

# George (Zhida) Gui

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Columbia Business School  
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## ACADEMIC APPOINTMENT

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### Columbia Business School

Assistant Professor, Marketing Division

2024

Instructor, Marketing Division

2023

## EDUCATION

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### 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

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

## PUBLICATIONS

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### Combining Observational and Experimental Data to Improve Efficiency Using Imperfect Instruments

*Marketing Science* (2024)

## WORKING PAPERS

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### 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

### Modeling Story Expectations to Understand Engagement: A Generative Framework Using LLMs

with Hortense Fong

**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 Hortag su

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

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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>
<a href="#">4th</a> 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**

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Instacart	<i>Dec 2024</i>
Causal Data Science	<i>Nov 2024</i>
VQMS	<i>Oct 2024</i>
Temple University	<i>Oct 2024</i>
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

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**Instructor**, Columbia Business School

Marketing Strategy

*2023-present*

## OTHER EXPERIENCE

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**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

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Consulting: Instacart