

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. 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^AT_EX, MS Office, Stata, MATLAB, PyTorch, oTree, MERN Stack

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

Updated January 2025