Chris Gu

Scheller College of Business, Georgia Institute of Technology

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EDUCATION

Ph.D. in Marketing, 2016
Booth School of Business, The University of Chicago, Chicago, IL

M.S. in Statistics, 2010
The University of Chicago, Chicago, IL

B.S. in Applied Mathematics and Computer Science, 2005
Columbia University, New York, NY

RESEARCH

Research Interests:
AI/ML, Network Analysis, Causal Inference
Consumer Behavior and Markets, Industrial Organization, Sustainability

Published Articles:
Understanding the Returns to Integrated Enterprise Systems: The Impacts of Agile and Phased Implementation Strategies, with Sinan Aral, Erik Brynjolfsson, Hongchang Wang, and D.J. Wu. Management Information Systems Quarterly, vol. 48, no. 2, pp. 749-774, Jun 2024.

Consumer Tax Credits for EVs: Some Quasi-Experimental Evidence on Consumer Demand, Product Substitution, and Carbon Emissions, with Cheng He, Cem Ozturk and Pradeep Chintagunta. Management Science, vol. 69, no. 12, pp. 7759-7783, May 2023.

Consumer Online Search with Partially Revealed Information, with Yike Wang. Management Science, vol. 68, no. 6, pp. 4215-4235, Jun. 2022.

The End of the Express Road for Hybrid Vehicles: Can Goverments' Green Product Incentives Backfire? with Cheng He, Cem Ozturk and Jorge Silva-Risso. Marketing Science, vol. 40, no. 1, pp. 80–100, Jan. 2021.

Submitted Articles:
Graph Neural Networks: Theory for Estimation with Application on Network Heterogeneity, with Yike Wang and Taisuke Otsu

Network Estimator Efficiency

Book Chapters:
Principal Component and Static Factor Analysis, with Jianfei Cao and Yike Wang, Macroeconomic Forecasting in the Era of Big Data, 2020, 229-266. Advanced Studies in Theoretical and Applied Econometrics, vol. 52, Springer.

Conference Presentations:

Graph Neural Networks for Causal Inference in Influencer Marketing: Modeling Network Effects and Heterogeneity, Marketing Science Conference, 2025

Graph Neural Networks: Theory for Estimation with Application on Network Heterogeneity, Recent Advances in Panel and Network Data at University of Oxford, 2024

Graph Neural Networks: Theory for Estimation with Application on Network Heterogeneity, North America Summer Meeting of the Econometric Society in Nashville, Tennessee, 2024

The Implications of FDI Disinvestment Decisions in Emerging Markets, AMA Summer Academic Conference, 2023

The Implications of Foreign Disinvestment Decisions in Emerging Markets, Marketing Science Conference, 2023

Do Consumer Tax Credits for Electric Vehicles Work? Implications for Product Substitution and Carbon Emissions, Marketing Science Conference, 2021

Firm Investment Cancellation Under Political Risk and Negative Online Word-of-Mouth Spillover, AMA Winter Academic Conference, 2020

Learning in Chronic Disease Medication Demand – the Case of Hypertension, Marketing Science Conference, 2019

Giving Green to Get Green? Yes and No, Marketing Science Conference, 2018

The Dynamic Effects of Friendship in Online Crowdfunding, Marketing Science Conference, 2017

Consumer Online Search with Partially Revealed Information, Academy of Marketing Science Annual Conference, 2017

Consumer Online Search with Partially Revealed Information, Georgia Research Symposium, 2017

Consumer Online Search with Partially Revealed Information, Marketing Science Conference, 2016

The Dynamics of Social Influence in Online Crowdfunding, Marketing Science Conference, 2016

TEACHING

Georgia Institute of Technology, Atlanta, GA
    Understanding Markets with Data Science, 2016 - present
    Management Statistics, 2021 - present

Instructor, University of Chicago, Chicago, IL
    Introduction to Statistics, Spring 2009

Teaching Assistant, University of Chicago, Chicago, IL
    Pricing Strategy (EMBA and MBA), Fall 2012, Spring 2013, Spring 2014, Summer 2015
    Statistical Insights in Marketing (MBA), Summer 2010, Summer 2011
    Business Statistics (MBA), Summer 2010
    Applied Linear Regression, Fall 2009
    Introduction to Mathematical Probability, Spring 2009

FELLOWSHIPS AND AWARDS

Georgia Institute of Technology
    The Ray C. Anderson Center for Sustainable Business Award for infusing sustainability in teaching
        Award Amount: $2000
    "Thank a teacher note" from the Center for Teaching and Learning due to student nomination
    The Center for Serve-Learn-Sustain Course Development Award
        Award Amount: $3000

ISMS Doctoral Dissertation Award
        Award Amount: $5000
AMS Mary Kay Foundation Doctoral Dissertation Competition Finalist

University of Chicago
    Katherine Dusak Miller PhD Fellowship
    Chicago Booth PhD Fellowship
    Paul Meier Fellowship
    Excellence of Teaching

Columbia University
    Fu Foundation Fellowship
    Computer Science Department Award for Outstanding Research
    Magna cum laude