

July 2022

Hortense Fong

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Academic Appointment

Columbia Business School	
Assistant Professor, Marketing Division	January 2023 (Expected)
Instructor, Marketing Division	July 2022 – Present

Education

Yale School of Management	
Ph.D. in Marketing	2022 (Expected)
Committee: K. Sudhir (Co-Chair), Vineet Kumar (Co-Chair), Ravi Dhar, Kosuke Uetake, Alex Burnap	
M.A. & M.Phil. in Marketing	2019
The Pennsylvania State University, University Park	
Master in Applied Statistics	2013
B.S. Finance, B.S. Mathematics (Schreyer Honors College)	2013

Research Interests

Methodological: Deep Learning, Machine Learning, Unstructured Data, Econometrics, Field Experiments

Substantive: Emotion, Digital Marketing, Advertising, Donor Behavior, Fairness in AI

Working Papers

Hortense Fong, Vineet Kumar, K. Sudhir (2021), “An Interpretable Theory-based Deep Learning Architecture for Music Emotion” (**Job Market Paper**) [PDF]

- Finalist for 2022 ASA Statistics in Marketing Doctoral Dissertation Research Award

K. Sudhir, Hortense Fong, and Subroto Roy (2021), “Greedy or Grateful? Asking for More when Thanking Donors” (revising for resubmission at *Journal of Marketing Research*) [PDF]

Hortense Fong, Vineet Kumar, Anay Mehrotra, and Nisheeth Vishnoi (2021), “Towards Fairness for AUC via Feature Augmentation” (revising for resubmission at *Management Science*) [PDF]

Works in Progress

“Digital Targeting of Ads on Emotion,” with Vineet Kumar and Ravi Dhar

“Using Domain Knowledge to Enhance Deep Learning for Emotional Intelligence,” with Vineet Kumar

Invited Talks

University of Cambridge, Judge Business School	November 2021
University of Florida, Warrington College of Business	November 2021
University of North Carolina, Kenan–Flagler Business School	November 2021
University of Maryland, Robert H. Smith School of Business	November 2021
University of Texas at Dallas, Naveen Jindal School of Management	November 2021
Georgetown University, McDonough School of Business	October 2021
New York University, Stern School of Business	October 2021
Washington University in St. Louis, Olin Business School	October 2021
Stanford University, Graduate School of Business	October 2021
University of Illinois Urbana-Champaign, Gies College of Business	October 2021
Northwestern University, Kellogg School of Management	October 2021
Columbia University, Columbia Business School	October 2021
Cornell University, Johnson Graduate School of Management	October 2021
Harvard University, Harvard Business School	October 2021
University of British Columbia, Sauder School of Business	October 2021
University of Hong Kong, Faculty of Business and Economics	September 2021
University of Virginia, Darden School of Business	September 2021
Boston College, Carroll School of Management	September 2021
North Carolina State University, Poole College of Management	September 2021
University of Miami, Herbert Business School	September 2021
Rice University, Jones Graduate School Of Business	September 2021
University of Notre Dame, Mendoza College of Business	September 2021
National University of Singapore, Business School	August 2021

Conference Presentations

An Interpretable Theory-based Deep Learning Architecture for Music Emotion

- Joint Statistical Meetings, Washington D.C., 2022 (scheduled)

Targeting Digital Ads On Emotional Context

- Marketing Science Conference, Virtual 2022

Using Audio Data

- SCP Conference Research Skills Workshop, Virtual 2022

Music Speaks in Emotions

- AAAI Affective Content Workshop, Virtual 2021

Charitable Giving on an Online Crowdfunding Platform: Designing Effective Multimodal Content Asks

- Marketing Science Conference, Virtual 2020

Using Domain Knowledge to Enhance Deep Learning for Emotional Intelligence

- AAAI Affective Content Workshop, New York City, New York 2020

Teaching Experience

Teaching Assistant *Yale School of Management*

AI Strategy + Marketing (MBA)	Vineet Kumar (Spring 2022)
Product Management (MBA)	Alex Burnap (Spring 2021)
Big Data & Customer Analytics (MBA)	Kosuke Uetake (Spring 2020)
Digital Strategy (MBA, EMBA)	Vineet Kumar (Fall 2018-20, Spring 2019)
Marketing Strategy (MBA)	Jiwoong Shin (Fall 2018-20)
Managing Marketing Programs (MBA)	Jiwoong Shin (Spring 2018)
YCCI Discovery Project (MBA)	Ravi Dhar & Vineet Kumar (Spring 2018)
Introduction to Marketing (undergraduate)	Jiwoong Shin (Fall 2017)

Instructor *Penn State World Campus*

Elementary Statistics (undergraduate; web-based)	Spring 2016
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Awards & Honors

ASA Statistics in Marketing Doctoral Dissertation Award Finalist	2022
Redleaf Fellowship	2022
Harry and Heesun You Fellowship	2021
Yale GSAS Doctoral Fellowship	2016-Present
ISMS Doctoral Consortium Fellow	2017
Outstanding Master of Applied Statistics Student Award	2013
Milton J. Bergstein Student Community Service Award	2013
Phi Beta Kappa Honors Society	2013
Schreyer Academic Excellence Scholarship	2009-2013

Industry Experience

Deloitte Consulting, Pittsburgh, PA Strategy & Operations Consultant	2013-2015
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Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest: None.