

# Victor H. Aguiar — Curriculum Vitae

Updated: November 2025

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## Contact & Identity

- Email: [vhaguiar@gmail.com](mailto:vhaguiar@gmail.com)
- Website: [sites.google.com/site/vhaguiar/](https://sites.google.com/site/vhaguiar/)
- Citizenship: Ecuador; Canada
- Location: USA

## Current Positions

- **Senior Economist, Stores Economics & Science (SEAS), Amazon** — Seattle, WA, USA  
(*May 1, 2025 – Present; previously Core-AI and Central Econ*)
- **Associate Professor of Economics (on unpaid leave), Simon Fraser University** — Burnaby, BC, Canada (*December 2024 – ongoing*)

## Profile & Philosophy

- Work at the intersection of decision theory, structural econometrics, and AI to build **consideration-aware algorithms** and **scalable substitution models** for markets with millions of products and continuous experimentation.
- Design systems that learn *why* customers choose, not just *what* they click; bridge academic rigor with product velocity — a mindset suitable for a future founder.

## Education

Degree	Field	Institution	Year
Ph.D.	Economics	Brown University	2017
M.A.	Development Economics	Latin America University of Social Sciences (FLACSO Ecuador)	2012
M.A.	Public Administration and International Trade	Université Pierre Mendès France	2011
B.Sc.	Economics	Catholic University of Ecuador ( <i>Valedictorian</i> )	2010

**Dissertation:** *Bounded Rationality, Consumer Theory, and Revealed Preferences*

**Committee:** Roberto Serrano, Susanne Schennach, Geoffroy de Clippel    **Completion:** May 2017

## Publications & Working Papers

### Revise & Resubmit (Working Papers)

19. *A Rationalization of the Weak Axiom of Revealed Preference*.  
**Authors:** Victor H. Aguiar, Per Hjertstrand, Roberto Serrano, Özgür Evren.  
**Status:** May 2025 (New!). Second round of revision resubmitted at *The Economic Journal*; in preparation now.  
**Notes:** Subsumes “The Theory of Weak Revealed Preference”. New results on  $k$ -Acyclicity, existence of counterfactuals, and an ordinal representation theorem. [\[pdf\]](#)

### Working Papers

18. *Entangled vs. Separable Choice*.  
**Authors:** Victor H. Aguiar, Nail Kashaev, Martin Plavala.  
**Version:** June 2024 (new version contains a full characterization of separable choice!). [\[pdf\]](#)
19. *Dynamic and Stochastic Rational Behavior* (subsumes *Nonparametric Analysis of Dynamic Random Utility Models*).  
**Authors:** Victor H. Aguiar, Charles Gauthier, Nail Kashaev, Martin Plavala.  
**Version:** April 2023 (new version coming soon!). [\[pdf\]](#) [\[Slides for SAET 2023\]](#). Chatbot: DRUMGPT (GPT-4).
20. *Estimating High Dimensional Demand under Bounded Rationality: The ESMAx Demand System*.  
**Authors:** Victor H. Aguiar (with Nickolai Riabov). *mimeo*.  
**Version:** Revised May 2020. [\[pdf\]](#)

### Publications

15. *Identification and Estimation of Discrete Choice Models with Unobserved Choice Sets* (formerly circulated as: *Discrete Choice and Welfare Analysis with Unobserved Choice Sets*).  
**Authors:** Victor H. Aguiar, Nail Kashaev.  
**Citation:** *Journal of Business & Economic Statistics* (JBES), 1–25, 2024. Replication package. [\[pdf\]](#)
16. *A New Look at the Symmetry of the Slutsky Matrix* (formerly circulated as *Slutsky Matrix Symmetry: A New Behavioral Foundation*).  
**Authors:** Victor H. Aguiar, Roberto Serrano.  
**Status:** February 2024. Forthcoming at *JPE Microeconomics*. [\[pdf\]](#)
17. *Random Utility and Limited Consideration* (supersedes: “Does Random Consideration Explain Behavior when Choice is Hard? Evidence from a Large-scale Experiment”).  
**Authors:** Victor H. Aguiar, María José Boccardi, Nail Kashaev, Jeongbin Kim.  
**Citation:** *Quantitative Economics* 14(1), 71–116, 2023. Replication repository. [\[pdf\]](#)
18. *Prices, Profits, Proxies and Production* (subsumes: *Prices, Profits, and Production: Identification and Counterfactuals*).  
**Authors:** Victor H. Aguiar, Roy Allen, Nail Kashaev.  
**Status:** Updated March 2022. Forthcoming: *Journal of Econometrics*. [\[pdf\]](#)

