

George (Zhida) Gui

New York, NY 10025
Columbia Business School
665 W 130th St

zg2467@gsb.columbia.edu
<https://georgegui.com>

ACADEMIC APPOINTMENT

Columbia Business School

Assistant Professor, Marketing Division

2024

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, Generative AI, Industrial Organization, E-commerce Platform

PUBLICATIONS

Combining Observational and Experimental Data to Improve Efficiency Using Imperfect Instruments

Marketing Science (2023)

WORKING PAPERS

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

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

Finding Exogenous Variation in Data

with Eliot Abrams and Ali Hortag̈su

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

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

CONFERENCE AND INVITED SEMINAR PRESENTATIONS

IIM Ahmedabad	<i>Feb 2024</i>
Kellogg, Northwestern University	<i>Feb 2024</i>
Luohan Academy	<i>Feb 2024</i>
Bass FORMS Conference, UT Dallas	<i>Feb 2024</i>
ASA Statistics in Marketing, Toronto, Canada	<i>Aug 2023</i>
ISMS Marketing Science Conference, Miami, FL	<i>June 2023</i>
Behavioral Industrial Organization and Marketing Symposium, Michigan	<i>May 2023</i>
UCLA Marketing Camp	<i>Apr 2023</i>
Wharton School of Business, University of Pennsylvania	<i>Nov 2022</i>
Simon School of Business, University of Rochester	<i>Nov 2022</i>
Jindal School of Management, UT Dallas	<i>Oct 2022</i>
Booth School of Business, University of Chicago	<i>Oct 2022</i>
Carey School of Business, Johns Hopkins University	<i>Oct 2022</i>
Columbia Business School, Columbia University	<i>Oct 2022</i>
Stern School of Business, New York University	<i>Sep 2022</i>
Instacart, San Francisco, CA	<i>Nov 2022</i>
ACM Conference on Economics and Computation, Boulder, CO	<i>July 2022</i>
ISMS Marketing Science Conference, Rochester, NY	<i>June 2021</i>
JD.com, San Francisco, CA	<i>May 2020</i>

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

TEACHING EXPERIENCE

Instructor, Columbia Business School

Marketing Strategy

2023-2024

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 Hortaçsu and Günter Hitsch

August 2016 - July 2018

OUTSIDE ACTIVITIES

Consulting: Instacart