YI JI

Phone: (+852) 6092-8165 ⋄ Email: yi-ji-mkt@connect.hku.hk

Homepage: https://jasonyji.github.io

Github ⋄ LinkedIn

EDUCATION

The University of Hong Kong (HKU) *2024 - Present*
Ph.D. Student in Marketing - Quantitative Marketing Stream

The Chinese University of Hong Kong (CUHK) *2019 - 2024*
B.Sc. in Computer Science, First Class Honours
B.B.A. in Business Economics, First Class Honours (Lifetime Membership of GBS)
GPA: 3.8/4.0

RESEARCH INTERESTS

Quantitative Marketing, Computational Social Science, Human-AI Interaction

WORKING PAPERS

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

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

HONORS & AWARDS

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*
Summer Research Scholarship, awarded by HKU	*2023*
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*
Outstanding Academic Performance, awarded by CUHK	*2022, 2023*
Head's List, awarded by New Asia College	*2021, 2022, 2023*
Dean's List, awarded by CUHK	*2020, 2021, 2022, 2023*
Summer Research Grant, awarded by CUHK	*2022*

INDUSTRIAL EXPERIENCES

Datawake, Shenzhen, China   *Sep. 2023 - Present*
AI Engineer Internship

Tencent, Guangzhou, China   *Sep. 2023 - Present*
Research Internship | Weixin Group (WXG)

Tencent, Shenzhen, China   *Summer 2021*
Data Analyst Internship | Platform & Content Group (PCG)

SKILLS

Programming Languages   Python, C/C++, Java, JavaScript, SQL, R
Software   LaTeX, MS Office, PyTorch, Stata, MATLAB, oTree

- Last Updated on July 28, 2024 -