

September 2023

# Hortense Fong

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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
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 (2022), “An Explainable Theory-based Deep Learning Architecture for Music Emotion” (**Job Market Paper**, revising for resubmission to *Marketing Science*) [PDF]

- 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

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

Hortense Fong, Vineet Kumar, Anay Mehrotra, and Nisheeth Vishnoi (2022), “Fairness for AUC via Feature Augmentation” [PDF]

- Proceedings of the ACM Conference on Fairness, Accountability, and Transparency - FAccT (2022)

## Works in Progress

“Advertising, Emotion, and Endogenous Audiences,” with Vineet Kumar and Ravi Dhar

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

### Invited Seminar Talks

University of Michigan, Ross School of Business	Scheduled March 2024
University of Toronto, Rotman School of Management	Scheduled February 2024
Virtual Quant Marketing Seminar	Scheduled 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

- Using Theory to Understand AI Emotion Models
- ARF - Creative Effectiveness, Scheduled October 2023

Using Theory to Understand AI Emotion Models

- MSI - Wharton Analytics, 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, New York City, New York 2020

## Teaching Experience

**Instructor** *Columbia Business School*

Marketing Analytics (MS)

Fall 2022, 2023

**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

2024

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

**Conference Organization:**

- Program Chair-Elect for ASA Statistics in Marketing Section, 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)

## 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.