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, Martech, Advertising, Targeting

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]
Jeremy Yang, Juanjuan Zhang, and Yuhan 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)

   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)

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

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)

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)