Hortense Fong

Columbia Business School

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Academic Appointment

Columbia Business School
Assistant Professor, Marketing Division	January 2023 – Present
Instructor, Marketing Division	July – December 2022

Education

Yale School of Management
Ph.D. in Marketing	2022
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, Field Experiments
Substantive: Emotion, Digital Marketing, Advertising, Donor Behavior, Fairness in AI

Journal Publications

Hortense Fong, Vineet Kumar, K. Sudhir (2024), "An Explainable Theory-based Deep Learning Architecture for Music Emotion" (Forthcoming at *Marketing Science*)
- Winner of 2021 MSI Alden G. Clayton Doctoral Dissertation Proposal Award
- Winner of 2022 ASA Section on Statistics in Marketing Best Doctoral Dissertation Proposal Award

Working Papers

Hortense Fong and George Gui (2024), "Modeling Story Expectations to Understand Engagement: A Generative Framework Using LLMs"

K. Sudhir, Hortense Fong, and Subroto Roy (2024), "Greedy or Grateful? Asking for More Donations when Thanking Donors"

Hortense Fong, Vineet Kumar, Anay Mehrotra, and Nisheeth Vishnoi (2023), "Fairness for AUC via Feature Augmentation"
- Proceedings of the ACM Conference on Fairness, Accountability, and Transparency - FAccT (2022)

Works in Progress

"Sonic Logos," with Ankit Sisodia and Jingyi Zhang

"What Makes a Memorable Impression? Utilizing Second-by-second Ad Liking Data," with Joonhyuk Yang

"Advertising, Emotion, and Endogenous Audiences," with Vineet Kumar and Ravi Dhar

Conference Proceedings

"Music Speaks in Emotions," 2021. Hortense Fong and Vineet Kumar, The Workshops of the Thirty-Fifth AAAI Conference on Artificial Intelligence.

"Using Domain Knowledge to Enhance Deep Learning for Emotional Intelligence," 2020. Hortense Fong and Vineet Kumar, The Workshops of the Thirty-Fourth AAAI Conference on Artificial Intelligence.

Invited Seminar Talks

Erasmus, Rotterdam School of Management	Scheduled June 2025
Technical University of Munich GenAI Lab	Scheduled Summer 2025
University of Chicago Kilts Brown Bag, Booth School of Business	Scheduled March 2025
Temple University, Fox School of Business AIBA Workshop	Scheduled February 2025
American Statistical Association Marketing Section Webinar	November 2024
University of Texas at Austin, McCombs School of Business	March 2024
University of Michigan, Ross School of Business	March 2024
Duke University, Fuqua School of Business	February 2024
TikTok, New York City	February 2024
University of Toronto, Rotman School of Management	February 2024
Rutgers, Business School	February 2024
Virtual Quant Marketing Seminar	November 2023
Indian Institute of Management, Ahmedabad CDSA	April 2023
Pennsylvania State University, OR Colloquium	April 2023
Imperial College, Business School	March 2023
Marketing Modelers Group, New York	March 2023
University of Chicago, Booth School of Business	February 2023
Temple University, Fox School of Business AIBA Workshop	February 2023
European Quant Marketing Seminar	January 2023
London Business School	January 2023
UCLA, Anderson School of Management	October 2022
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

A Generative Approach for Modeling Expectations and Uncertainty in Narrative Media to Predict User Engagement
- AIML Conference, New Haven 2024
- Meta + Columbia GenAI in Marketing and Advertising Roundtable, NYC 2024
- Marketing Science Conference, Sydney 2024
- Symposium on Artificial Intelligence in Marketing, Madison 2024

Greedy or Grateful: Asking for More Donations When Thanking Donors
- China India Conference, Hong Kong 2024

Using Theory to Understand AI Emotion Models
- ARF - Creative Effectiveness, NYC 2023
- MSI - Wharton Analytics, Philadelphia 2023

An Interpretable Theory-based Deep Learning Architecture for Music Emotion
- Joint Statistical Meetings, Washington D.C. 2022

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, NYC 2020

Teaching Experience

Instructor *Columbia Business School*
Marketing Analytics (MS)   Fall 2022, 2023, 2024

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 2018-2020)
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

Awards & Honors

Kilts Center Visiting Fellow	2025
ISMS Early Career Scholars Camp Fellow	2023
ASA Section on Statistics in Marketing Best Doctoral Dissertation Proposal Award	2022
MSI Alden G. Clayton Doctoral Dissertation Proposal Award	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

Academic Service

Ad Hoc Reviewer: Management Science, Marketing Science, Journal of Marketing, Journal of Marketing Research, ASA Marketing Section Dissertation Award, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

Conference Organization:
- Program Chair for JSM ASA Marketing Section, Scheduled August 2025
- CBS Organizer for Gen AI in Marketing and Advertising Roundtable with Meta, November 2024
- Session Organizer & Chair, "Generative AI/Content Creation in Marketing," ISMS Marketing Science Conference, June 2024
- Session Organizer & Co-Chair, "Ad Content and Market Outcomes I & II," ISMS Marketing Science Conference, June 2022

University Service: PhD Mentor
Invited Discussant: Bass UT Dallas Conference (2023)
PhD Committee:
- Ankit Sisodia - Yale SOM (Purdue)
- Sibel Zorlu - Columbia Business School (UNC Chapel Hill)
- Jasmine Yang - Columbia Business School

Industry Experience

Deloitte Consulting, Pittsburgh, PA
       Strategy & Operations Consultant   2013-2015

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest: None.