

# Yi Ji

Department of Marketing  
Faculty of Business and Economics  
University of Hong Kong

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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

## **DOCTORAL COURSEWORK**

### **Economics**

Mathematics for Economics

Econometric Theory

Microeconomic Theory

### **Marketing**

Empirical Marketing Models

Structural Models and Empirical Methods

### **Statistics**

Advanced Statistical Inference

## **MEMBERSHIP**

Beta Gamma Sigma (BGS)

## **PROFESSIONAL EXPERIENCES**

2025-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: L<sup>A</sup>T<sub>E</sub>X, MS Office, Stata, MATLAB, PyTorch, oTree, MERN Stack

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

Updated January 2025