

Guzel Ishmaeva

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Education

New York University , Ph.D. in Economics (Expected 2026)	2020–2026
<i>Fields:</i> Empirical Industrial Organization, Experimental Economics, Microeconomic Theory	
National Research University Higher School of Economics , M.A. in Economics	2017–2019
National Research University Higher School of Economics , B.A. in Economics	2013–2017

Work Experience

Economist Intern, Amazon (Marketing Analytics and Performance Science team)	June – August 2025
Built a structural model of Amazon’s marketing effects, specifying the required data, supporting the design with evidence in reduced form, and describing the estimation procedure. Presented the work at internal science forums and to business audiences.	
Business Process Analyst, Lanck Telecom	February – September 2017
Performed business analytics to inform management decisions and optimize processes.	

Awards and Scholarships

Dean’s Dissertation Fellowship	NYU, 2025–2026
<i>Awarded for dissertation project, “Time Competition for the News”</i>	
CV Starr Center Research Funding	NYU, 2025
Henry M. MacCracken Fellowship	NYU, 2020–2025

Research and Projects

Time Competition for the News (*Dean’s Dissertation Fellowship Project*)

- Built a novel dataset on 77 Telegram news outlets. Applied Topic Detection and Tracking to identify news events and measure reporting speed. Applied natural language processing (NLP) methods, clustering algorithms, and topic modeling (Latent Dirichlet Allocation) to measure ideological bias.
- Applied Difference-in-Differences to examine how Telegram’s recommendation system influenced ideological positioning, finding increased slant with heightened competition. Developed a structural demand model to assess the impact of reporting speed on outlet performance.
- Designed a survey to collect individual-level data on news consumption, ideology, and event awareness to study audience segregation.

The Limits of Propaganda with Strategic Communication

- Developed a random matching model with heterogeneous agent beliefs and modeled biased information transmission, where propaganda distorts public signals and shapes support for government. Comparison statics analyzed, showing that a higher average influence reduces awareness or increases propaganda, while inequality in influence can improve awareness.

Research Assistant, HSE University (Russian Science Foundation Grant, 2018–2021)

- Contributed to multi-year projects on consumer search, advertising, and information diffusion in markets, providing analytical and project support.

Teaching Experience

Summer Instructor, NYU (Industrial Organization, UG, 2023, 2024)

Teaching Assistant, NYU (Microeconomics, MA, 2024; Industrial Organization, UG, 2022, 2023; Introduction to Microeconomics, UG, 2021)

Skills

Programming: Python, R, SQL, Matlab, Stata, L^AT_EX

Data Science: Causal Inference, Machine Learning, NLP, Structural Modeling, Econometrics

Languages: Russian (native), English (fluent)

References

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