

YI JI

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

Github ◊ LinkedIn

EDUCATION

The University of Hong Kong (HKU)

2024 - Present

Ph.D. Student in Marketing - Quantitative Marketing Stream

The Chinese University of Hong Kong (CUHK)

2019 - 2024

B.Sc. in Computer Science, First Class Honours

B.B.A. in Business Economics, First Class Honours (Lifetime Membership of GBS)

GPA: 3.8/4.0

RESEARCH INTERESTS

Quantitative Marketing, Computational Social Science, Human-AI Interaction

WORKING PAPERS

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

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*

HONORS & AWARDS

Ms. Chan Yee-chun Academic Scholarship, awarded by New Asia College *2024*

Postgraduate Scholarships, awarded by HKU *2024*

FBE PhD Entrance Scholarship, awarded by HKU *2024*

Summer Research Scholarship, awarded by HKU *2023*

HKSAR Government Scholarship, awarded by HKSAR Education Bureau *2023*

Hong Kong, China - APEC Scholarship, awarded by HKSAR Education Bureau *2023*

Mr. Akihiro Nagahara Scholarship, awarded by New Asia College *2023*

Outstanding Academic Performance, awarded by CUHK *2022, 2023*

Head’s List, awarded by New Asia College *2021, 2022, 2023*

Dean’s List, awarded by CUHK *2020, 2021, 2022, 2023*

Summer Research Grant, awarded by CUHK *2022*

INDUSTRIAL EXPERIENCES

Datawake , Shenzhen, China AI Engineer Internship	<i>Sep. 2023 - Present</i>
Tencent , Guangzhou, China Research Internship Weixin Group (WXG)	<i>Sep. 2023 - Present</i>
Tencent , Shenzhen, China Data Analyst Internship Platform & Content Group (PCG)	<i>Summer 2021</i>

SKILLS

Programming Languages	Python, C/C++, Java, JavaScript, SQL, R
Software	L ^A T _E X, MS Office, Stata, MATLAB, oTree, Dify, AutoGen

- Last Updated on July 27, 2024 -