

YI JI

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

Github ◊ LinkedIn

EDUCATION

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

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*

SELECTED SCHOLARSHIPS, 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

Lifetime Member of Beta Gamma Sigma (BGS) Business Honor Society 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

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

TECHNICAL SKILLS

Programming Languages	Python, C/C++, Java, JavaScript, SQL, R
Software	L ^A T _E X, MS Office, Stata, MATLAB, PyTorch, oTree

- Last Updated on September 18, 2024 -