

# Yi Ji

Faculty of Business and Economics  
University of Hong Kong

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## EDUCATION

Ph.D.	Quantitative Marketing, University of Hong Kong Supervisor: Shan Huang	2024 - Present
B.B.A.	Business Economics (First-Class Honours), Chinese University of Hong Kong Supervisor: Yi-Shan Lee	2019 - 2024
B.S.	Computer Science (First-Class Honours), Chinese University of Hong Kong Supervisor: Chi-Wing Fu, Philip	2019 - 2023

## RESEARCH INTERESTS

Substantive Areas: AI in Marketing, Human–AI Interaction, Economics of AI, Computational Social Science

Methods: Large Language Models, Machine Learning, Causal Inference, A/B Testing

## WORKING PAPERS

[Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment](#), with Shan Huang and Leyu Lin (WeChat)

Published as Extended Abstract in the Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24), Major Revision at *Information Systems Research*

[“The Strength of Weak Ties” Varies Across Viral Channels](#), with Shan Huang and Yuan Yuan

## WORK IN PROGRESS

[LLMs in Product Selection for Small E-Commerce](#), with Shan Huang

LLM-based Digital Twins for Market Research, with Shan Huang, Tong Wang and Jinyong Ma (ByteDance)

## CONFERENCE PRESENTATIONS

### **Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment**

Conference on Information Systems and Technology (CIST), Atlanta, USA, 2025\*

INFORMS Marketing Science Conference, Washington DC, USA, 2025

The Twenty-Fifth ACM Conference on Economics and Computation (EC'24), New Haven, USA, 2024\*

China India Insights Programme (CIIP), Hong Kong, 2024

### **LLMs in Product Selection for Small E-Commerce**

INFOMRS Annual Meeting, Atlanta, USA, 2025\*

*\* indicates attending as presenter*

## SCHOLARSHIPS AND AWARDS

Academic Excellence Award, Chinese University of Hong Kong	2025
Postgraduate Scholarships, University of Hong Kong	2024
FBE PhD Entrance Scholarship, University of Hong Kong	2024
Ms. Chan Yee-chun Academic Scholarship, New Asia College	2024
HKSAR Government Scholarship for Outstanding Performance, HKSAR Education Bureau	2023
Hong Kong, China-APEC Scholarship, HKSAR Education Bureau	2023
Mr. Akihiro Nagahara Scholarship (Full-Tuition Fee), New Asia College	2023
CSE Outstanding Academic Performance, 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

## DOCTORAL COURSEWORK

### Economics

Mathematics for Economics (by Chen Zhao)  
Econometric Theory (by Ping Yu)  
Microeconomic Theory (by Chen Zhao and Wing Suen)

### Marketing

Empirical Marketing Models (by Junhong Chu)  
Structural Models and Empirical Methods (by Hui Li)

### Computer Science and Statistics

Advanced Statistical Inference (by Man Sing Stephen Lee)  
Advanced Natural Language Processing (by Tao Yu)

## TEACHING ASSISTANTSHIP

A/B Testing in Product Management (Quantitative Track of MSc in Marketing Programme, 2025)

## MEMBERSHIP

Beta Gamma Sigma (The Chinese University of Hong Kong Chapter)

## PROFESSIONAL EXPERIENCES

Research Intern @ ByteDance, Shenzhen, China	September 2025 - Present
Data Scientist @ DataWake AI (Start-up), Shenzhen, China	September 2023 - Present
Data Science Intern @ Tencent, Shenzhen, China	March - August 2025
Research Intern @ WeChat, Guangzhou, China	September 2023 - August 2024
Data Analyst Intern @ Tencent, Shenzhen, China	Summer 2021

## **TECHNICAL SKILLS**

Programming Languages: Python, C/C++, Java, JavaScript, SQL, R

Software:  $\LaTeX$ , MS Office, Stata, MATLAB, PyTorch, oTree, MERN Stack

Languages: Mandarin (native), English (fluent), Cantonese (fluent)

Updated December 2025