

# YI JI

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

Github ◊ LinkedIn

## EDUCATION

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**The University of Hong Kong**, Pok Fu Lam, Hong Kong Island, Hong Kong

Faculty of Business and Economics

Ph.D. Student in Marketing

2024 - Present

Advisor: Shan Huang

**The Chinese University of Hong Kong**, Sha Tin, New Territories, Hong Kong

Faculty of Business Administration

B.B.A. in Integrated Business Administration, *with First-Class Honours*

2019 - 2024

Department of Computer Science and Engineering

B.S. in Computer Science, *with First-Class Honours*

2019 - 2023

## RESEARCH INTERESTS

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AI in Marketing, Human and AI Interaction, Computational Social Science

## PUBLICATION

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Shan Huang, and **Yi Ji**, Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. *Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24)*, 2024.

## WORKING PAPER

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Shan Huang, Yuan Yuan, and **Yi Ji**, “The Strength of Weak Ties” Varies Across Viral Channels.

## CONFERENCE PRESENTATIONS

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Huang, S., & Ji, Y.\*, Algorithmic versus 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 versus 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, Pok Fu Lam, Hong Kong, Jun. 2024.

*Note: \* indicates as presenter.*

## SELECTED SCHOLARSHIPS & AWARDS

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Postgraduate Scholarships (HK\$18,760 per month), University of Hong Kong 2024

FBE PhD Entrance Scholarship (HK\$42,100), University of Hong Kong 2024

Ms. Chan Yee-chun Academic Scholarship (HK\$10,000), New Asia College 2024

HKSAR Government Scholarship (HK\$80,000), HKSAR Education Bureau 2023

Mr. Akihiro Nagahara Scholarship (HK\$42,100), New Asia College 2023

Outstanding Academic Performance (HK\$30,000), Chinese University of Hong Kong 2022, 2023

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

Dean's Honours List, Chinese University of Hong Kong 2020, 2021, 2022, 2023, 2024

## PROFESSIONAL EXPERIENCES

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<b>Tencent</b> , Shenzhen, China Research Internship   Interactive Entertainment Group (IEG)	<i>Commencing Jan. 2025</i>
<b>Datawake (Start-up)</b> , Shenzhen, China Artificial Intelligence Engineer	<i>Sep. 2023 - Present</i>
<b>Tencent</b> , Guangzhou, China Research Internship   Weixin Group (WXG)	<i>Sep. 2023 - Aug. 2024</i>
<b>Tencent</b> , Shenzhen, China Data Analyst Internship   Platform & Content Group (PCG)	<i>Summer 2021</i>

## DOCTORAL COURSEWORK

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**Economics:** Microeconomic Theory, Econometric Theory  
**Statistics:** Advanced Statistical Inference

## TECHNICAL SKILLS

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<b>Programming Languages</b>	Python, C/C++, Java, JavaScript, SQL, R
<b>Software</b>	L <sup>A</sup> T <sub>E</sub> X, MS Office, Stata, MATLAB, PyTorch, oTree
<b>Languages</b>	Mandarin (native), English (fluent), Cantonese (fluent)

- Last Updated on *November 8, 2024* -