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 Supervisor: Shan Huang	2024 - Present
B.B.A.	Business Economics (First-Class Honours), Chinese University of Hong Kong Superviosr: 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

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 (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

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 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