Contact information

Name: George Gui
Email address: ggui@stanford.edu
Major: Quantitative Marketing
Years of Enrollment and Institutions: 3rd year PhD at Stanford GSB

Courses:

Econometric Method 1-3
Core Microeconomics 1-3
Industrial Organization 1-2
Deep Learning
Machine Learning and Causal Inference
Empirical Analysis of Dynamic Decision Contexts
Quantitative Research in Marketing
Quantitative Methods for Empirical Research
Contracts, Information, and Incentives
Advanced Empirical Methods
Behavioral Decision Making
Matching and Market Design

Research interest:

I'm interested in causal inference, advertising, online platforms, and empirical mechanism design.

Research projects in progress:

- Using Auction Throttling to Measure the Effect of Online Advertising, with Harikesh Nair
- Combining Observational and Experimental Data Using First-Stage Covariates