

Jeremy Z Yang

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Position

Harvard Business School (Boston, MA)
Assistant Professor of Business Administration, 2021/7 -

Education

Massachusetts Institute of Technology (Cambridge, MA)
Ph.D. Management, 2021 (expected)
M.A. Management Research, 2020
Committee: Juanjuan Zhang and Sinan Aral (co-chairs), Dean Eckles

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

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

Research

General Interests

Topic: Content Strategy, Creator Economy, Algorithmic Products, MarTech

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

Working Papers

First Law of Motion: Influencer Video Advertising on TikTok [Paper] [Slides]
Jeremy Yang, Juanjuan Zhang, and Yuhan Zhang
Under review at *Marketing Science*

Targeting for Long-Term Outcomes [Paper] [Slides] [Talk] [Lecture] [Tweet] [Media]
Jeremy Yang, Dean Eckles, Paramveer Dhillon, and Sinan Aral
Minor revision at *Management Science*

Winner of American Statistical Association Best Dissertation Proposal (Marketing Section) (2021/1)

Winner of the Best Paper Award at the INFORMS Annual Meeting (eBusiness Section) (2020/11)

Nominated for the Best Student Paper Award at WISE (2020/11)

Accepted for Presentation at the Quantitative Marketing and Economics (QME) Conference (2020/10)

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

**Identification and Bias-Amplification:
Latent Space Approach to Social Contagion on Observational Networks**
Jeremy Yang

Uncertainty and Information Diffusion
T. Tony Ke and Jeremy Yang

Award No Longer Motivates Once You Are Awarded: A Field Experiment in Online Learning
Fan Bi, Qiang Feng, and Jeremy Yang

Publications

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)

Invited Talks

Initiative on the Digital Economy Annual Conference, MIT (2021/5)
Marketing Innovation (MBA Core) Guest Lecture, MIT (2021/5)
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 (MBA Core) Guest Lecture, MIT (2020/11)
Analytics Lab Guest Lecture, MIT (2020/11)
Initiative on the Digital Economy Annual Conference, MIT (2020/5)

Conference and Seminar Presentations

First Law of Motion: Influencer Video Advertising on TikTok

Paris Conference on Digital Economics Workshop (2021/4)
Conference on AI/ML, NYU, CMU & Temple University (2020/12)
Human Cooperation Lab, MIT (2020/11)
Conference on Digital Experimentation, MIT (2020/11)
Marketing Seminar, MIT (2020/11)
Harvard Business School Digital Doctoral Workshop, Harvard University, (2020/11)
PhD Seminar, MIT (2020/5)

Targeting for Long-Term Outcomes

American Economic Association Annual Meeting (2021/1)
Workshop on Information Systems and Economics (2020/12)
INFORMS Annual Meeting (2020/11)
Quantitative Marketing and Economics, Stanford University & UCLA (2020/10)*
International Conference on Computational Social Science, MIT (2020/7)
Marketing Seminar, MIT (2020/5)
NeurIPS CausalML Workshop (2019/12)
Harvard Business School Digital Doctoral Workshop, Harvard University (2019/12)
Conference on Digital Experimentation, MIT (2019/11)
Advances on Field Experiments, University of Chicago (2019/7)
INFORMS Marketing Science, University of Roma Tre (2019/6)*

Award No Longer Motivates Once You Are Awarded: A Field Experiment in Online Learning

PhD Seminar, MIT (2020/10)
Organizational Economics Lunch, MIT (2020/10)

Uncertainty and Information Diffusion

Marketing Seminar, MIT (2017/11)

* Presented by a co-author

Teaching

Guest Lecturer

Marketing Innovation (MBA Core)

- Rahul Bhui, Spring 2021

Analytics Lab (Master of Business Analytics)

- Sinan Aral and Abdullah Almaatouq, Fall 2020

Marketing Innovation (MBA Core)

- Juanjuan Zhang, Fall 2020

Teaching Assistant

Experimental Design and Analysis (PhD)

- Dean Eckles, Fall 2019

Analytics Lab (Master of Business Analytics)

- Erik Brynjolfsson and Abdullah Almaatouq, Summer and Fall 2019

Data, Model and Decision (MBA)

- David Gamarnik, Summer 2018, 2019

Marketing Strategy (MBA)

- Birger Wernerfelt, Fall 2018

Singularity (MBA)

- John Little, Fall 2018

Macroeconomic Policy (MBA)

- Roberto Rigobon, Summer 2018

Managing Technological Innovation and Entrepreneurship (MBA)

- Catherine Tucker and Pierre Azoulay, Summer 2018

Digital Marketing (MBA)

- Sinan Aral, Fall 2017

Honors

Winner of American Statistical Association Best Dissertation Proposal (Marketing Section) (2021)

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

Finalist of WISE Best Student Paper Award (2020)

NBER Digital Tutorial Fellow (2020, 2021)

AMA-Sheth Foundation Doctoral Consortium Fellow (2020)

INFORMS Marketing Science Doctoral Consortium Fellow (2016, 2020)

MIT Graduate Fellowship (2015-2021)

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

Hobbies

Sports Analytics, Tennis, Stand-up Comedy, Video and Board Games, Singing

References

Juanjuan Zhang (Co-chair)
John D. C. Little Professor of Marketing
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Sinan Aral (Co-chair)
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