

**Jinglong Zhang**[ZJL1919@outlook.com](mailto:ZJL1919@outlook.com)[Github](#)**Education**

<b>Tsinghua University, China</b>	Sept 2021 - Present
Ph.D. Candidate in Marketing	
<b>Harbin Institute of Technology, China</b>	Sept 2019 - July 2021
M.S. in Computer Science	
<b>Harbin Institute of Technology, China</b>	Sept 2015 - June 2019
B.S. in Computer Science	

**Research Interests**

- **Topic:** Digital Advertising, Crowdfunding, Social Media, Unstructured Data Analysis
- **Methodology:** Deep Learning, Machine Learning, Applied Econometrics, Field and Laboratory Experiments

**Papers**

- Yitian (Sky) Liang, Xinlei (Jack) Chen, Yuxin Chen, Ping Xiao, **Jinglong Zhang**. Mobile Ad Fraud: Empirical Patterns in Publisher and Advertising Campaign Data. *International Journal of Research in Marketing* (Forthcoming)
- Yitian (Sky) Liang, Xinlei (Jack) Chen, Shengnan Han, **Jinglong Zhang**, Yubo Chen. Effectiveness of Advertising Campaigns on Short-Form Video Social Platforms: An Empirical Analysis through a Large-Scale Randomized Field Experiment on ByteDance. *Marketing Science* (2nd round, major revision last round)

**Work In Progress**

- “Does Content Matter in Online Charitable Fundraising?”. (Empirical Study In Progress)
- “Donor Network Formation and Fundraising Success”, with Jinan Lin, Sanjeev Dewan. (Preparing Manuscript)

**Teaching Experience**

- Business Analytics (Undergraduate), TA Spring, 2023
- Managerial Thinking and Communication (MBA), TA Fall, 2022
- Principles of Computer Architecture (Undergraduate), TA Fall, 2019

**Work Experience**

- **ByteDance** Nov 2021 – Sep 2023  
Academic Collaborator & Research Intern, Core Data Science Team
- **HKU Business School** Mar 2023 – Sep 2023  
Research Assistant, Under the supervision of Prof. Junhong Chu

## Selective Coursework

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- **Economics**

Microeconomics I, II; Econometrics I, II; Panel Data Econometrics; Advanced Topic in Academic Economics; Causal Inference

- **Computer Science**

Machine Learning; Data Mining; Natural Language Processing; Deep Learning; Advanced Design and Analysis of Algorithm; Digital Signal Processing; Deep Reinforcement Learning (online); Data Structure; Database System; Pattern Recognition;

- **Mathematics**

Advanced Mathematical Analysis I, II; Algebra and Geometry; Probability Theory; Set Theory and Graph Theory; Computation Methods; Optimization Methods;

## Honors and Awards

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| • Tsinghua SEM High-Level Academic Employment Potential Scholarship                          | Oct 2022  |
| • Epay Scholarship   | May 2021  |
| • Harbin Institute of Technology Outstanding Undergraduate                                   | June 2019 |
| • Harbin Institute of Technology Outstanding Student Scholarship                             | 2016-2020 |
| • Honor of Excellent Student, Harbin Institute of Technology                                 | May 2017  |
| • Second Prize of Math Competition of Chinese College Students, Chinese Mathematical Society | Nov 2016  |

## Computer Skills

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- Python, R, C++, C, Java, Matlab, SQL, Pytorch, Linux, Spark, STATA