

# YI JI

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Homepage: <https://jasonyji.github.io>

Github ◊ LinkedIn

## EDUCATION

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### **The University of Hong Kong (HKU)**

*2024 - Present*

Ph.D. Student in Marketing - Quantitative Marketing Stream

Advisor: Shan Huang

### **The Chinese University of Hong Kong (CUHK)**

*2019 - 2024*

B.Sc. in Computer Science, First Class Honours

B.B.A. in Integrated Business Administration, First Class Honours

## RESEARCH INTERESTS

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Quantitative Marketing, Computational Social Science, Human-AI Interaction

## WORKING PAPERS

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Shan Huang, and **Yi Ji**, Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment.

Shan Huang, Yuan Yuan, and **Yi Ji**, “The Strength of Weak Ties” Varies Across Viral Channels.

## CONFERENCE PRESENTATIONS

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Huang, S., & Ji, Y.\*, Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, The Twenty-Fifth ACM Conference on Economics and Computation (EC’24), Yale University, New Haven, US, Jul. 2024.

Huang, S., & Ji, Y., Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, China India Insights Program Conference (CIIP) 2024, The University of Hong Kong, Hong Kong, Jun. 2024.

*\* indicates as presenter*

## SELECTED SCHOLARSHIPS & AWARDS

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Ms. Chan Yee-chun Academic Scholarship, awarded by New Asia College *2024*

Postgraduate Scholarships, awarded by HKU *2024*

FBE PhD Entrance Scholarship, awarded by HKU *2024*

HKSAR Government Scholarship, awarded by HKSAR Education Bureau *2023*

Hong Kong, China - APEC Scholarship, awarded by HKSAR Education Bureau *2023*

Mr. Akihiro Nagahara Scholarship, awarded by New Asia College *2023*

Scholarships for Outstanding Academic Performance, awarded by CUHK *2022, 2023*

Head’s List, awarded by New Asia College *2021, 2022, 2023*

Dean’s Honours List, awarded by CUHK *2020, 2021, 2022, 2023*

PROFESSIONAL EXPERIENCES

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<b>Datawake</b> , Shenzhen, China AI Engineer Internship	<i>Sep. 2023 - Present</i>
<b>Tencent</b> , Guangzhou, China Research Internship   Weixin Group (WXG)	<i>Sep. 2023 - Aug. 2024</i>
<b>Tencent</b> , Shenzhen, China Data Analyst Internship   Platform & Content Group (PCG)	<i>Summer 2021</i>

TECHNICAL SKILLS

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<b>Programming Languages</b>	Python, C/C++, Java, JavaScript, SQL, R
<b>Software</b>	L <sup>A</sup> T <sub>E</sub> X, MS Office, Stata, MATLAB, PyTorch, oTree

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