

Jinglong Zhang

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[Github](#)

Education

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

Research Interests

- **Topic:** Online Charity, Digital Advertising, Social Media, Unstructured Data Analysis, Big Data
- **Methodology:** Machine Learning, Computer Vision, Natural Language Processing, Econometrics, Causal Inference

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* (*Major Revision*)

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

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

Work Experience

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|---|---------------------|
| • 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

- **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

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