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
Doctoral Courses: Microeconomic Theory, Econometric Theory, Advanced Statistical Inference

New Asia College, 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

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

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

SCHOLARSHIPS, HONORS & AWARDS

Postgraduate Scholarships, HKU Business School	*2024*
FBE PhD Entrance Scholarship, HKU Business School	*2024*
Academic Excellence Award, CUHK Business School	*2024*
Ms. Chan Yee-chun Academic Scholarship, New Asia College	*2024*
Lifetime Member of Beta Gamma Sigma (BGS) Business Honor Society, CUHK Chapter	*2024*
HKSAR Government Scholarship, CUHK & HKSAR Education Bureau	*2023*
Hong Kong, China - APEC Scholarship, CUHK & HKSAR Education Bureau	*2023*
Mr. Akihiro Nagahara Scholarship, New Asia College	*2023*
Scholarships for Outstanding Academic Performance, CUHK CSE	*2022, 2023*
Head's List, New Asia College	*2021, 2022, 2023*
Dean's Honours List, CUHK CSE	*2020, 2021, 2022, 2023*

PROFESSIONAL EXPERIENCES

Datawake, Shenzhen, China *Sep. 2023 - Present*
AI Engineer Internship (Part-time)

Tencent, Guangzhou, China *Sep. 2023 - Aug. 2024*
Research Internship | Weixin Group (WXG)

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

TECHNICAL SKILLS

Programming Languages	Python, C/C++, Java, JavaScript, SQL, R
Software	LaTeX, MS Office, Stata, MATLAB, PyTorch, oTree
Languages	Mandarin (native), English (fluent), Cantonese (fluent)