

Victor H. Aguiar — Curriculum Vitae

Updated: November 2025

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Contact & Identity

- Email: vhaguiar@gmail.com
- Website: 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)

- **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–Aug 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.

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).