

Louise Guillouët

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Don Davis, +1 212 854 3037, drdavis@columbia.edu
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PRIMARY FIELD:

Development Economics

SECONDARY FIELDS:

Industrial Organization

Environmental Economics

EDUCATION

Ph.D. | *Economics*

Columbia University

Aug. 2016 – present

New York, NY

M.Sc. *Summa Cum Laude* | *Analysis and Policy in Economics*

Paris School of Economics

2016

Paris, France

B.A. and B.Sc. *Cum Laude* | *Science and Social Science*

Sciences Po and Université Pierre et Marie Curie

2013

Paris, France

JOB MARKET PAPER

The Demand Side of Firm Growth: Evidence from Mexico

Draft

Abstract: When information frictions prevent consumers from discerning the quality of products, they may prefer to buy from firms with an established reputation. This can hinder the growth of small or new firms with high-quality goods, negatively contributing to the aggregate output growth. This paper investigates how uncertainty about product quality differentially affects domestic and international firms in Mexico, where the latter firms tend to be larger in size. In the Mexican consumer goods industry, there exist concerns about product quality and consumers pay a high price for goods carrying global brands. Leveraging barcode-level consumption data, I document the following novel facts about this industry: 1) domestic firm growth is driven by surviving goods rather than new goods; 2) domestic goods have slower and longer lifecycles than foreign goods; 3) the extensive customer margin is key to growth for both types of firms; 4) domestic firms, however, depend relatively more on the intensive margin for growth; and 5) new customers of older goods are poorer than those of new goods, only in the case of domestic firms. I rationalize these findings by developing a model of product choice under quality uncertainty. The possibility of learning from others makes the most price-sensitive customers delay purchasing new domestic products, driving down domestic firm profits. I provide empirical evidence consistent with the model's mechanisms, which highlight the importance of individual learning, product quality uncertainty, and price-sensitivity.

WORKING PAPERS

Language Barriers in Multinationals and Knowledge Transfers

with Amit Khandelwal, Rocco Macchiavello and Matthieu Teichert

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

RESEARCH GRANTS

Supply-Chain Linkages with FDI Firms: Experimental Evidence from Myanmar (returned)	2020
International Growth Centre (IGC), £175,394, with Amit Khandelwal and Rocco Macchiavello	
Evaluating a novel approach for expanding the pool of entrepreneurs in Myanmar (returned)	2020
IGC's Small and Growing Business Fund, £19,774, with Réka Zempléni	
The Social Quality of Goods	2020
NSF Doctoral Dissertation Improvement Grant, \$25,000	

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)	2021
CEPR/EBRD's Economics of Transition Seminar, Northeastern Universities Development Consortium, Empirical Management Conference	2020
French Association of Environmental and Resource Economics Annual Conference, Sciences Po Paris Friday Seminar, University of Warwick Economics PhD Conference	2019
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	2018

HONORS AND AWARDS

Global Priorities Institute Fellowship	Spring 2021
Oxford University and the Forethought Foundation	
Wueller Fellowship	Spring 2020
Best pre-dissertation proposal in Economics, Columbia University	
Alliance Mobility Fellowship	Spring 2019
To fund research visit at Sciences Po	
International Study Fellowship	Spring 2016
American Foundation for the Paris School of Economics	

TEACHING EXPERIENCE

Intermediate macroeconomics (Teaching assistant)	Spring 2018, Fall 2019, Fall 2020
Columbia University	New York, NY
Economic development (Teaching assistant)	Spring 2020
Columbia University	New York, NY
Industrial Organization (Teaching assistant)	Fall 2018, Spring 2019
Columbia University	New York, NY

WORK EXPERIENCE

Research Assistant to Francois Gérard	Summer 2017
Columbia University	New York, NY
Strategy analyst (intern)	March 2015 – August 2015
ENGIE Headquarters, Strategy department	Paris, France
Research officer (intern)	September 2014 – February 2015
NERA Economic Consulting, Environments, Energy and Networks practice	Paris, France

Research officer (intern)

French Treasury Department, Region Economic Service in China

June 2014 – August 2015

Shanghai, China

Research Assistant to Denis Cogneau

Paris School of Economics

February 2014 – May 2014

Paris, France

MISCELLANEOUS

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

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