

EMIL MIRZAYEV

UCL School of Management, Level 38 One Canada Square, Canary Wharf, London, E14
5AA, United Kingdom
+44 (0)74 8214 9270, e.mirzayev@ucl.ac.uk

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Employment

2023 – **University College London, United Kingdom**
Postdoctoral research fellow

2017-2018 **Cuculus GmbH, Germany**
Data Scientist

Education

2018-2023 **SKEMA Business School, France**
PhD in Business Administration

2013-2016 **Friedrich Schiller University Jena, Germany**
M.Sc. in Economics

2008-2012 **Azerbaijan State Oil Academy, Baku, Azerbaijan**
B.Sc. in Economics

Research Interests

Artificial intelligence, strategic decision making

Publications¹²

Doshi A.R., Bell J.J., **Mirzayev E.**, & Vanneste B.S. (2025), Generative artificial intelligence and evaluating strategic decisions, *Strategic Management Journal*, 46(3): 583-610.

Other publications

Fišar M., Greiner B., Huber C., Katok E., Ozkes A., and the Management Science Reproducibility Collaboration (2024). Reproducibility in Management Science. *Management Science*, 70(3): 1343-1356. [Note: Member of the Management Science Reproducibility Collaboration]

Mirzayev E., & Babutsidze Z. (2022), User control and acceptance of recommender systems. In *SAIS*, 15.

¹ <https://orcid.org/0009-0007-5376-8469>

² <https://scholar.google.com/citations?user=5B197WgAAAAJ>

Mirzayev E., Babutsidze Z., Rand W., & Delahaye T. (2021), Use of clustering for consideration set modeling in recommender systems. In *HICSS* (4270-4279).

Babutsidze Z., Rand W., **Mirzayev E.**, Rafai I., Hanaki N., Delahaye T., & Acuna-Agost R. (2019), Asymmetric dominance in airfare choice. In *International Choice Modelling Conference*.

Working papers

Mirzayev, E., Testoni M., & Vanneste B.S., Artificial agents and the evaluation of M&As, *Management Science*, revise & resubmit

Babutsidze Z., Rand W., **Mirzayev E.**, Rafai I., Hanaki N., Delahaye T. & Acuna-Agost R., Choice modeling with context effects: Generalization for observational data, *Journal of Behavioral Decision Making*, revise & resubmit

Teaching

Artificial Intelligence for Business (MSc); Machine Learning for Business (MSc); Python for Data Science (MSc).

Conferences and workshops

8th annual Conference on Digital Experimentation at MIT, 2021

54th Hawaii International Conference on System Sciences, 2021

6th Symposium on ,statistical challenges in ecommerce, Spain, 2020

International Choice Modeling Conference, Japan, 2019

Languages

English, German, Russian, Azerbaijani, Turkish

Python, R, Stata

Other service

2016- Co-founder Azerbaijani Python User Group
855 members as of 2025

2012-2013 Azerbaijani Armed Forces
Artillery gunner