

# Jeremy Z Yang

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## Employment

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

## Affiliation

TikTok, Academic Collaborator, 2024 -  
American Statistical Association (Marketing Section), Program Chair, 2023-2025  
Meta, 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*

Social Media, Machine Learning, Causal Inference

### *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)

**Engagement that Sells: Influencer Video Advertising on TikTok** [Paper][Code][Slides][Talk][X][Media]

Jeremy Yang, Juanjuan Zhang, and Yuhan Zhang

*Marketing Science* (2024)*Productized by Predictive Pixels under MIT License (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)*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)**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)*Selected Work in Progress***Private Domain: A Field Experiment on WeChat**

Jeremy Yang and Max Ma

*Draft in Preparation***Can LLMs Predict Results from A/B Tests?**

Jeremy Yang and Ege Ozgin

*Data Analysis***Automating Personalized Video Ad Design with LLMs**

Jeremy Yang and Mingduo Zhao

*Data Collection**Seminar Presentations***2025:** TikTok Marketing Science, University of Michigan**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)**2023:** Choice Symposium (INSEAD), Faculty Research Symposium (Harvard University), D<sup>3</sup> Research Day (Harvard University), TikTok Marketing Science, Junior Faculty Development Forum (Washington University in St. Louis), University of Pennsylvania**2022:** Junior Quantitative Marketing Conference (Yale University), QME Rossi Seminar (Northwestern University), Marketing Research Camp (Harvard University), CMO Summit (MIT)

**2021:** Meta Core Data Science, AIBA Workshop (Temple University), University of Houston, ISPOC, TikTok Marketing Science, 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

## *Conference Presentations*

**2024:** Joint Statistical Meetings

**2023:** 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:** 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:** 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 -)

### Guest Lectures

Marketing Analytics (Master of Business Analytics), Boston University, Fall 2023

Future of Commerce & Leadership Program, Harvard University, Summer 2023

Maker Space (PhD), MIT, Spring 2023

Marketing Analytics (Master of Business Analytics), Boston University, Spring 2022

Marketing Innovation (MBA) MIT, Spring 2021

Analytics Lab (Master of Business Analytics), MIT, Fall 2020

Marketing Innovation (MBA) MIT, Fall 2020

## Cases

### **Circle: Community Building as a Service**

Jeremy Yang, Jill Avery, and Tom Quinn  
*Draft in Preparation*

### **Full-Funnel Strategy at TikTok**

Jeremy Yang, Ayelet Israeli, and Alexis Lefort  
*Under Company Review*

### **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

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

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

Case 522-087 (2022, 2024)

Teaching Note 522-104 (2022, 2024)

Spreadsheet Supplement for Students 522-714 (2022, 2024)

Spreadsheet Supplement for Instructors 522-715 (2022, 2024)

Simulation 523-708 (2022, 2023)

## Honors

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)