Jeremy Z Yang

Harvard Business School
Morgan Hall 189
Soldiers Field, Boston, MA 02163

Phone: (617) 496-0988
Email: jeryang@hbs.edu
Website: jeremyzyang.github.io

Employment

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

Affiliation

Meta Platforms, Academic Collaborator/Research Advisor, 2022-
Harvard Digital, Data, and Design (D^3) 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

First Law of Motion: Influencer Video Advertising on TikTok [Paper] [Slides] [Talk] [Tweet] [Media]
Jeremy Yang, Juanjuan Zhang, and Yuhan Zhang
2nd round revision 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
Forthcoming at *Management Science (2022)*

> *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)*

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

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)

Marketing Analytics Guest Lecture, Boston University (2022/2)

Core Data Science, Meta (2021/12)

Global Center For Big Data in Mobile Analytics, Temple University (2021/12)

Bauer College of Business, University of Houston (2021/11)

Marketing Science, TikTok (2021/7)

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

China India Insights Conference, USC (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, 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

Summer Institute in Competitive Strategy, UC Berkeley (2022/6)
Wharton/Columbia Management, Analytics, and Data Conference (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)

Conference on Digital Experimentation, MIT (2019/11)

Advances on Field Experiments Conference, University of Chicago (2019/7)

Teaching

Courses

Marketing, MBA Required Curriculum (2021 -)

Cases

Julian De Freitas, Jeremy Yang, and Das Narayandas

Hometown Foods 522-087 (2022)
Hometown Foods Teaching Note 522-104 (2022)
Hometown Foods Spreadsheet Supplement for Students 522-714 (2022)
Hometown Foods Spreadsheet Supplement for Instructors 522-715 (2022)
Hometown Foods Multimedia/Video Supplement 522-718 (2022)

Honors

Program Chair-Elect for the American Statistical Association (Marketing Section) (2023)

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 Doctoral Dissertation Proposal Award (Marketing Section) (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 in Hubei Province, China (2008)