

Yi Ji

Department of Marketing
Faculty of Business and Economics
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EDUCATION

- Ph.D. Quantitative Marketing, University of Hong Kong, 2024 - Present
B.B.A. Business Economics (First-Class Honours), Chinese University of Hong Kong, 2019 - 2024
B.S. Computer Science (First-Class Honours), Chinese University of Hong Kong, 2019 - 2023

RESEARCH INTERESTS

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

WORKING PAPERS

[Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment](#), with Shan Huang and Leyu Lin

- Published as Extended Abstract in the Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24), pending forwarding to academic journals

- Presented at INFORMS Marketing Science Conference 2025, 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 (The Chinese University of Hong Kong Chapter)

PROFESSIONAL EXPERIENCES

2025-now Data Science Intern @ Tencent, Shenzhen, China

2023-now Consultant @ DataAwaken (Shenzhen) Technology Co., Ltd., Shenzhen, China

2023-24 Research Intern @ WeChat, Guangzhou, China

2021 Data Analyst Intern @ Tencent, Shenzhen, China

TECHICAL SKILLS

Programming Languages: Python, C/C++, Java, JavaScript, SQL, R

Software: L^AT_EX, MS Office, Stata, MATLAB, PyTorch, oTree, MERN Stack

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

Updated June 2025