

EDUCATION	The University of Hong Kong	Hong Kong
	<i>Ph.D. in Marketing</i>	2024 - Present
	<ul style="list-style-type: none"> • Advisor: Prof. Shan Huang • Research area: Quantitative Marketing 	
	New Asia College, The Chinese University of Hong Kong	Hong Kong
	<i>B.B.A. in Business Economics, with First Class Honours</i>	2024
	<i>B.Sc. in Computer Science, with First Class Honours</i>	2023
	<ul style="list-style-type: none"> • GPA: 3.8/4.0 	
PUBLICATIONS	1. Shan Huang, Yi Ji. Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. <i>Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24)</i> , 2024.	
WORKING PAPERS	1. Shan Huang, Yuan Yuan, Yi Ji. “The Strength of Weak Ties” Varies Across Viral Channels.	
CONFERENCE PRESENTATIONS	1. Shan Huang, Yi Ji*. Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. <i>The Twenty-Fifth ACM Conference on Economics and Computation (EC'24)</i> , Yale University, New Haven, US, 2024.	
	2. Shan Huang, Yi Ji. Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. <i>China India Insights Program Conference (CIIP) 2024</i> , The University of Hong Kong, Pok Fu Lam, Hong Kong, 2024.	
	Notes: * indicates as presenter.	
INTERNSHIPS	Datawake Shenzhen, China	2023.09 - Present
	<i>AI Engineer Intern (Part-time)</i>	
	WeChat Guangzhou, China	2023.09 - 2024.08
	<i>Research Intern</i>	
	Tencent Shenzhen, China	Summer 2021
	<i>Data Analyst Intern</i>	
AWARDS AND HONORS	• 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
	• HKSAR Government Scholarship, HKSAR Education Bureau	2023
	• Hong Kong, China - APEC Scholarship, HKSAR Education Bureau	2023
	• Mr. Akihiro Nagahara Scholarship, New Asia College	2023
	• Outstanding Academic performance, CUHK CSE	2022, 2023
	• Head's List (Merit), New Asia College	2021, 2022, 2023
	• Dean's Honours List, CUHK CSE	2020, 2021, 2022, 2023

DOCTORAL COURSEWORK	Economics
	<ul style="list-style-type: none"> – Mathematics for Economics – Microeconomic Theory – Econometric Theory
	Statistics
	<ul style="list-style-type: none"> – Advanced Statistical Inference
SKILLS	Languages: Mandarin, English, Cantonese.
	Programming: Python, C/C++, Java, JavaScript, SQL, R.
	Software: L ^A T _E X, MS Office, Stata, MATLAB, PyTorch, oTree.