Yi Ji

Faculty of Business and Economics
University of Hong Kong

yi-ji-mkt@connect.hku.hk
jasonyji.github.io

EDUCATION

Ph.D.	Quantitative Marketing, University of Hong Kong	2024 - Present
B.B.A.	Business Economics (First-Class Honours), Chinese University of Hong Kong	2019 - 2024
B.S.	Computer Science (First-Class Honours), Chinese University of Hong Kong	2019 - 2023

RESEARCH INTERESTS

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

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 as presenter

SELECTED SCHOLARSHIPS AND AWARDS

Postgraduate Scholarships, University of Hong Kong	2024

FBE PhD Entrance Scholarship, University of Hong Kong	2024
HKSAR Government Scholarship, HKSAR Education Bureau	2023
Dean's Honours List, Chinese University of Hong Kong	2020, 2021, 2022, 2023

DOCTORAL COURSEWORK

Economics
Mathematics for Economics
Econometric Theory
Microeconomic Theory

Marketing
Empirical Marketing Models
Structural Models and Empirical Methods

Computer Science and Statistics
Advanced Statistical Inference
Advanced Natural Language Processing

TEACHING ASSISTANTSHIP

MSMK7034 A/B Testing in Product Management (Master-level, 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 (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 October 2025