Yi Ji

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EDUCATION

Ph.D.   Quantitative Marketing, University of Hong Kong, 2024 - Present

B.B.A.   Integrated BBA Programme (First-Class Honours), Chinese University of Hong Kong, 2024

B.S.   Computer Science (First-Class Honours), Chinese University of Hong Kong, 2023

RESEARCH INTERESTS

Artificial Intelligence in Marketing, Digital Experimentation Methods, Computational Social Science

WORKING PAPERS

Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, with Shan Huang
- Extended Abstract, Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24)
- Presented at 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

SCHOLARSHIPS AND AWARDS

2025   Academic Excellence Award, Chinese University of Hong Kong

2024   Postgraduate Scholarships, University of Hong Kong

2024   FBE PhD Entrance Scholarship, University of Hong Kong

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

2023   HKSAR Government Scholarship, HKSAR Education Bureau

2023   Hong Kong, China - APEC Scholarship, HKSAR Education Bureau

2023   Mr. Akihiro Nagahara Scholarship, New Asia College

2022-23   Outstanding Academic Performance (2022, 2023), Chinese University of Hong Kong

2021-23   Head's List (Merit) (2021, 2022, 2023), New Asia College

2020-23   Dean's Honours List (2020, 2021, 2022, 2023), Chinese University of Hong Kong

MEMBERSHIP

Beta Gamma Sigma (BGS)

DOCTORAL COURSEWORK

Economics

Mathematics for Economics

Econometric Theory

Microeconomic Theory

Marketing

Empirical Marketing Models

Structural Models and Empirical Methods

Statistics

Advanced Statistical Inference

PROFESSIONAL EXPERIENCES

2024-now	Research Intern @ Tencent IEG Global, Shenzhen, China
2023-now	Data Scientist @ Datawake, Shenzhen, China
2023-24	Research Intern @ WeChat, Guangzhou, China
2021	Data Analyst Intern @ Tencent PCG, Shenzhen, China

TECHICAL 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 January 2025