

George (Zhida) Gui

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ACADEMIC APPOINTMENT

Columbia Business School

Assistant Professor, Marketing Division

2024 - Present

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

PUBLICATIONS

Twin-2K-500: A dataset for building digital twins of over 2,000 people based on their answers to over 500 questions (*Database Article*)

with Olivier Toubia, Tianyi Peng, Daniel J. Merlau, Ang Li, Haozhe Chen

Marketing Science (2025)

Combining Observational and Experimental Data to Improve Efficiency Using Imperfect Instruments

Marketing Science (2024)

WORKING PAPERS

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

with Olivier Toubia

Marketing Science, *Revise & Resubmit*

Leveraging LLMs to Improve Experimental Design: A Generative Stratification Approach

with Seungwoo Kim

Journal of Marketing Research, *Revise & Resubmit*

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

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

with Hortense Fong

Targeting with Operational Constraints

with Yi-Wen Chen and Eva Ascarza

Draft available upon request

CONFERENCE PUBLICATIONS

Auction Throttling and Causal Inference of Online Advertising Effects

with Harikesh Nair and Fengshi Niu

The Twenty-Third ACM Conference on Economics and Computation (EC'22)

Finding Exogenous Variation in Data

with Eliot Abrams and Ali Hortaçsu

AAAI Workshops, 2018

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

NABE Tech Economics Summer Webinar Series	<i>July 2026</i>
ISMS Marketing Science Conference, Carcavelos, Portugal	<i>June 2026</i>
Theory + Practice in Marketing Conference, Esade, Barcelona	<i>June 2026</i>
Symposium on Artificial Intelligence in Marketing, Wisconsin	<i>May 2026</i>
GenAI for Operational Decision-making Workshop, Columbia	<i>May 2026</i>
NBER AI and Economic Measurement Conference, Stanford	<i>May 2026</i>
Harvard Business School	<i>Feb 2026</i>
LLM application workshop, Lehigh	<i>Jan 2026</i>
Rotman, University of Toronto	<i>Jan 2026</i>
Cornell University	<i>Dec 2025</i>
Meta	<i>Nov 2025</i>
AI & Marketing: New Methods and New Risks Conference, Stanford	<i>Nov 2025</i>
Business & Generative AI Conference, SF	<i>Sep 2025</i>

ISMS Marketing Science Conference, DC	<i>June 2025</i>
New Data Consumer Insights, Chicago	<i>May 2025</i>
Management Analytics Research Cluster Conference, Toronto	<i>Mar 2025</i>
Fuqua, Duke University	<i>Feb 2025</i>
MarkTech, New York	<i>Dec 2024</i>
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, Journal of Marketing Research, RAND, International Journal of Research in Marketing

TEACHING EXPERIENCE

Instructor, Columbia Business School
Marketing Strategy *2023-present*

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