

# Yi Ji

Faculty of Business and Economics  
University of Hong Kong

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jasonyi.github.io

## 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 (WeChat)

Published as Extended Abstract in the Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24), Major Revision at *Information Systems Research*

[“The Strength of Weak Ties” Varies Across Viral Channels](#), with Shan Huang and Yuan Yuan

## WORK IN PROGRESS

LLMs in Product Selection for Small E-Commerce, with Shan Huang

LLM-based Digital Twins for Market Research, with Shan Huang, Tong Wang and Jinyong Ma (ByteDance)

## CONFERENCE PRESENTATIONS

### **Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment**

Conference on Information Systems and Technology (CIST), Atlanta, USA, 2025\*

INFORMS Marketing Science Conference, Washington DC, USA, 2025

The Twenty-Fifth ACM Conference on Economics and Computation (EC'24), New Haven, USA, 2024\*

China India Insights Programme (CIIP), Hong Kong, 2024

### **LLMs in Product Selection for Small E-Commerce**

INFOMRS Annual Meeting, Atlanta, USA, 2025\*

\* indicates as presenter

## SELECTED SCHOLARSHIPS AND AWARDS

Postgraduate Scholarships, University of Hong Kong	2024
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FBE PhD Entrance Scholarship, University of Hong Kong	2024
HKSAR Government Scholarship, HKSAR Education Bureau	2023
Dean's Honours List, Chinese University of Hong Kong	2020, 2021, 2022, 2023

## DOCTORAL COURSEWORK

### Economics

Mathematics for Economics

Econometric Theory

Microeconomic Theory

### Marketing

Empirical Marketing Models

Structural Models and Empirical Methods

### Computer Science and Statistics

Advanced Statistical Inference

Advanced Natural Language Processing

## TEACHING ASSISTANTSHIP

MSMK7034 A/B Testing in Product Management (Master-level, 2025)

## MEMBERSHIP

Beta Gamma Sigma (The Chinese University of Hong Kong Chapter)

## PROFESSIONAL EXPERIENCES

Research Intern @ ByteDance, Shenzhen, China	September 2025 - Present
Data Scientist @ DataWake (Start-up), Shenzhen, China	September 2023 - Present
Data Science Intern @ Tencent, Shenzhen, China	March - August 2025
Research Intern @ WeChat, Guangzhou, China	September 2023 - August 2024
Data Analyst Intern @ Tencent, Shenzhen, China	Summer 2021

## TECHNICAL SKILLS

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

Software: L<sup>A</sup>T<sub>E</sub>X, MS Office, Stata, MATLAB, PyTorch, oTree, MERN Stack

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

Updated October 2025