

Yi Ji

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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

My current research interests focus on two areas:

- (1) leveraging large language models (LLMs) to simulate consumer and user behavior in real-world business contexts;
- (2) integrating LLMs with traditional machine learning methods to enhance decision-making processes.

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

- Accepted for presentation at CIST 2025, INFORMS Marketing Science Conference 2025, the Twenty-Fifth ACM Conference on Economics and Computation (EC'24), China India Insights Programme (CIIP) 2024

[“The Strength of Weak Ties” Varies Across Viral Channels](#), with Shan Huang and Yuan Yuan

SELECTED SCHOLARSHIPS AND AWARDS

2024 Postgraduate Scholarships, University of Hong Kong
2024 FBE PhD Entrance Scholarship, University of Hong Kong
2023 HKSAR Government Scholarship, HKSAR Education Bureau
2023 Mr. Akihiro Nagahara Scholarship (Full-Tuition Fee), New Asia College
2022-23 Outstanding Academic Performance (2022, 2023), Chinese University of Hong Kong
2020-23 Dean's Honours List (2020, 2021, 2022, 2023), Chinese University of Hong Kong

INDUSTRIAL EXPERIENCES

2025 Data Science Intern @ Tencent, Shenzhen, China
2023-24 Research Intern @ WeChat, Guangzhou, China
2021 Data Analyst Intern @ Tencent, Shenzhen, China

Updated August 2025