19. *A Random Attention and Utility Model*.  
**Authors:** Victor H. Aguiar, Nail Kashaev.  
**Citation:** *Journal of Economic Theory*, 2022, 105487. [\[pdf\]](#)
20. *Stochastic Revealed Preferences with Measurement Error*.  
**Authors:** Victor H. Aguiar, Nail Kashaev.  
**Note:** Last update March 2020. (REStud). Working paper; replication package in Zenodo. [\[pdf\]](#)
21. *Cardinal Revealed Preference: Disentangling Transitivity and Consistent Binary Choice*.  
**Authors:** Victor H. Aguiar, Roberto Serrano.  
**Citation:** *Journal of Mathematical Economics*, December 2020. [\[pdf\]](#)
22. *Adaptive Stochastic Search*.  
**Authors:** Victor H. Aguiar, Mert Kimya.  
**Citation:** *Journal of Mathematical Economics*, 2019. [\[pdf\]](#)
23. *A Non-Parametric Approach to Testing the Axioms of the Shapley Value with Limited Data*.  
**Authors:** Victor H. Aguiar, Roland Pongou, Jean-Baptiste Tondji.  
**Citation:** *Games and Economic Behavior*, 2018. [\[pdf\]](#)
24. *Slutsky Matrix Norms: The Size, Classification, and Comparative Statics of Bounded Rationality*.  
**Authors:** Victor H. Aguiar, Roberto Serrano.  
**Citation:** *Journal of Economic Theory*, 2017. Supplement with applications to finite data sets. [\[pdf\]](#)
25. *Satisficing and Stochastic Choice*.  
**Authors:** Victor H. Aguiar, María José Boccardi, Mark Dean.  
**Citation:** *Journal of Economic Theory*, 2016. [\[pdf\]](#)

### Published Short Papers

4. *Random Rank-Dependent Expected Utility*. *Games*, 13(1):13, 2022. (Invited: Special Issue “Developing and Testing Theories of Decision Making”, Guest Editor: Georgios Gerasimou). Victor H. Aguiar and Nail Kashaev. [\[pdf\]](#) Replication repository.
5. *Classifying Bounded Rationality in Limited Data Sets: A Slutsky Matrix Approach*. *SERIEs*, 2018.  
Victor H. Aguiar and Roberto Serrano. [\[pdf\]](#)
6. *Random Categorization and Bounded Rationality*. *Economics Letters*, 2017.  
Victor H. Aguiar. [\[pdf\]](#)

### Chapters in Books

- *An Index of Unfairness*. Victor H. Aguiar, Roland Pongou, Roberto Serrano, and Jean-Baptiste Tondji. Revised January 2018. Published in *Handbook of the Shapley Value*, CRC Press (Taylor & Francis). [\[pdf\]](#)

### Work before my Ph.D.

- *El mercado laboral ecuatoriano, propuesta de una reforma*. (The Ecuadorian Labor Market: Proposal for a Reform). Victor H. Aguiar. Mimeo. 2007.

- *Una nueva política fiscal para el Buen Vivir*. (A new fiscal policy for Good Living). Victor H. Aguiar et al. Servicio de Rentas Internas Ecuador. Editorial Abya-Yala, 2012.
- *Análisis de la reforma tributaria en el Ecuador, 2001–2012*. (Analysis of the tax reform in Ecuador 2001–2012). Victor H. Aguiar, Luis Casto, Mayra Sanchez. CEPAL, *Serie Macroeconomía del Desarrollo*, 2014.

## Honors, Editorial Roles & Recognitions

- **Associate Editor**, *Journal of Economic Behavior & Organization (JEBO)*.
- **Excellence in Refereeing**, *Review of Economic Studies* (for 2023; announced 2025).
- **Top-cited paper in *Quantitative Economics*** (Wiley): *Random Utility and Limited Consideration* (Aguiar, Kashaev, Boccardi, Kim, 2023).
- **Christopher J. Grimes Faculty Fellowship in Microeconomic Theory (2021–2026)**, Western University.

## Skills & Interests

**Fields of Interest:** Microeconomic Theory; Econometrics; Computational Economics; Structural Microeconometrics.

**Technical stack:** Economic research; Microeconomic theory; Econometrics; Customer modelling; PySpark; PyTorch; Machine learning; Python; Julia; SQL; scalable computation and data engineering for experimentation.

## Previous Academic Positions

- **Associate Professor of Economics (with tenure)**, Department of Economics, University of Western Ontario — *July 2021 – December 2023*
- **Assistant Professor of Economics**, Department of Economics, University of Western Ontario — *July 2016 – June 2021*

## Consulting

### World Bank (2012; 2014–2016)

- **E-consultant engagement** — urgent contract processing in *Dec 2014* (contact: *Nelson Gutiérrez*).
- **Technical notes & economic analysis (2015–2016)** — coauthored and coordinated drafts and discussions including: *Ecuador Skills Development Strategy for Social Inclusion (P152751)*; participant listed for the *Jan 2016 Decision Review Meeting* for the *Ecuador Country Economic Memorandum (CEM)*; email coordination on “*Labor Forces & Market & Local and International Migration*” and “*Economic Analysis*”.
- **Prior engagement (2012)** — four-month consultancy *Jan–Apr 2012*; contracting institution/contact: *Nelson Gutiérrez*.

