Yi Ji

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Faculty of Business and Economics
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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

My current research interests focus on two areas:

(1) leveraging large language models (LLMs) to simulate consumer and user behavior in real-world business contexts;

(2) integrating LLMs with traditional machine learning methods to enhance decision-making processes.

WORKING PAPERS

Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, with Shan Huang and Leyu Lin
- Published as Extended Abstract in the Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24), pending forwarding to academic journals
- Accepted for presentation at CIST 2025, INFORMS Marketing Science Conference 2025, 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 (Full-Tuition Fee), 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

Computer Science and Statistics

Advanced Statistical Inference

Advanced Natural Language Processing

MEMBERSHIP

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

INDUSTRIAL EXPERIENCES

Data Science 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: LaTeX, MS Office, Stata, MATLAB, PyTorch, oTree, MERN Stack

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

Updated September 2025