

YI JI

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Homepage: <https://jasonyji.github.io>

Github ◊ LinkedIn

EDUCATION

The University of Hong Kong

2024 - Present

Faculty of Business and Economics

Ph.D. Student in Marketing

Advisor: Shan Huang

New Asia College, The Chinese University of Hong Kong

2019 - 2024

Faculty of Business Administration

B.B.A. in Integrated Business Administration, *with First-Class Honours*

Department of Computer Science and Engineering

B.S. in Computer Science, *with First-Class Honours*

RESEARCH INTERESTS

AI in Marketing, Human and AI Interaction, Computational Social Science

PUBLICATION

Shan Huang, and **Yi Ji**, Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. *Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24)*, 2024.

WORKING PAPER

Shan Huang, Yuan Yuan, and **Yi Ji**, “The Strength of Weak Ties” Varies Across Viral Channels.

CONFERENCE PRESENTATIONS

Huang, S., & Ji, Y.*, Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, The Twenty-Fifth ACM Conference on Economics and Computation (EC'24), Yale University, New Haven, US, Jul. 2024.

Huang, S., & Ji, Y., Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, China India Insights Program Conference (CIIP) 2024, The University of Hong Kong, Pok Fu Lam, Hong Kong, Jun. 2024.

*Note: * indicates as presenter.*

SELECTED SCHOLARSHIPS & AWARDS

Academic Excellence Award, Chinese University of Hong Kong 2025

Postgraduate Scholarships (HK\$18,760 per month), University of Hong Kong 2024

FBE PhD Entrance Scholarship (HK\$42,100), University of Hong Kong 2024

Ms. Chan Yee-chun Academic Scholarship (HK\$10,000), New Asia College 2024

HKSAR Government Scholarship (HK\$80,000), HKSAR Education Bureau 2023

Mr. Akihiro Nagahara Scholarship (HK\$42,100), New Asia College 2023

Outstanding Academic Performance (HK\$30,000), Chinese University of Hong Kong 2022, 2023

Head's List (Merit), New Asia College 2021, 2022, 2023

Dean's Honours List, Chinese University of Hong Kong 2020, 2021, 2022, 2023

PROFESSIONAL EXPERIENCES

Tencent, Shenzhen, China Research Internship Interactive Entertainment Group (IEG)	Commencing Feb. 2025
Datawake (Start-up), Shenzhen, China Data Scientist	Sep. 2023 - Present
Tencent, Guangzhou, China Research Internship Weixin Group (WXG)	Sep. 2023 - Aug. 2024
Tencent, Shenzhen, China Data Analyst Internship Platform & Content Group (PCG)	Summer 2021

DOCTORAL COURSEWORK

Economics:
Mathematics for Economics (by Chen Zhao)
Microeconomic Theory (by Chen Zhao and Wing Suen)
Econometric Theory (by Ping Yu)
Marketing:
Empirical Marketing Models (by Junhong Chu)
Structural Models and Empirical Methods (by Hui Li)
Statistics:
Advanced Statistical Inference (by Man Sing Stephen Lee)

TECHNICAL SKILLS

Programming Languages	Python, C/C++, Java, JavaScript, SQL, R
Software	L ^A T _E X, MS Office, Stata, MATLAB, oTree, MERN Stack
Languages	Mandarin (native), English (fluent), Cantonese (fluent)