

Yi Ji

Faculty of Business and Economics
University of Hong Kong

yi-ji-mkt@connect.hku.hk
jasonyi.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

Published as Extended Abstract in the Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24), pending forwarding to academic journals

[“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

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

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
Outstanding Academic Performance, Chinese University of Hong Kong	2022, 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: L^AT_EX, MS Office, Stata, MATLAB, PyTorch, oTree, MERN Stack

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

Updated October 2025