Program (3 Projects)
- “Impact of Platform Economy on Industrial Agglomeration and its Antitrust Implications”
 - “Sophisticated Consumers Needs Protection Too – An Analysis of the Sales Mechanisms and Regulation under Certainty Bias (Completed)”
 - “Platform Pricing in Mixed Two-Sided Markets” (Completed)

HONOR

- 2022 Excellent Teaching Award (Grade I), SEM, Tsinghua University
- 2021 Excellent Teaching Award (Grade II), SEM, Tsinghua University
- 2020 “National First-Class Undergraduate Course” by the Ministry of Education, China, awarded to “Theory of Industrial Organization”
- 2020 Honorable Service Award, SEM, Tsinghua University
- 2018 Teacher of the Year Award, Department of Economics, SEM, Tsinghua University
- 2015 Best Paper Award (solo winner), China Industrial Economics Research Annual Conference
- 2012 “Managerial Economics” awarded “Tsinghua Fine Course Collection (Post-Graduate)”, Tsinghua University
- 2012 Excellent Teaching Award (Grade II), SEM, Tsinghua University
- 2010 Excellent Teaching Award (Grade II), SEM, Tsinghua University
- 2005-09 PhD Program Financial Award, London Business School
- 2002 Citibank First Grade Scholarship, Tsinghua University (*top 1%*)
- 2001 Tsinghua University Excellent Graduate Honor (*Distinction*)
- 1998-00 Tsinghua Annual Scholarships
- 1998 Champion of the 1st Tsinghua Enterprise Management Contest
- 1997 Tsinghua Best Freshman Scholarship (*top 0.05% in the National University Entrance Exam*)
- 1993 Gold Medal of the Hope Cup National Mathematics Contest for High School Students, China
- 1991 Bronze Medal of the National Hua Luo-geng Gold Cup Mathematics Contest for Youth, China

MEDIA REPORT & COMMENTATION

Mar.28, 2023 CGTN (China Global Television Network) - Asia Today Live

Commentator of “2023 Boao Forum for Asia”

Jul.25, 2022 CGTN (China Global Television Network) - China 24 Live

Commentator of “2022 China International Consumer Products Exposition”

Aug. 1, 2022 Beijing Daily app – Yi City Express, Commentator of Article on Metaverse (in Chinese)

RESEARCH PROJECT PARTICIPATION (AS KEY MEMBER OF GROUP)

- 2022-23 Development Research Center of the State Council, Annual Key Project, “On the Systematic Mechanisms for Boosting China’s Basic Research” (report to be publish as monograph)
- 2020-24 National Natural Science Foundation of China, “Impact of Predictive Promotions on Consumer Decisions and Theoretical Analysis”
- 2021-24 Tsinghua SEM Academic Impact Fund, “Building a Theoretical Framework for Green Finance in the Context of Carbon Peaking and Carbon Neutrality”
- 2013-15 National Natural Science Foundation of China, “Theoretical Foundations, Experimental Analysis and Responses to Rational Bubbles in Finite Asymmetric Information Models”
- 2012-15 National Natural Science Foundation of China, “Double Agency Problems in State-Owned Enterprises”
- 2012-18 Tsinghua University Initiative Scientific Research Program (3 Projects)
- “A Behavioral Economic Analysis of Self-Control and Reference Dependence”
 - “Design Problems of Banking Systems”
 - “Theoretical Foundations, Experimental Analysis and Responses to Rational Bubbles in Finite Asymmetric Information Models”
- 2007-09 Research Assistant for Emeric Henry and Margaret Kyle, London Business School
“Licensing Activities of Pharmaceutical Companies”
- 2005 Administrative Commission of Zhongguancun Science Park, Beijing, China
Co-author of *Review and Revision of “The Gazelle Program”* (the foremost government fund in China for hi-tech start-ups), reported to the Governor of the Administrative Commission
- 2000-03 Research Assistant, Intel-Tsinghua E-Business Laboratory, Tsinghua University
“China and World ICT Industry”, supervised by Prof. Mingzhi Li from SEM, Tsinghua
“Developing Sustainable B2B E-Commerce Scenarios in the Chinese Context”, supervised by Prof. Kai Reimers from RWTH Aachen University, Germany
- 2000 Summer Research Project Team Leader, Ministry of Finance, China
“Development of Western China: with Focus on Yunnan Province”
- 1999 Summer Research Project Research Assistant, Ministry of Finance, China
“Development of Socialized Service System for Agriculture in Guangdong Province”
- 1998 Summer Research Project Research Assistant, Tsinghua Youth League, China
“Status Quo of Laid-off Workers from State-Owned Enterprises: The Case of

