

December 2023

Daria Dzyabura

ddzyabura@nes.ru

New Economic School
Skolkovskoe Shosse, 45
Room 2.13
Moscow, Russia

Moscow School of Management Skolkovo
100 Novaya Street
Moscow, Russia

EMPLOYMENT

2020 – present Professor of Marketing, New Economic School & Skolkovo School of Management

2018 – 2020 Associate Professor of Marketing (with tenure), New Economic School

2012 – 2018 Assistant Professor of Marketing, Stern School of Business, New York University

EDUCATION

2012 Ph.D. in Management Science, MIT, Cambridge, MA

2007 B.S. in Mathematics, MIT, Cambridge, MA

RESEARCH INTERESTS

Machine learning
Omnichannel retail
Branding
Consumer preference modeling and elicitation
Consumer search

PUBLICATIONS & ACCEPTED PAPERS

- Daria Dzyabura, Siham El Kihal, John R. Hauser, Marat Ibragimov (2023) "Leveraging the Power of Images in Managing Product Return Rates," *Marketing Science* 42(6):1125-1142.
- Daria Dzyabura and Renana Peres (2021) "Visual Elicitation of Brand Perceptions," *Journal of Marketing*, 85, 4, 44-66.
- Liu Liu, Daria Dzyabura and Natalie Mizik (2020) "Visual Listening: Brand Monitoring from Consumer Created Images," *Marketing Science (lead article)*, 39, 4, 669-686.
- Raluca Ursu and Daria Dzyabura (2020), "Retailers' product location problem with consumer search," *Quantitative Marketing and Economics (lead article)*, 18, 2, 125-154.

- Daria Dzyabura and John R. Hauser (2019) "Recommending Products When Consumers Learn their Preferences," *Marketing Science*, 30, 5 (September-October), 801-819.
- Daria Dzyabura, Srikanth Jagabathula and Eitan Muller (2018) "Accounting for Discrepancies Between Online and Offline Shopping Behavior," *Marketing Science* 38(1): 88-106.
- Daria Dzyabura and Srikanth Jagabathula (2018), "Offline Assortment Optimization in the Presence of an Online Channel", *Management Science*, 64 (6): 2767-2786.
- Daria Dzyabura and John R. Hauser, "Active Learning for Consideration Heuristics," *Marketing Science*, 30, 5 (September-October), 801-819.
- Min Ding, John R. Hauser, Songting Dong, Daria Dzyabura, Zhilin Yang, Chenting Su and Steven Gaskin (2011), "Unstructured Direct Elicitation of Decision Rules," *Journal of Marketing Research*, 48, (February), 116-127.
- John R. Hauser, Olivier Toubia, Theodoros Evgeniou, Rene Befurt, and Daria Dzyabura (2010), "Disjunctions of Conjunctions, Cognitive Simplicity and Consideration Sets," *Journal of Marketing Research*, 47, (June), 485-496.

REFEREED CONFERENCE PROCEEDINGS

- Daria Dzyabura and Alex Tuzhilin, "Not by Search Alone: How Recommendations Complement Search Results," *Proceedings of the Seventh ACM Conference on Recommender Systems*, October 2013.
- Liu Liu, Daria Dzyabura and Natalie Mizik (2018) "Visual Listening: Brand Monitoring from Consumer Created Images," *Proceedings of the Thirty-Second AAAI Conference on Artificial Intelligence*, February 2018.

WORKING PAPERS

- Daria Dzyabura and Renana Peres (2022) "Color analytics for data-driven brand management"
- Liu Liu and Daria Dzyabura (2022) "Capturing Heterogeneity Among Consumers with Multi-Taste Preferences," revise & resubmit, *Marketing Science*
- Daria Dzyabura, Siham El Kihal, John R. Hauser and Marat Ibragimov (2022) "Leveraging the Power of Images in Predicting Product Return Rates," revise & resubmit, *Marketing Science*

BOOK CHAPTERS

- Daria Dzyabura Renana Peres and Siham El Kihal (2021) "Image Analytics in Marketing" chapter for *Handbook of Market Research*
- Daria Dzyabura and Hema Yoganarasimhan (2018) "Machine Learning" chapter for *Handbook of Marketing Analytics: Methods and Applications in Marketing, Public Policy, and Litigation Support*, editors Dominique Hanssens and Natalie Mizik, January, 2018

INVITED SEMINARS

“Color Analytics for Data-driven Brand Management”

WU Vienna, May 2023

Customer Journeys Conference, Keynote talk, April 2023

University College London, May 2022

Digital Marketing and Machine Learning Conference, Keynote talk, December 2022

“Visual Elicitation of Brand Perception”

JM Webinar Series, January 2021

Wharton School, University of Pennsylvania, February 2020

University of Maryland Research Camp, October 2019

HEC Paris Business School, September 2019

Boston University, March 2019

Digital Marketing and Machine Learning Conference, Keynote talk, December 2018

“Leveraging the Power of Product Images in Managing Product Return Rates”

Stanford Graduate School of Business, June 2021

Simon Business School, University of Rochester, April 2021

Virtual Quant Marketing Seminar, October 2020

European Quant Marketing Seminar, April 2020

Leeds School of Business, University of Colorado, September 2020

Dartmouth University, Tuck School of Business, May 2019

Washington University in St. Louis, Olin Business School, February 2018

“Capturing Heterogeneity Among Consumers with Multi-Taste Preferences”

University of Washington Seattle, Foster School of Business, April 2018

Carnegie Mellon University, Tepper School of Business, October 2017

“Visual Listening: Brand Monitoring from Consumer Created Images”

New Economic School, Moscow, March 2018

University of Michigan, Ross School of Business, January 2017

Hebrew University of Jerusalem, February 2017

“Offline Assortment Optimization in the Presence of an Online Channel”

New Economic School, Moscow, Russia, April 2017

University of California San Diego, Rady School of Management, January 2015

London Business School, January 2015

“Recommending Products When Consumers Learn Their Preferences”

University of Chicago, Booth School of Business, April 2014

University of Southern California, Marshall School of Business, February 2014

Stanford University Graduate School of Business, October 2013

Hong Kong University of Science and Technology, October 2013

University of Pennsylvania, Wharton School of Business, September 2013

Carnegie Mellon University, Tepper School of Business, September 2013

Temple University, Fox School of Business, April 2013

Cornell University, Johnson Graduate School of Management, March 2013

“Active Learning for Consideration Heuristics”

University of Colorado-Boulder, Leeds School of Business, October 2011
Harvard Business School, October 2011
University of North Carolina, Chapel Hill, Kenan-Flagler Business School, October 2011
Columbia Business School, October 2011
New York University, Leonard N. Stern School of Business, October 2011
Duke University, Fuqua School of Business, September 2011
University of Pittsburgh, Katz School of Business, September 2011
Boston University School of Management, September 2011

AWARDS

MSI Young Scholar 2018
Finalist, John D.C. Little Award,

ACADEMIC SERVICE

Associate Editor: Management Science, Marketing Science

Editorial Board Member: Journal of Marketing, Journal of Marketing Research, Quantitative Marketing and Economics

ISMS Doctoral Award competition committee