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Jasmine Y. Yang

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Academic Positions

The Chinese University of Hong Kong, CUHK Business School

Assistant Professor of Marketing, August 2026–

Industry Experience

Meta, New York, NY, USA

Academic Collaborator, Monetization GenAI, August 2026–

Consulting Researcher, Monetization GenAI, June 2026–August 2026

Postdoctoral Researcher, Central Applied Science, June 2025–May 2026

Twitch (Amazon), San Francisco, CA, USA

Applied Scientist PhD Intern, Central Science Team, June 2022–August 2022

Education

Columbia University, Columbia Business School, New York, NY, USA

Ph.D. in Marketing (Quantitative Track), 2019–2025

Committee: Oded Netzer (Co-Advisor), Andrey Simonov (Co-Advisor), Olivier Toubia, Hortense Fong, Yanwen Wang

M.Phil. in Marketing, 2022

London School of Economics and Political Science, London, UK

M.Sc. in Econometrics and Mathematical Economics, 2018–2019

University of British Columbia, Vancouver, Canada

B.Sc. in Combined Mathematics and Economics, with Distinction, 2014–2018

Research Interests

Substantive: creative design, digital markets, decision making

Methodological: statistical machine learning, high-dimensional/unstructured data, generative AI, causal inference, structural models, experiments

Working Papers

1. **Summarize or Tease: How Thumbnails Represent Videos and Shape Viewing Decisions**†
   Jasmine Yang and Oded Netzer
   - **Winner, the Sheth Foundation ISMS Doctoral Dissertation Award (2024)**
   - **Finalist, American Statistical Association Marketing Section Doctoral Dissertation Award (2025)**
   - **Finalist, AMS Mary Kay Doctoral Dissertation Award (2026)**

2. **The Impact of Banning Online Gambling Livestreams: Evidence from Twitch.tv**
   Qifan Han, Jasmine Yang and Andrey Simonov
   Major revision at ***Marketing Science***

3. **Collaboration Among Content Creators**
   Jasmine Yang, Qifan Han and Kinshuk Jerath

4. **People See Creative, Not Ads: Generating Video Creative Insights at Scale with Multimodal AI**
   Jasmine Yang, Poppy Zhang and Shawndra Hill

5. **Quantifying Video Storyline: A Multimodal LLM Approach Informed by the Theory of Narratology**
   Jasmine Yang, Kumara Kahatapitiya, Poppy Zhang, Fanny Yang and Shawndra Hill
   - Supported cross-team hackathon project which won the **People's Choice Award** at the Spring 2026 Global Hackathon

6. **The Value Exchange: What the Best Ads Get Right**
   Jasmine Yang, Gil Chaimovsky, Steve Golub, Derek Scott, Poppy Zhang, Amel Awadelkarim, Kumara Kahatapitiya, Fanny Yang and Shawndra Hill
   - Featured by Meta at **Cannes Lions 2026**, the world's most prestigious gathering and awards event for the advertising and creative industries
   - Lead researcher supporting claims and statistics for Meta VP/Global Head of the Creative Shop team's presentation "Compound Branding: How to Win in the Attention Economy" at Cannes [Promotional Video]

Selected Work in Progress

7. **Thumbnails as Visual Expectations: A Bayesian Learning Approach**†
   with Oded Netzer
   - **Winner, the Sheth Foundation ISMS Doctoral Dissertation Award (2024)**

- **Finalist, American Statistical Association Marketing Section Doctoral Dissertation Award (2025)**
- **Finalist, AMS Mary Kay Doctoral Dissertation Award (2026)**
- **Columbia Experimental Laboratory for Social Sciences Seed Grant, $2000**

† Joint submission

Awards, Honors, and Grants

Finalist, AMS Mary Kay Doctoral Dissertation Award, 2026

Finalist, American Statistical Association Marketing Section Doctoral Dissertation Research Award, 2025

Winner, The Sheth Foundation ISMS Doctoral Dissertation Award, 2024

Columbia Experimental Laboratory for Social Sciences Seed Grant ($2,000), 2024

NBER Digital Economics and AI Tutorial Fellow, 2023

Division Representative, University of Houston Annual Doctoral Symposium, 2023

Luxury Education Foundation Scholarship ($5,000), 2023

ISMS Doctoral Consortium Fellow, 2022, 2023

Paul and Sandra Montrone Doctoral Fellowship ($20,000), 2022

Marketing Division Research Grant ($3,000), 2022

Marketing Division Best Third Year Student Award ($1,000), 2022

Luxury Education Foundation Scholarship ($3,500), 2021

Columbia Doctoral Program Fellowship, 2019–2025

LSE Class Teacher Bonus Award, 2018

– *Awarded by LSE ASRC based on nominations*

Ron Riddell and Roy Douglas Memorial Scholarship in Mathematics, 2017–2018

– *Awarded to two students every year based on recommendation*

Stanley M Grant Scholarship in Mathematics, 2016–2017, 2017–2018

Arts Undergraduate Research Award, 2017

Go Global International Learning Programs Award, 2017–2018

Trek Excellence Scholarship for Continuing Students, 2016–2017

Dean of Science Scholarship, 2015–2016

J Fred Muir Memorial Scholarship in Science, 2015–2016

Science Scholar/Dean's Honour List, 2014–2018

British Columbia Government Scholarship, 2014

Vancouver District Scholarship, 2014

Seminar Presentations & Invited Talks

HK Quant Brown Bag Seminar, Virtual, December 2026 (Scheduled)

