



# Dr. Daria Dzyabura



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Marketing

## Education

### Highest degree

2012      **PhD**  
Massachusetts Institute  
of Technology  
USA

### Degrees

2007      **B.S. in Mathematics**  
Massachusetts Institute  
of Technology  
USA

## Awards & Honours

2024      **Outstanding Researcher  
Award**  
SKOLKOVO School of Management  
Russia

2022      **Outstanding Researcher  
Award**  
SKOLKOVO School of Management  
Russia

2018      **MSI Young Scholar**

## Professional experience

### Academic experience

Since  
2021      **Professor of Marketing,  
Academic Director of the MBA  
Program**  
SKOLKOVO School of Management  
Russia

Since  
2020      **Professor of Marketing**  
New Economic School  
Russia

2018 —  
2020      **Associate Professor  
of Marketing (with tenure)**  
New Economic School  
Russia

2012 —  
2018      **Assistant Professor  
of Marketing**  
New York University, Stern School  
of Business  
USA

## Scholarly articles in international peer-reviewed journals

- 1 Dzyabura, D., El Kihal, S., Hauser, J. R., Ibragimov, M. (2023). **Leveraging the Power of Images in Predicting Product Return Rates**. *Marketing Science*, 42 (6), 1125-1142.
- 2 Dzyabura, D., Peres, R. (2021). **Visual Elicitation of Brand Perception**. *Journal of Marketing*, 85 (4), 44-66.
- 3 Liu, L., Dzyabura, D., Mizik, N. (2020). **Visual Listening: Brand Monitoring from Consumer Created Images**. *Marketing Science*, 4 (39), 669-686.
- 4 Ursu, R., Dzyabura, D. (2020). **Retailers' product location problem with consumer search**. *Quantitative Marketing and Economics*, 2 (18), 125-154.
- 5 Dzyabura, D., Jagabathula, S., Muller, E. (2019). **Accounting for Discrepancies Between Online and Offline Shopping Behavior**. *Marketing Science*, 38 (1), 88-106.
- 6 Dzyabura, D., Hauser, J. R. (2019). **Recommending Products When Consumers Learn their Preferences**. *Marketing Science*, 38 (3), 417-441.
- 7 Dzyabura, D., Jagabathula, S. (2018). **Offline Assortment Optimization in the Presence of an Online Channel**. *Management Science*, 6 (64), 2767-2786.
- 8 Ding, M., Hauser, J. R., Dong, S., Dzyabura, D., Yang, Z., Su, C. (2011). **Unstructured Direct Elicitation of Decision Rules**. *Journal of Marketing Research*, 48 (1), 116-127.
- 9 Hauser, J. R., Toubia, O., Evgeniou, T., Befurt, R., Dzyabura, D. (2010). **Disjunctions of Conjunctions, Cognitive Simplicity and Consideration Sets**. *Journal of Marketing Research*, 47 (3), 485-496.

## Chapters in books

- 1 Dzyabura, D., El Kihal, S., Renana Peres (2022). **Image Analytics in Marketing**. (pp. 665-692). *Handbook of Market Research*.
- 2 Dzyabura, D., Yoganarasimhan, H. (2018). **Machine Learning. Handbook of Marketing Analytics: Methods and Applications in Marketing, Public Policy, and Litigation Support**, editors Dominique Hanssens and Natalie Mizik.