

George (Zhida) Gui

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ACADEMIC APPOINTMENT

Columbia Business School

Assistant Professor, Marketing Division

2024 (*Expected*)

Instructor, Marketing Division

2023

EDUCATION

Stanford University Graduate School of Business

2018 - 2023

Ph.D. in Quantitative Marketing

Committee: Navdeep Sahni (Co-chair), Harikesh Nair (Co-chair),
Guido Imbens, Wesley Hartmann, Kwabena Donkor

University of Chicago

2012 - 2016

B.A. with Honors in Economics; B.S. in Applied Mathematics

RESEARCH INTERESTS

Causal Inference, Behavioral Economics, Industrial Organization, E-commerce Platform

RESEARCH PROJECTS

Designing Promises with Reference-Dependent Customers: The Case of Online Grocery Delivery Time

with Tilman Drerup

- 2023 ISMS Doctoral Dissertation Award
- 2023 ASA Statistics in Marketing Best Doctoral Dissertation Proposal Finalist
- 2022 Shankar-Spiegel Award for the Best Dissertation Proposal Runner-up

Combining Observational and Experimental Data to Improve Efficiency Using Imperfect Instruments

Accepted by *Marketing Science*

The Challenge of Using LLMs to Simulate Human Behavior: A Causal Inference Perspective

with Olivier Toubia

Auction Throttling and Causal Inference of Online Advertising Effects

with Harikesh Nair and Fengshi Niu

Accepted at [EC'22](#)

Finding Exogenous Variation in Data

with Eliot Abrams and Ali Hortaçsu

2nd round R&R, *Quantitative Marketing and Economics***AWARDS**

ISMS Doctoral Dissertation Award	2023
ASA Statistics in Marketing Best Doctoral Dissertation Proposal Finalist	2023
Shankar-Spiegel Award for the Best Dissertation Proposal Runner-up	2023
AMA-Sheth Foundation Doctoral Consortium Fellow	2022
Stanford Graduate School of Business Fellowship	2018-2023
4th place in Kaggle Market Basket Competition (out of 2623 teams)	2017
David S. Hu Award for Excellence in Economics, University of Chicago	2016

CONFERENCE AND INVITED SEMINAR PRESENTATIONS

ASA Statistics in Marketing, Toronto, Canada	Aug 2023
ISMS Marketing Science Conference, Miami, FL	June 2023
Behavioral Industrial Organization and Marketing Symposium, Michigan	May 2023
UCLA Marketing Camp	Apr 2023
Wharton School of Business, University of Pennsylvania	Nov 2022
Simon School of Business, University of Rochester	Nov 2022
Jindal School of Management, UT Dallas	Oct 2022
Booth School of Business, University of Chicago	Oct 2022
Carey School of Business, Johns Hopkins University	Oct 2022
Columbia Business School, Columbia University	Oct 2022
Stern School of Business, New York University	Sep 2022
ACM Conference on Economics and Computation, Boulder, CO	July 2022
ISMS Marketing Science Conference, Rochester, NY	June 2021

Refereed articles for: Marketing Science, Management Science, Quantitative Marketing and Economics

TEACHING EXPERIENCE

Instructor , Columbia Business School	
Marketing Strategy	Fall, 2023
Teaching Assistant , Stanford University Graduate School of Business	
Marketing Management	Winter, 2023
Marketing Research	Winter, 2023
Monetization	Spring, 2020-2021
Teaching Assistant , University of Chicago Booth School of Business	
Data Science for Marketing Decision Making	Winter, 2017

OTHER EXPERIENCE

Instacart, San Francisco, CA

Part-time Economist

October 2020-Present

WeWork, Palo Alto, CA

Research Intern in Computational Economics

July 2019 - September 2019

Becker Friedman Institute at University of Chicago, Chicago, IL

Research Professional for Ali Hortagsu and Günter Hitsch

August 2016 - July 2018

OUTSIDE ACTIVITIES

Consulting: Instacart