

EDUCATION	<b>The University of Hong Kong</b> <i>Ph.D. in Marketing</i> • Advisor: Prof. Shan Huang • Research area: Quantitative Marketing Hong Kong 2024 - 2029 ( <i>expected</i> )
	<b>New Asia College, The Chinese University of Hong Kong</b> <i>B.S. in Computer Science and B.B.A. in Business Economics</i> • GPA: 3.8/4.0 • Lifetime Membership of Beta Gamma Sigma Hong Kong 2019 - 2024
PUBLICATIONS	1. Shan Huang, Yi Ji. Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. <i>Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24)</i> , 2024.
WORKING PAPERS	1. Shan Huang, Yuan Yuan, Yi Ji. "The Strength of Weak Ties" Varies Across Viral Channels.
CONFERENCE PRESENTATIONS	1. Shan Huang, Yi Ji*. Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. <i>The Twenty-Fifth ACM Conference on Economics and Computation (EC'24)</i> , Yale University, New Haven, US, 2024. 2. Shan Huang, Yi Ji*. Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. <i>China India Insights Program Conference (CIIP) 2024</i> , The University of Hong Kong, Pok Fu Lam, Hong Kong, 2024.
INTERNSHIPS	<b>Tencent</b>   Shenzhen, China <i>Research Intern</i> Commencing in 2025.01
	<b>Datawake</b>   Shenzhen, China <i>AI Engineer Intern (Part-time)</i> 2023.09 - Present
	<b>WeChat</b>   Shenzhen, China <i>Research Intern</i> 2023.09 - 2024.08
	<b>Tencent</b>   Shenzhen, China <i>Data Analyst Intern</i> Summer 2021
AWARDS AND HONORS	• Postgraduate Scholarships, HKU Business School 2024 • FBE PhD Entrance Scholarship, HKU Business School 2024 • Academic Excellence Award, CUHK Business School 2024 • Ms. Chan Yee-chun Academic Scholarship, New Asia College 2024 • HKSAR Government Scholarship, HKSAR Education Bureau 2023 • Hong Kong, China - APEC Scholarship, HKSAR Education Bureau 2023 • Mr. Akihiro Nagahara Scholarship, New Asia College 2023 • Outstanding Academic performance, CUHK CSE 2022, 2023 • Head's List (Merit), New Asia College 2021, 2022, 2023 • Dean's Honours List, CUHK CSE 2020, 2021, 2022, 2023

SKILLS                   **Languages:** Mandarin, English, Cantonese.  
                             **Programming:** Python, C/C++, Java, JavaScript, SQL, R.  
                             **Software:** L<sup>A</sup>T<sub>E</sub>X, MS Office, Stata, MATLAB, PyTorch, oTree.

DOCTORAL  
COURSEWORK           **Economics**  
                             – Mathematics for Economics  
                             – Microeconomic Theory  
                             – Econometric Theory  
  
                             **Statistics**  
                             – Advanced Statistical Inference