Zhejiang Province”

WORKING PAPER

- [1] Ming Gao, Travis Ng, “Why Do Apps Keep Asking for Permission?”
- [2] Ming Gao, Jie Zheng, “Information Design and Data Governance in the AI Era”
- [3] Ming Gao, Jie Zheng, “Multiproduct Information Design for Platforms”
- [4] Ming Gao, “Collusion, Mergers and Vertical Integration under the Agency Model: An Antitrust Analysis”
- [5] Ming Gao, Jean-Pierre Benoît, “Manipulation of Multi-Supplier Relations through Agency Selling”
- [6] Jean-Pierre Benoît, Ming Gao, “Shopping Cost and Multi-Seller Agglomeration”
- [7] Ming Gao, “Optimal Sharing between a Platform and Multiple Sellers”
- [8] Ming Gao, “Multi-Seller Membership Pricing”
- [9] Ming Gao, “Profiting from Consumer Sophistication”
- [10] Ming Gao, “A Model of Multiproduct Demand Shocks”

REFEREE SERVICE

Journal of Industrial Economics, International Journal of Industrial Organization, Economic Modelling, China Journal of Economics, China Economic Quarterly, etc.

SEMINAR, CONFERENCE PRESENTATION AND SHORT VISIT

Lingnan University Hong Kong; Hong Kong Baptist University; Economic Research Journal Workshop on Internet and Digital Economy, on Microeconomic Theory, on Industrial Economics; Asian Meetings of the Econometric Society, Chinese University of Hong Kong (Shenzhen), CUHK, Taipei, Seoul, etc.; Annual International Industrial Organization Conference (IIOC), Boston, Philadelphia, Vancouver, etc.; Asia-Pacific Industrial Organization Conference (APIOC), Hong Kong, Tokyo; Fudan University; Department of Economics, University of Oxford; Lancaster University; Royal Economic Society Annual Conferences, Brighton, Bristol, Manchester, etc.; University of International Business and Economics, Beijing; EconWorld2016, Imperial College; International Conference on Innovation and Industrial Economics, Nanjing; Workshop on Industrial Organization and Management Strategy (IOMS), HKUST, University of Hong Kong; Postal Economics Conference, Toulouse; China Industrial Economics Research Annual Conference (2015 Best Paper Award); School of Economics, Peking University; Shanghai Jiao Tong University and Shanghai University of Finance and Economics; Conference on Internet Search and Innovation, Northwestern (2015 Invited Speaker); DeGroote School of Business, McMaster University; Workshop on the Economics of ICTs, University of Évora, Portugal; Annual Conferences of the European Association for Research in Industrial Economics (EARIE), Milan, Ljubljana, etc.; Workshop on Industrial Organization: Theory, Empirics and Experiments, Alberobello, Italy; American Law and Economics Association Annual Conference, Chicago; Annual Tsinghua Conferences on Theoretical and Behavioral Economics (BEAT), Beijing; World Congress of IEA, Beijing; Econometric Society World Congress, Shanghai; Second Brazilian Workshop of the Game Theory Society (BWGT), São Paulo; Foundations and Applications of

Utility, Risk and Decision Theory (FUR), Newcastle, UK; La Pietra-Mondragone Doctoral Workshop, Collegio Carlo Alberto, Moncalieri, Torino, Italy; ECORE Summer School on Market Evolution and Public Decision, Brussels, Belgium; Centre for Economic Policy Research (CEPR) Conference on Applied Industrial Organization, Mannheim, Germany.

LANGUAGE

English (fluent), Mandarin (native), Cantonese (basic), French (basic)