

# Jeremy Z Yang

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## Employment

**Harvard University** (Cambridge, MA)  
Harvard Business School  
Assistant Professor of Business Administration, 2021-

## Affiliation

TikTok, Academic Collaborator, 2024-  
American Statistical Association (Marketing Section), Program Chair, 2023-2025  
Meta Platforms, Academic Collaborator, 2022-2023  
Harvard Digital, Data, and Design (D<sup>3</sup>) Institute, Faculty Affiliate, 2022-  
Harvard Data Science Initiative, Faculty Affiliate, 2021-  
Harvard Institute for Quantitative Social Science, Faculty Affiliate, 2021-  
MIT Initiative on the Digital Economy, Digital Fellow, 2021-

## Education

**Massachusetts Institute of Technology** (Cambridge, MA)  
Ph.D. Management Science, 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. Economics, 2012  
B.A. Management, 2012

## Research

### *General Interests*

Digital Economy, Machine Learning, Large Language Models, Causal Inference

### *Selected Publications*

**Engagement that Sells: Influencer Video Advertising on TikTok** [Paper][Code][Slides][Talk][X][Media]  
Jeremy Yang, Juanjuan Zhang, and Yuhan Zhang  
*Marketing Science* (2024)

*IP Registered under MIT License for Commercialization (Case No. 25019) (2024/7)*

*JMS China Annual Meeting Best Paper Award (2021/11)*

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][Code][Slides][Talk][X][Media]

Jeremy Yang, Dean Eckles, Paramveer Dhillon, and Sinan Aral

*Management Science* (2023)

INFORMS ISMS Frank M. Bass Dissertation Paper Award (2025/6)

Finalist, INFORMS ISMS John D. C. Little Best Paper Award (2025/6)

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

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

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

### **Interdependence and the Cost of Uncoordinated Responses to COVID-19** [Paper][Code]

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)

## *Selected Work in Progress*

### **Owned Media: A Field Experiment on WeChat**

*Draft in Preparation*

### **Can LLMs Replicate Results from A/B Tests?**

*Data Analysis*

### **Using LLMs to Discover and Extract Performant Features from Ad Images**

*Data Analysis*

## *Review Publications*

### **Understanding the Value Chains Driving the Creator Economy** [Paper]

Barak Libai, Ana Babić Rosario, Maximilian Beichert, Bas Donkers, Michael Haenlein, Reto Hofstetter, P. K. Kannan, Ralf van der Lans, Andreas Lanz, H. Alice Li, Dina Mayzlin, Eitan Muller, Daniel Shapira, Jeremy Yang, and Lingling Zhang

*Journal of the Academy of Marketing Science* (2025)

### **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)

## *Talks*

**2025:** Consumer Neuroscience Symposium (MIT), Advances on Field Experiments (University of Chicago), TikTok, Creator Economy Retreat, D<sup>3</sup> Research Day (Harvard University), University of Michigan, ISMS Marketing Science Conference (University of Georgia), Conference of the European Marketing Academy (ESIC University)

**2024:** Northeast Marketing Consortium (Harvard University), Stanford University, D<sup>3</sup> Research Day (Harvard University), University of Connecticut, Chinese University of Hong Kong (Shenzhen), Joint Statistical Meetings

**2023:** Choice Symposium (INSEAD), Faculty Research Symposium (Harvard University), D<sup>3</sup> Research Day (Harvard University), TikTok, Junior Faculty Development Forum (Washington University in St. Louis), University of Pennsylvania, Conference on AI/ML (Temple University), Marketing Dynamic Conference (Northeastern University), Advances on Field Experiments (University of Chicago), ISMS Marketing Science Conference (University of Miami), Management, Analytics, and Data Conference (Columbia University)

**2022:** Junior Quantitative Marketing Conference (Yale University), QME Rossi Seminar (Northwestern University), Marketing Research Camp (Harvard University), CMO Summit (MIT), Conference on AI/ML (Harvard University), Conference on Digital Experimentation (MIT), China India Insights Conference (University of Southern California), Summer Institute in Competitive Strategy (University of California, Berkeley), Marketplace Innovations Workshop, Data Science in a Digital World (Harvard University), Management, Analytics, and Data Conference (Columbia University), Theory + Practice in Marketing Conference (Emory University)

**2021:** Meta, AIBA Workshop (Temple University), University of Houston, ISPOC, TikTok, Doctoral Research Forum (MIT), Peking University, Erasmus University, Columbia University, University of Toronto, University of Virginia, University of Washington, Cheung Kong Graduate School of Business, Harvard University, HEC Paris & Hi! Paris Center on AI and Data Analytics, Purdue University, City University of Hong Kong, Hebrew University of Jerusalem, Lyft Inference and Statistics Group, Organizational Economics Lunch (MIT), University of Hong Kong, Theory + Practice in Marketing Conference (University of Pennsylvania), ISMS Marketing Science Conference (University of Rochester), AI in Management Conference (University of Southern California), Initiative on the Digital Economy Annual Conference (MIT), Paris Conference on Digital Economics Workshop, Center for Causal Inference Symposium (RAND Corporation), American Economic Association Annual Meeting

**2020:** INFORMS Annual Meeting, Conference on AI/ML (Temple University), Conference on Digital Experimentation (MIT), Digital Doctoral Workshop (Harvard University), International Conference on Computational Social Science (MIT), Initiative on the Digital Economy Annual Conference (MIT)

**2019:** NeurIPS CausalML Workshop, Digital Doctoral Workshop (Harvard University), Conference on Digital Experimentation (MIT), Advances on Field Experiments (University of Chicago)

## Teaching

### Courses

Marketing, MBA Required Curriculum (2021-2024)

### Guest Lectures

**2023:** Marketing Analytics (Master of Business Analytics), Boston University; Future of Commerce & Leadership Program, Harvard University; Maker Space (PhD), MIT

**2022:** Marketing Analytics (Master of Business Analytics), Boston University

**2021:** Marketing Innovation (MBA), MIT

**2020:** Analytics Lab (Master of Business Analytics), MIT; Marketing Innovation (MBA), MIT

## Cases

### Strategic Pricing at Circle

Jeremy Yang, Jill Avery, and Tom Quinn

*Draft in Preparation*

**Full-Funnel Advertising on TikTok**

Jeremy Yang, Ayelet Israeli, and Alexis Lefort

Case 525-065

Exercise 525-066

Spreadsheet Supplement for Students 525-721

Exercise solution for Instructors 525-067

**The Future of E-Commerce: Lessons from the Livestream Wars in China**

Ayelet Israeli, Jeremy Yang, and Billy Chan

Background Note 523-055

**Hometown Foods: Changing Price Amid Inflation**

Julian De Freitas, Jeremy Yang, and Das Narayandas

*HBS Required Curriculum Case Award (2024/5)*

*The Case Center Outstanding Case Writer Competition Award (2024/2)*

Case 522-087

Teaching Note 522-104

Spreadsheet Supplement for Students 522-714

Spreadsheet Supplement for Instructors 522-715

Simulation 523-708

## Honors

INFORMS ISMS Frank M. Bass Dissertation Paper Award (2025)

Finalist, INFORMS ISMS John D. C. Little Best Paper Award (2025)

HBS Required Curriculum Case Award (2024)

The Case Center Outstanding Case Writer Competition Award (2024)

JMS China Annual Meeting Best Paper Award (2021)

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

MIT Sloan Doctoral Research Forum Thesis Prize (2021)

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

Summer Institute in Machine Learning in Economics Fellow (2021, 2022)

INFORMS Annual Meeting Best Paper Award (eBusiness Section) (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, Hubei Province, China (2008)