**Government & NGO (Ecuador; EU linkage; pre-Ph.D. through Aug 2012)**

- **SENPLADES–GTZ–SRI (Ecuador)** — estimated fiscal effort at provincial/cantonal levels to inform the Draft Decentralization Law. *2009*.
- **FLACSO (with Dr. Fernando Martín)** — research fellow; contribution to “Institutional Determinants of Fiscal Effort in Latin America and the Caribbean.” *2009*.
- **SRI — Fiscal Studies Center** — revenue-gap analysis by economic activity and location of tax incidence. *2009*.
- **European Commission** — income mobility & labor market in Ecuador: pseudo-panel GMM; VARX for business-cycle monitoring & early-warning. *2010*.
- **Ministry of Coordination of Economic Policy (Ecuador)** — advisor to the Minister (Katuska King). *2010*.
- **EU Mission & Coordinating Ministry of Economic Policy (Ecuador)** — multilateral trade simulation & early-warning models. *2011*.
- **Conservation International** — monitoring & evaluation methodology for the *Socio Bosque* program. *2011*.
- **Ministry of Coordination of Social Development (Ecuador)** — evaluation methodology for the Human Development Credit program. *2011*.
- **GIZ — German Cooperation** — proposal for local tax reform; efficiency & equity assessment of local taxation. *2011–2012*.
- **MIPRO–FLACSO, Center for Research on SMEs** — Academic Director. *Feb 2011–Aug 2012*.
- **SENPLADES (Secretariat of Planning)** — Secretariat of Monitoring & Evaluation: “*Social Mobility in Ecuador*” consultancy. *Feb–Apr 2012*.
- **EU & SENPLADES** — “*Decision-Making Models*” consultancy. *Mar–May 2010*.
- **Policy dialogues** — email-based exchanges on trade/commercial policy and presentation materials with SENPLADES counterparts. *2010–2012*.

**Presentations (Selected)****Recent Seminars (2024)**

- **UMD Seminar** — *September 24, 2024*. Presented *Entangled vs. Separable Choice*. University of Maryland, College Park, MD.
- **Purdue Seminar** — *October 17, 2024*. Invited seminar (accepted) to present *Entangled vs. Separable Choice*. Purdue University.
- **UTokyo Microeconomic Theory Workshop/Seminar** — *October 30, 2024*. Presented *Entangled vs. Separable Choice*. The University of Tokyo, Tokyo, Japan.

## Conferences & Meetings (2023–2025)

- **ESWC 2025 World Congress of the Econometric Society** — *August 18–22, 2025*. Confirmed presenter/attendee. COEX Convention Center, Seoul, South Korea.
- **SAET Conference (Paris, France)** — *July 16–24, 2023*. Attended and presented.

## Earlier Selected (pre-2023)

**Invited/workshops:** BGSE Summer Forum on Stochastic Choice (UPF, 2019); SAET (Naples, 2019); IWABE (Brussels, 2019); CIREQ Micro Theory Conference (Montréal, 2018); Heterogeneity in Supply and Demand (Boston College, 2016); SAET Cambridge (2015).

**Conferences:** ASSA Econometric Society, San Diego (2020, two papers); BRIC 6, Columbia (2018); Econometric Society World Congress, Montréal (2015).

**Prior seminars include:** Columbia Business School (2012, 2022); University of Michigan; UC Riverside; Tilburg; Bristol-Warwick; Simon Fraser; Virginia Tech; Cornell; Caltech; ASU; Montréal; Toronto; NYU; Waterloo; Brussels; Montreal; Toronto; NYU.

## Refereeing

*Econometrica*; *American Economic Review*; *Review of Economic Studies*; *Quarterly Journal of Economics*; *Journal of Political Economy*; *Journal of Economic Theory*; *American Economic Journal: Micro*; *Journal of Public Economics*; *Journal of Mathematical Economics*; *Journal of Business & Economic Statistics*; *International Journal of Game Theory*; *Economics Letters*; *Canadian Journal of Economics* (Senior Advisor); and others.

## Teaching, Mentoring, and Advising

**Courses (Western University):** Microeconomics I (PhD); Mathematics for Economists (PhD Review); Advanced Microeconomics I (UG Honors). 2016–2021.

**Brown University (TA):** Mathematics for First-Year PhD; Behavioral Economics; Financial Institutions. 2013–2014.

**Mentoring (Western):** Rachel Cheng (Priming Effects on Choice); Aaron Leonard (Loss Aversion and Gender Inequality).

**Graduate Supervision:** Supervisor — Charles Gauthier; Committee — Terrence Adam Rooney, Meghdad Rahimian, Dazhuo Wei; Summer Paper Advisor — Gauthier; Hans Martinez; Wang Chong; Wilfred Youmbi.

## University Service (Western University)

Co-Director, Economic Theory Workshop (2019–2020); Micro PhD Comprehensive Committee (2016–2020); Appointments Committee (2018–2019); Graduate Affairs Committee (2017–2018); Department Representative, Convocation (2016–2018).