

# Jeremy Z Yang

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## Appointment

**Harvard University** (Cambridge, MA)  
Harvard Business School, Marketing Unit  
Assistant Professor of Business Administration, 2021 -

## Education

**Massachusetts Institute of Technology** (Cambridge, MA)  
Ph.D. Management, 2021  
M.S. Management Research, 2020

**New York University** (New York, NY)  
M.A. Statistics, 2015

**University of International Business and Economics** (Beijing, China)  
B.A. Management, 2012  
B.A. Economics, 2012

## Research

### *General Interests*

Topic: Creator Economy, Advertising, Targeting, Pricing

Method: Computer Vision, Reinforcement Learning, Natural Language Processing, Causal Inference

### *Working Papers*

**First Law of Motion: Influencer Video Advertising on TikTok** [Paper] [Slides] [Talk] [Tweet] [Media]  
Jeremy Yang, Juanjuan Zhang, and Yuhang Zhang  
Major Revision at *Marketing Science*

*JMS China Annual Meeting Best Paper Award (2021/11)*

*MSI Alden G. Clayton Doctoral Dissertation Proposal Award (2021/5)*

*MIT Sloan Doctoral Research Forum Thesis Prize (2021/4)*

### *Publications*

**Targeting for Long-Term Outcomes** [Paper] [Slides] [Talk] [Tweet] [Media]  
Jeremy Yang, Dean Eckles, Paramveer Dhillon, and Sinan Aral  
Accepted at *Management Science* (2022)

*American Statistical Association Doctoral Dissertation Proposal Award (Marketing Section) (2021/1)*

*INFORMS Annual Meeting Best Paper Award (eBusiness Section) (2020/11)*

*Accepted for Presentation at the NeurIPS Conference (CausalML Workshop) (2019/12)*

**Interdependence and the Cost of Uncoordinated Responses to COVID-19 [Paper]**

David Holtz, Michael Zhao, Seth G. Benzell, Cathy Y. Cao, M. Amin Rahimiana, Jeremy Yang, Jennifer Allen, Avinash Collis, Alex Moehring, Tara Sowrirajan, Dipayan Ghosha, Yunhao Zhang, Paramveer S. Dhillon, Christos Nicolaides, Dean Eckles, and Sinan Aral

*Proceedings of the National Academy of Sciences (2020)*

**How Do Successful Scholars Get their Best Research Ideas? An Exploration [Paper]**

Cathy Cao, Xinyu Cao, Matthew Cashman, Madhav Kumar, Artem Timoshenko, Jeremy Yang, Shuyi Yu, Jerry Zhang, Yuting Zhu, and Birger Wernerfelt

*Marketing Letters (2019)*

*Seminar Presentations*

Junior Quantitative Marketing Conference, Yale University (2022/9)

QME Rossi Seminar, Northwestern University (2022/5)

Marketing Research Camp, Harvard University (2022/5)

CMO Summit, MIT (2022/4)

Marketing Analytics Guest Lecture, Boston University (2022/2)

Core Data Science, Meta (2021/12)

Global Center For Big Data in Mobile Analytics, Temple University (2021/12)

Bauer College of Business, University of Houston (2021/11)

Marketing Science, TikTok (2021/7)

Marketing Innovation Guest Lecture, MIT (2021/5)

Sloan Doctoral Research Forum, MIT (2021/4)

National School of Development, Peking University (2021/3)

Rotterdam School of Management, Erasmus University (2021/3)

Columbia Business School, Columbia University (2021/2)

ICCIT & Rotman School of Management, University of Toronto (2021/2)

Darden School of Business, University of Virginia (2021/2)

School of Business, University of Washington (2021/1)

Cheung Kong Graduate School of Business (2021/1)

Harvard Business School, Harvard University (2021/1)

HEC Paris & Hi! Paris Center on AI and Data Analytics (2021/1)

Krannert School of Management, Purdue University (2021/1)

Jerusalem School of Business Administration, Hebrew University of Jerusalem (2020/12)  
 Global Center For Big Data in Mobile Analytics, Temple University (2020/12)  
 Inference and Statistics Reading Group, Lyft (2020/12)  
 HKU Business School, University of Hong Kong (2020/11)  
 Marketing Innovation Guest Lecture, MIT (2020/11)  
 Analytics Lab Guest Lecture, MIT (2020/11)  
 Marketing Seminar, MIT (2020/11)  
 Harvard Business School Digital Doctoral Workshop, Harvard University (2020/11)  
 Organizational Economics Lunch, MIT (2020/10)  
 Marketing Seminar, MIT (2020/5)  
 Harvard Business School Digital Doctoral Workshop, Harvard University (2019/12)  
 Marketing Seminar, MIT (2017/11)

### *Conference Presentations*

#### **First Law of Motion: Influencer Video Advertising on TikTok**

China India Insights Conference, USC (2022/10)  
 Marketplace Innovations Workshop (2022/5)  
 Data Science in a Digital World, Harvard University (2022/5)  
 Theory + Practice in Marketing, University of Pennsylvania (2021/6)  
 ISMS Marketing Science Conference, University of Rochester (2021/6)  
 Artificial Intelligence in Management Conference, USC (2021/5)  
 Initiative on the Digital Economy Annual Conference, MIT (2021/5)  
 Paris Conference on Digital Economics Workshop (2021/4)  
 Conference on AI/ML, NYU, CMU & Temple University (2020/12)  
 Conference on Digital Experimentation, MIT (2020/11)

#### **Targeting for Long-Term Outcomes**

Summer Institute in Competitive Strategy, UC Berkeley (2022/6)  
 Wharton/Columbia Management, Analytics, and Data Conference (2022/5)  
 Theory + Practice in Marketing, Emory University (2022/5)  
 Center for Causal Inference Symposium, RAND Corporation (2021/6)  
 American Economic Association Annual Meeting (2021/1)  
 Workshop on Information Systems and Economics (2020/12)  
 INFORMS Annual Meeting (2020/11)  
 International Conference on Computational Social Science, MIT (2020/7)  
 Initiative on the Digital Economy Annual Conference, MIT (2020/5)  
 NeurIPS CausalML Workshop (2019/12)  
 Conference on Digital Experimentation, MIT (2019/11)  
 Advances on Field Experiments Conference, University of Chicago (2019/7)

## Teaching

### Courses

Marketing, MBA Required Curriculum (2021 -)

### Cases

Julian De Freitas, Jeremy Yang, and Das Narayandas

Hometown Foods 522-087 (2022)

Hometown Foods Teaching Note 522-104 (2022)

Hometown Foods Spreadsheet Supplement for Students 522-714 (2022)

Hometown Foods Spreadsheet Supplement for Instructors 522-715 (2022)

Hometown Foods Multimedia/Video Supplement 522-718 (2022)

## Honors

Program Chair-Elect for the American Statistical Association (Marketing Section) (2023)

JMS China Annual Meeting Best Paper Award (2021)

MSI Alden G. Clayton Doctoral Dissertation Proposal Award (2021)

MIT Sloan Doctoral Research Forum Thesis Prize (2021)

American Statistical Association Doctoral Dissertation Proposal Award (Marketing Section) (2021)

Summer Institute in Machine Learning in Economics Fellow (2021, 2022)

INFORMS Annual Meeting Best Paper Award (eBusiness Section) (2020)

NBER Digital Tutorial Fellow (2020, 2021)

AMA-Sheth Foundation Doctoral Consortium Fellow (2020)

ISMS Marketing Science Doctoral Consortium Fellow (2016, 2020)

MIT Graduate Fellowship (2015-2021)

First Prize of National Biology Olympiad in Hubei Province, China (2008)