

EMIL MIRZAYEV

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Academic experience

2022-present

University College London, United Kingdom
Postdoctoral research fellow

Education

2018-2023

**SKEMA Business School / Côte d'Azur University,
France**

PhD in Business Administration
Supervisor: Zakaria Babutsidze
Dissertation title: The power of context in decision-making
and recommendations

2013-2016

Friedrich-Schiller University, Germany
MSc in Economics

2008-2012

Azerbaijan State Oil Academy, Azerbaijan
BSc in Economics

Research Interests

Artificial intelligence, large language models, strategy, strategic decision-making

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

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.

Selected 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.
- **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*.

Teaching

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

Invited conferences and workshops

“Artificial agents and the evaluation of M&As”

- Strategy Science, Spain, 2025

“Generative artificial intelligence and evaluating strategic decisions”

- Strategic Management Society, Türkiye, 2024*
- Ghoshal conference, UK, 2024*

“Use of clustering for consideration set modeling in recommender systems”

- 8th annual Conference on Digital Experimentation at MIT, USA, 2021
- 54th Hawaii International Conference on System Sciences, USA, 2021

“Asymmetric dominance in airfare choice”

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

*Presented by a co-author

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

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

Honors and awards

- Best PhD dissertation nomination, Côte d'Azur University, 2023

Industry experience

2017-2018

Cuculus GmbH, Germany
Data Scientist

2016-2017

Freelancer, Azerbaijan (remote)
Data Scientist

Languages and technical skills

- Languages: English, German, Russian, Azerbaijani, Turkish
- Technical skills: Python, R, Stata

Other activities

2017-present

Conducted 30+ free seminars and workshops for the Azerbaijani audience on the topics of Python, Data Science, Machine Learning, and AI

2016-present

Co-founder Azerbaijani Python User Group