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Education

Harvard Business School 2025 (Expected)

M.S. Management Research

- *Completed Ph.D. coursework in Quantitative Marketing*

University of Chicago 2022

M.A. Social Sciences, Economics

Peking University 2021

B.A. Economics, National School of Development

Expertise & Skills

Topics: digital marketing, advertising, recommender system, personalization, online experimentation

Methods: machine learning, deep learning, causal inference, Bayesian statistics and econometrics

Programming: Python (PyTorch, TensorFlow, CausalML), R, MATLAB, SQL, Stata, LaTeX

Experience

Harvard Business School 2022 - present

Project Leader, "Beauty in a Spectrum of Sizes: Sales Impact of Advertising Models' Body Shape"

- Constructed and managed large-scale transaction and clickstream datasets for an e-commerce platform with 1.5 million monthly active users.
- Developed scalable PyTorch computer vision algorithms to extract facial characteristics and product features from 160,000 apparel images.
- Analyzed causal inference models to demonstrate that featuring inclusive body shapes in advertising increases daily sales by 8.9%.
- Investigated the impact of perceived product match on customer attention by experiments conducted on Qualtrics, creating stimuli using text-to-image generative models.

Harvard Business School 2022 - present

Ph.D. Researcher

- Implemented hybrid neural network recommender to combine content-based and collaborative filtering.
- Proposed novel interpretable machine learning algorithms to quantify customers' information value, achieving equivalent recommendation accuracy with 50% fewer samples.
- Estimated heterogeneous treatment effects using causal machine learning with CausalML in Python.
- Evaluated policy learning methods with simulations and ad targeting data, showing classification-based methods often fail when treatment effects are frequently zero.
- Built distributionally robust supervised learning models and increased the targeting accuracy by 8%.

Publications & Working Papers

Beauty in a Spectrum of Sizes: Sales Impact of Advertising Models' Body Shape

Jingpeng Hong, Chen Cao, Zijun Shi, Shunyuan Zhang (2024) *Working Paper* [*CIST* (long presentation)]

Long-term care insurance and the well-being of older adults and their families: Evidence from China

Xiaoyan Lei, Chen Bai, Jingpeng Hong, Hong Liu (2022) *Social Science & Medicine* [Paper]

Honors & Awards

Marketing Science Doctoral Consortium Fellow (2023, 2024); Harvard Graduate Fellowship (2022 - 2025); Phoenix Research Award Scholarship, UChicago (2021); Peking University Outstanding Graduate (2021)