

# YI JI

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

Github ◊ LinkedIn

## EDUCATION

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### 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

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

## WORKING PAPERS

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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

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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

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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

RESEARCH EXPERIENCES

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<b>The University of Hong Kong</b> Research Assistant   Supervisor: Shan Huang	<i>May 2023 - Aug. 2024</i>
<b>The Chinese University of Hong Kong</b> Research Assistant (Part-time)   Supervisors: Yi-Shan Lee, Lachlan Deer	<i>Jun. 2024 - Aug. 2024</i>
<b>The University of Hong Kong</b> HKU Summer Research Programme   Supervisor: Shan Huang	<i>Summer 2023</i>
<b>The Chinese University of Hong Kong</b> Research Assistant   Supervisor: Yi-Shan Lee	<i>Dec. 2021 - Aug. 2023</i>

PROFESSIONAL EXPERIENCES

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<b>Tencent</b> , Shenzhen, China Research Internship   Interactive Entertainment Group (IEG)	<i>Commencing Jan. 2025</i>
<b>Datawake</b> , Shenzhen, China AI Engineer Internship (Part-time)	<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>

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 October 24, 2024 -