

# 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 (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, 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 Yuhang 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, (2024/2)

Choice Symposium, INSEAD (2023/8)

Faculty Research Symposium, Harvard University (2023/5)

D<sup>3</sup> Research Day, Harvard University (2023/5)

Marketing Science, TikTok (2023/5)

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

Maker Space Guest Lecture (PhD), MIT (2023/5)

Junior Faculty Research Lunch, Harvard University (2023/4)

Wharton School of Business, 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)

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

Core Data Science, Meta Platforms (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 (MBA Core), 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 (MBA Core), MIT (2020/11)  
Analytics Lab Guest Lecture (Master of Business Analytics), MIT (2020/11)  
Marketing Seminar, MIT (2020/11)  
Digital Doctoral Workshop, Harvard University (2020/11)  
Organizational Economics Lunch, MIT (2020/10)  
Marketing Seminar, MIT (2020/5)  
Digital Doctoral Workshop, Harvard University (2019/12)  
Marketing Seminar, MIT (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 Conference, 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)

### **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)  
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

#### **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

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)