

Jeremy Z Yang

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Employment

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

Affiliation

American Statistical Association (Marketing Section), Program Chair-Elect, 2023-2024
Meta Platforms, Academic Collaborator/Research Advisor, 2022-
Harvard Digital, Data, and Design (D³) 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, 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, Advertising, Targeting, Pricing

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

Working Papers

Engagement that Sells: Influencer Video Advertising on TikTok [Paper] [Slides] [Talk] [Tweet] [Media]
Jeremy Yang, Juanjuan Zhang, and Yuhan Zhang
Under the 3rd round review at *Marketing Science*

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)

Publications

Targeting for Long-term Outcomes [Paper] [Slides] [Talk] [Tweet] [Media]

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

Management Science (2023)

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]

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

University of Connecticut (2024/4)

University of Michigan (2024/4)

The Chinese University of Hong Kong, Shenzhen (2024/2)

The Choice Symposium, INSEAD (2023/8)

Faculty Research Symposium, Harvard University (2023/5)

D³ Research Day, Harvard University (2023/5)

Marketing Science, TikTok (2023/5)

Junior Faculty Development Forum, Washington University in St. Louis (2023/5)

University of Pennsylvania (2023/2)

Junior Quantitative Marketing Conference, Yale University (2022/9)

QME Rossi Seminar, Northwestern University (2022/5)

Marketing Research Camp, Harvard University (2022/5)

CMO Summit, MIT (2022/4)

Core Data Science, Meta Platforms (2021/12)

AIBA Workshop, Temple University (2021/12)

University of Houston (2021/11)

ISPOC Seminar (2021/8)

Marketing Science, TikTok (2021/7)
Sloan Doctoral Research Forum, MIT (2021/4)
Peking University (2021/3)
Erasmus University (2021/3)
Columbia University (2021/2)
University of Toronto (2021/2)
University of Virginia (2021/2)
University of Washington (2021/1)
Cheung Kong Graduate School of Business (2021/1)
Harvard University (2021/1)
HEC Paris & Hi! Paris Center on AI and Data Analytics (2021/1)
Purdue University (2021/1)
City University of Hong Kong (2021/1)
Hebrew University of Jerusalem (2020/12)
Inference and Statistics Reading Group, Lyft (2020/12)
The University of Hong Kong (2020/11)
Massachusetts Institute of Technology (2020/11)
Organizational Economics Lunch, MIT (2020/10)
Massachusetts Institute of Technology (2020/5)
Massachusetts Institute of Technology (2017/11)

Conference Presentations

The Value of Brand Community: A Field Experiment on WeChat

Marketing Dynamic Conference, Northeastern University (2023/9)
Advances on Field Experiments, University of Chicago (2023/9)
ISMS Marketing Science Conference, University of Miami (2023/6)
Conference on Digital Experimentation, MIT (2022/11)

Erupting Moments in Livestream Commerce: Drivers and Implications

Conference on AI/ML, Harvard University (2022/12)

Engagement that Sells: Influencer Video Advertising on TikTok

Management, Analytics, and Data, Columbia University & University of Pennsylvania (2023/5)
China India Insights Conference, University of Southern California (2022/10)
Marketplace Innovations Workshop (2022/5)

Data Science in a Digital World, Harvard University (2022/5)
 Theory + Practice in Marketing, University of Pennsylvania (2021/6)
 ISMS Marketing Science Conference, University of Rochester (2021/6)
 Artificial Intelligence in Management Conference, University of Southern California (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)
 Digital Doctoral Workshop, Harvard (2020/11)

Targeting for Long-term Outcomes

Summer Institute in Competitive Strategy, University of California, Berkeley (2022/6)
 Management, Analytics, and Data, Columbia University/University of Pennsylvania (2022/5)
 Theory + Practice in Marketing, Emory University (2022/5)
 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)
 Digital Doctoral Workshop, Harvard (2019/12)
 Conference on Digital Experimentation, MIT (2019/11)
 Advances on Field Experiments, University of Chicago (2019/7)

Teaching

Courses

Marketing, MBA Required Curriculum (2021 -)

Cases

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

Ayelet Israeli, Jeremy Yang, and Billy Chan

Background Note 523-055 (2022)

Hometown Foods: Changing Price Amid Inflation

Julian De Freitas, Jeremy Yang, and Das Narayandas

Case 522-087 (2022)

Teaching Note 522-104 (2022)

Spreadsheet Supplement for Students 522-714 (2022)

Spreadsheet Supplement for Instructors 522-715 (2022)

Multimedia/Video Supplement 522-718 (2022)

Guest Lectures

Future of Commerce & Leadership Program, Harvard University, Summer 2023
Marketing Analytics (Master of Business Analytics), Boston University, Fall 2023
Future of Commerce & Leadership Program, Harvard University, Summer 2023
Maker Space (PhD), Massachusetts Institute of Technology, Spring 2023
Marketing Analytics (Master of Business Analytics), Boston University, Spring 2022
Marketing Innovation (MBA) Massachusetts Institute of Technology, Spring 2021
Analytics Lab (Master of Business Analytics), Massachusetts Institute of Technology, Fall 2020
Marketing Innovation (MBA) Massachusetts Institute of Technology, Fall 2020

Honors

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)