# Louise Guillouët

Department of Economics Columbia University 420 West 118th Street New York, NY 10027 +1 929 309 6583 louise.guillouet@columbia.edu linkedin.com/in/Louise-Guillouet http://www.louiseguillouet.com

PLACEMENT CHAIRS:

Don Davis, +1 212 854 3037, drdavis@columbia.edu Suresh Naidu, +1 212 854 0027, sn2430@columbia.edu

PLACEMENT ASSISTANT:

Amy Devine, +1 232 854 6881, aed2152@columbia.edu

PRIMARY FIELD:

Development Economics
SECONDARY FIELDS:
Industrial Organization
Environmental Economics

### **EDUCATION**

Ph.D. | EconomicsAug. 2016 – presentColumbia UniversityNew York, NYM.Sc. Summa Cum Laude | Analysis and Policy in Economics2016Paris School of EconomicsParis, FranceB.A. and B.Sc. Cum Laude | Science and Social Science2013Sciences Po and Université Pierre et Marie CurieParis, France

Job Market Paper

### The Demand Side of Firm Growth: Evidence from Mexico

Draft

Abstract: Information frictions prevent customers from knowing the true quality of products. Consumers may therefore favor firms that already have an established reputation, limiting the growth of small or new firms and potentially overall growth. In Mexico, foreign firms are much larger than domestic firms on average. In this paper, I ask how much uncertainty about product quality can account for the differences between international firms which are generally very large and domestic firms, most of which are very small. I study this question in the context of the consumer goods industry. In Mexico uncertainty about product quality is prevalent and consumers are willing to pay a higher price for global brands. Leveraging barcode-level consumption data, I show that domestic firms grow more through the growth of surviving goods than through new goods, and that domestic goods have a slower and longer life-cycle than foreign goods. I also show that the new customers of older domestic goods are poorer than the customers of new domestic products, a pattern that does not exist for foreign products. I rationalize these findings using a model of product choice under uncertainty. The possibility of learning through others slows down the most price-sensitive customers from buying a new product, driving down firms' profits. Lastly, I document the mechanisms behind this model by showing evidence of learning, evidence of the importance of the uncertainty margin, and evidence of the relevance of price-sensitivity.

# WORKING PAPERS

# Language Barriers in Multinationals and Knowledge Transfers

with Amit Khandelwal, Rocco Macchiavello and Matthieu Teachout

Draft

# Precaution and Information in a World of Deep Uncertainty

with David Martimort

Draft

### WORK IN PROGRESS

The Unequal Gains from Entry at the Top: Estimating the Whole Foods Effect

Draft available upon request

**Shopping Alone: The Impact of the Decline of the American Mall** with Guy Aridor and Howard Zhang

| _      |      |      |          |
|--------|------|------|----------|
| DECE A | DOIL | CD   | NITC     |
| RESEA  | KL H | (TK/ | 4 IX I 5 |

| RESEARCH GRANTS   |   |  |  |
|---|---|--|--|
| Supply-Chain Linkages with FDI Firms: Experimental Evidence from International Growth Centre (IGC), £175,394, with Amit Khandelwal and Rocco  | -   |  |  |
| Evaluating a novel approach for expanding the pool of entrepreneurs in Myanmar (returned) IGC's Small and Growing Business Fund, £19,774, with Réka Zempléni                        |   |  |  |
| The Social Quality of Goods<br>NSF Doctoral Dissertation Improvement Grant, \$25,000  | 2020  |  |  |
| CONFERENCES AND PRESENTATIONS   |   |  |  |
| ASSA (scheduled)  | 2022  |  |  |
| CEPR's Structural Transformation and Economic Growth Conference, Society for Institutional and Organizational Economics Annual Conference, Global Priorities Conference (scheduled) |   |  |  |
| CEPR/EBRD's Economics of Transition Seminar, Northeastern Universi Consortium, Empirical Management Conference  | ties Development 2020                           |  |  |
| French Association of Environmental and Resource Economics Annual Conference, Sciences Po<br>Paris Friday Seminar, University of Warwick Economics PhD Conference                   |   |  |  |
| World Congress of Environmental and Resource Economics, IPA Small and Medium Enterprise Program Meeting, NYU Abu Dhabi and PEDL Workshop on the Frontiers of Research               |   |  |  |
| Honors and Awards   |   |  |  |
| Global Priorities Institute Fellowship Oxford University and the Forethought Foundation   | Spring 2021                                     |  |  |
| Wueller Fellowship  | Spring 2020                                     |  |  |
| Best pre-dissertation proposal in Economics, Columbia University  | 1 0   |  |  |
| Alliance Mobility Fellowship  | Spring 2019                                     |  |  |
| To fund research visit at Sciences Po   |   |  |  |
| International Study Fellowship Sp.  |   |  |  |
| American Foundation for the Paris School of Economics   |   |  |  |
| TEACHING EXPERIENCE   |   |  |  |
| Intermediate macroeconomics (Teaching assistant) Spring 2018, Fall 201  |   |  |  |
| Columbia University  New  |   |  |  |
| Economic development (Teaching assistant)  Columbia University  Spranding Assistant)  New   |   |  |  |
| Industrial Organization (Teaching assistant)Fall 2018, SpColumbia UniversityNew   |   |  |  |
| Work Experience   |   |  |  |
| Research Assistant to François Gérard Columbia University   | Summer 2017<br>New York, NY                     |  |  |
| Strategy analyst (intern) ENGIE Headquarters, Strategy department   | March 2015 – August 2015<br>Paris, France       |  |  |
| Research officer (intern) NERA Economic Consulting, Environments, Energy and Networks practice  | September 2014 – February 2015<br>Paris, France |  |  |
| Research officer (intern) French Treasury Department, Region Economic Service in China  | June 2014 – August 2015<br>Shanghai, China      |  |  |
| Research Assistant to Denis Cogneau Paris School of Economics   | February 2014 – May 2014<br>Paris, France       |  |  |

# **MISCELLANEOUS**

Languages: French (Native), English (fluent), Spanish (B2) Programming: Stata, Python, MATLAB, Mathematica Personal: French Citizen, Woman, DOB 12/13/1993

## REFERENCES

ERIC VERHOOGEN Professor Department of Economics Columbia University ev2124@columbia.edu +1 212 854 4428

JACK WILLIS Assistant Professor Department of Economics Columbia University jw3634@columbia.edu +1 857 928 1494 AMIT KHANDELWAL Chazen Professor of Global Business Graduate School of Business Columbia University ak2796@columbia.edu +1 212 854 7506

Last updated November 9, 2021