

# 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, 2021/6 (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 Bothell (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)  
HKU Business School, University of Hong Kong (2020/11)  
Global Center For Big Data in Mobile Analytics, Temple University (2020/12)  
Marketing Innovation (MBA Core) Guest Lecture, MIT (2020/11)  
Jerusalem School of Business Administration, Hebrew University of Jerusalem (2020/12)  
Inference and Statistics Reading Group, Lyft (2020/12)  
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)  
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