Jeremy Z Yang

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Employment

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

Affiliation

Harvard Kempner Institute of Natural and Artificial Intelligence, 2025-
MIT, Visiting Scholar, 2025-2026
TikTok, Academic Collaborator, 2024-
American Statistical Association, Program Chair, 2023-2024
Meta Platforms, Academic Collaborator, 2022-2023
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 Science, 2021

New York University (New York, NY)
M.A. Statistics, 2015

University of International Business and Economics (Beijing, China)
B.A. Economics, 2012

Research

General Interests

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

Selected Publications

Engagement that Sells [Paper][Code][Slides][Talk][Media]
Jeremy Yang, Juanjuan Zhang, and Yuhan Zhang
Marketing Science (2024)

IP Registered under MIT Technology Licensing Office (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][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 Doctoral Dissertation Proposal Award (2021/1)

INFORMS Annual Meeting Best Paper Award (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

Using LLM to Discover Novel Causal Features from Unstructured Data
Data Analysis

Can LLM Replicate Results from A/B Tests?
Data Analysis

Talks

2025: Consumer Neuroscience Symposium (MIT), Advances on Field Experiments (University of Chicago), TikTok, Creator Economy Retreat, D^3 Research Day (Harvard University), University of Michigan, ISMS (University of Georgia), EMAC (ESIC University)

2024: NEMC (Harvard University), Stanford University, D^3 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^3 Research Day (Harvard University), TikTok, Junior Faculty Development Forum (Washington University in St. Louis), University of Pennsylvania, Conference on AI/ML (Temple University), MDC (Northeastern University), Advances on Field Experiments (University of Chicago), ISMS (University of Miami), Management, Analytics, and Data Conference (Columbia University)

2022: Junior QME (Yale University), QME Rossi Seminar (Northwestern University), 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), TPM (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, Organizational Economics Lunch (MIT), University of Hong Kong, TPM (University of Pennsylvania), ISMS (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)

Cases

Strategic Pricing at Circle
Jeremy Yang, Jill Avery, and Tom Quinn
Draft in Preparation

Full-Funnel Advertising on TikTok [Case]
Jeremy Yang, Ayelet Israeli, and Alexis Lefort

The Future of E-Commerce: Lessons from the Livestream Wars in China [Case]
Ayelet Israeli, Jeremy Yang, and Billy Chan

Hometown Foods: Changing Price Amid Inflation [Case]
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)

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 Doctoral Dissertation Proposal Award (2021)

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

INFORMS Annual Meeting Best Paper Award (2020)

First Prize of National Biology Olympiad, Hubei Province, China (2008)