



Dr. Marat Salikhov

Associate Professor
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Data Science

Marat is an Associate Professor at the SKOLKOVO School of Management and an Assistant Professor at the New Economic School (NES) in Moscow, with both appointments current since 2021. His work focuses on quantitative methods in business.

Marat earned a Bachelor of Science in Applied Mathematics and Computer Science from Kazan Federal University in 2010. Before entering the Master of Arts in Economics program, Marat gained industry experience in software development. He then received a Master of Arts in Economics from the New Economic School in 2014, where he was a British Petroleum Scholarship recipient. He completed his PhD in Technology and Operations Management at INSEAD in 2019. Before joining the SKOLKOVO School of Management, Marat was a Postdoctoral Associate at the Yale School of Management from 2019 to 2021.

Marat's primary research focus is on probabilistic forecasting, particularly on developing and applying new methods to quantify uncertainty. This work addresses challenges in areas such as the adoption of new products, the likelihood of geopolitical events, and the assessment of human judgment in predictive tasks. His research on the "Bias, Information, Noise (BIN) Model of Forecasting," co-authored with Ville Satopää, Philip Tetlock, and Barbara Mellers, includes publications in *Management Science* and the *International Journal of Forecasting*. Another publication,

co-authored with Henrich R. Greve, Jo Nesbø, and Nils Rudi, statistically tested a soccer myth in *PLOS ONE*. Marat's ongoing work, which focuses on understanding uncertainty and improving forecasting for geopolitical events, privacy-aware forecasters, and new products, has received major revisions from journals such as *Operations Research* and *Management Science*.

Marat's teaching interests include data science for business, business analytics, core operations management, and managerial statistics. At the SKOLKOVO School of Management, he has taught MBA courses in Managerial Decision Making and Operations Management. At the New Economic School, he has taught Masters and Bachelors level courses in Business Statistics, Operations Analytics, and Introduction to Operations Management.

Marat is active in the academic community. He has presented his research at conferences such as INFORMS Annual Meeting, the MSOM Meeting, and the Advances in Decision Analysis Conference. He has also given invited talks at universities such as Nazarbayev University, the University of Kansas, George Washington University, the University of Virginia (Darden), HEC Paris, and Boston University (Questrom). Marat also serves as a reviewer for academic journals such as *Manufacturing & Service Operations Management (MSOM)*, *Production and Operations Management*, and the *International Journal of Forecasting*.