

# EMIL MIRZAYEV

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Last updated: May 2025

## Academic experience

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2022- to present

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

## Education

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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**  
M.Sc. in Economics

2008-2012

**Azerbaijan State Oil Academy, Azerbaijan**  
B.Sc. in Economics

## Research Interests

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

## Working papers

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- **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

## Publications<sup>12</sup>

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- 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

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- 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

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

## Invited conferences and workshops

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“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
- 54<sup>th</sup> 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

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

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

## Honors and awards

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

## Industry experience

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2017-2018

**Cuculus GmbH, Germany**  
Data Scientist

2016 - 2017

**Independent contractor, Azerbaijan (remote)**  
Data Scientist

## Languages and technical skills

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

## Other activities

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2017- to present

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

2016- to present

Co-founder Azerbaijani Python User Group