

# Jeremy Z Yang

Harvard Business School  
Somewhere in Morgan Hall  
Soldiers Field, Boston, MA 02163

Phone: (617) 386-6412  
Email: jeremyzyang@gmail.com  
Website: jeremyzyang.github.io

## 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, MarTech

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

### *Working Papers*

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

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

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

**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*

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

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

**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)

### *Seminar Presentations*

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**

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**

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)

### **Honors**

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)  
 INFORMS Annual Meeting Best Paper Award (eBusiness Section) (2020)  
 Finalist of Workshop on Information Systems and Economics Best Student Paper Award (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)