

JINGBO WANG

Assistant Professor of Marketing · Chinese University of Hong Kong

✉ jingbowang@cuhk.edu.hk · 🌐 jingbowa.github.io

Academic Position

Assistant Professor of Marketing
Chinese University of Hong Kong

2021–Present
Hong Kong, China

Research Summary

My research brings rigorous econometric and machine-learning methods to marketing problems on digital platforms — causal inference, algorithmic pricing, and measurement with large language models. A growing part of my work engages how generative AI is reshaping marketing measurement and decision-making.

Research Interests

Substantive Areas: Digital Platforms, Algorithmic Pricing, AI Measurement & Governance

Methodological Areas: Causal Inference, Econometrics, Machine Learning & Large Language Models

Education

Ph.D. in Economics 2021
University of Southern California Los Angeles, CA

M.Phil. in Economics and Finance 2014
Center for Monetary and Financial Studies, Bank of Spain Madrid, Spain

B.S. in Economics 2011
Lingnan College, Sun Yat-sen University Guangzhou, China

Publications

* Co-first author; reverse seniority order.

- Emre Demirkaya, Yingying Fan, Lan Gao, Jinchi Lv, Patrick Vossler, and **Jingbo Wang** (2024). “Optimal Nonparametric Inference with Two-Scale Distributional Nearest Neighbors.” **Journal of the American Statistical Association (Theory & Methods)**, 119(545), 297–307.
(Previously circulated as: Fan, Lv, and Wang (2018), “DNN: A Two-Scale Distributional Tale of Heterogeneous Treatment Effect Inference,” SSRN.)
- Yan Cheng*, **Jingbo Wang***, Xinyu Cao*, Zuo-Jun Max Shen, and Yuhui Zhang (2025). “A Deep-DiD Method to Estimate Heterogeneous Treatment Effects: Application to Content Creator Selection.” **Marketing Science**, Accepted.

Working Papers

- **Jingbo Wang** and Yufeng Huang (2022). “Scalable Just-in-time Price Elasticity Estimation.” SSRN. *Minor revision, Management Science*.
- Andrew Meyer, **Jingbo Wang**, and Xianchi Dai (2025). “Humans Favor Messages that AI can Predict.”
- Samir Mamadehussene, **Jingbo Wang**, and Jesse Yao (2025). “A Consumer Search Explanation for Hidden Fees.”
- **Jingbo Wang** and Sha Yang (2025). “Estimation of Heterogeneous Treatment Effects in Network-based

Quasi-Experiments.” [SSRN](#).

- Yan Cheng*, **Jingbo Wang***, Xinyu Cao*, Zuo-Jun Max Shen, and Michael Xiaoquan Zhang (2025). “Do Bullet Chats Keep Viewers Watching? Estimating Heterogeneous Treatment Effects with a Control Function Approach.” [SSRN](#).

Work in Progress

- Chenxi Liao, **Jingbo Wang**, Ying Xie, and Tianqi Xue. “Firm-Induced vs. Organically-Formed Ties and Online Engagement: Evidence from a Social Mobile Game.”

Teaching Experience

Instructor, CUHK

2021–2025

- Machine Learning and AI Practices in Marketing (Undergraduate)
Evaluation: **6.0/6.0** (Spring 2024).
- Machine Learning and AI in Marketing (Graduate)
Evaluation: **5.8/6.0** (Spring 2024).
- ▷ Designed a curriculum bridging quantitative marketing with Applied Generative AI.
- ▷ Emphasis on prompt engineering for automated data analytics, visualization, rapid prototyping, and algorithmic decision-making.

Teaching Assistant, USC

2015–2021

- Econometrics (Graduate/Undergraduate)
- Macroeconomics, Banking and Finance (Graduate/Undergraduate)

Grants and Funding

- Hong Kong RGC Grant (General Research Fund), **PI**, 2024–2027, No.14508924 (HK\$607,014)
- CUHK Faculty Start-up Fund, 2021

Honors and Awards

- ISMS Early Career Camp, 2025
- Doctoral Fellowship, University of Southern California, 2014–2021
- Full Scholarship, Bank of Spain, 2012–2014

Professional Services

- Ad-hoc reviewer: Marketing Science, Econometric Theory.

Last updated: April 23, 2026