Data Science and AI Exchange, Columbia University, April 2026

Meta, Creative Shop AI Global All-Hands Livestream, March 2026

Meta, Creative Insights for Ads Creation Livestream, March 2026

Meta, Guest Speaker @ Columbia MBA Student Visit Day (for Shawndra Hill's GenAI Meets Marketing Data Course), February 2026

Meta, Research "Meets" Practice: Gen AI in Marketing and Advertising Roundtable, November 2025

Meta, Creative Shop AI Livestream, September 2025

The University of Utah, David Eccles School of Business, January 2025

The University of Texas at Dallas, Naveen Jindal School of Management, November 2024

University of Wisconsin-Madison, Wisconsin School of Business, November 2024

The Ohio State University, Fisher College of Business, November 2024

The Chinese University of Hong Kong, CUHK Business School, October 2024

Purdue University, Mitch Daniels School of Business, October 2024

National University of Singapore, NUS Business School, October 2024

University of Houston, C.T. Bauer College of Business, October 2024

Duke University, Fuqua School of Business, September 2024

Yale University, School of Management, September 2024

Hong Kong University of Science and Technology, HKUST Business School, September 2024

Singapore Management University, Lee Kong Chian School of Business, September 2024

40th Annual Doctoral Symposium, University of Houston, April 2023

Deming Doctoral Fellows Seminar, Columbia University, April 2023

Twitch, San Francisco, August 2022

Realeyes, Webcast, February 2021

Realeyes, Virtual, December 2020

Conference & Workshop Presentations

13th Triennial Invitational Choice Symposium, Vail, CO, August 2026

ISMS Marketing Science Conference, Portugal, June 2026

AMS Annual Conference (Dissertation award session), Savannah, GA, May 2026

SCP Annual Conference Roundtable (Beyond Text: Visual and Audio Processing to Understand Behavior), San Diego, CA*, March 2026

AI, ML, and Business Analytics Conference (Keynote speech), New York, NY*, December 2025
ASA Joint Statistical Meetings (Dissertation award session), Nashville, TN, August 2025
ISMS Marketing Science Conference (Dissertation award session), Washington, D.C., June 2025
New Data for Consumer Insights Conference, Chicago, IL*, May 2025
AI in Management Conference, Los Angeles, CA, March 2025
AI Summit, Columbia University, March 2025
AI, ML, and Business Analytics Conference, New Haven, CT*, December 2024
Interactive Marketing Research Conference, Boston, MA*, May 2024
AI, ML, and Business Analytics Conference, Philadelphia, PA, December 2023
ISMS Marketing Science Conference ($\times$ 2), Miami, FL, June 2023
Marketing and the Creator Economy Conference, New York, NY, November 2023
Trans-Atlantic Doctoral Conference, London, UK, May 2023
China India Insights Conference, Stanford, CA*, September 2023
China Marketing International Conference, Virtual, July 2022
ISMS Marketing Science Conference, Virtual, June 2022

* Presented by coauthors

Teaching Experience

Instructor *The Chinese University of Hong Kong*
Marketing Research (MKTG5012, MS) Fall 2026 (Scheduled)

Teaching Assistant *Columbia Business School*
Empirical Models (PhD) Oded Netzer (Spring 2022, Spring 2024)
Foundations of Innovation (EMBA Global) Olivier Toubia (Summer 2023)
Leading in a Data-Driven World (EMBA Global) Oded Netzer (Summer 2022, Summer 2023)
Digital Marketing (MBA) Kinshuk Jerath (Spring 2022)
Marketing Strategy (EMBA core) Andrey Simonov (Fall 2021, Spring 2022)
Digital Marketing (EMBA) Jeremy Kagan (Fall 2021, Spring 2022)
Pricing Strategies (MBA) Asim Ansari (Spring 2021)
Statistical Modeling & Decision Making (MS/PhD) Shin Oblander (Summer 2020, Summer 2021)
Marketing (MBA core) Oded Netzer (Fall 2021)
Machine Learning (MS/PhD) Georgios A Lentzas (Fall 2020)

Graduate Teaching Fellow/Discussion Instructor *London School of Economics*
Introductory Microeconomics and Macroeconomics (EC102) Michaelmas 2018, Lent 2019

Recitation Instructor *University of British Columbia*

Differential Calculus (MATH 100, UBC Vantage College) Winter 2016, Winter 2017
Integral Calculus (MATH 101, UBC Vantage College) Spring 2017
Introduction to Mathematics (MATH 335) Spring 2016

Teaching Assistant *University of British Columbia*

Computations, Programs and Programming (CPSC 110) Summer 2016, Winter 2016, Spring 2017
Differential Calculus (MATH 110) Winter 2015, Spring 2016

Academic Service

Dissertation Committee

Xiaoyan Chi (DBA; CUHK)

Conference Session Organization

Session Co-Chair (with Poppy Zhang), "Generative AI as a New Measurement Layer for Marketing Content", ISMS Marketing Science Conference, June 2026

Others

Languages:

Human: English (fluent), Mandarin (native)
Computer: Python, R, Matlab, Mathematica, Java, SQL, Git, LaTeX

Personal Interests: Music

Citizenship: Canada