



**Daria Dzyabura**  
Professor  
SKOLKOVO School of Management

**Disciplines:**

**Marketing**

Marketing Channels

Consumer Marketing

Brand Awareness

Daria Dzyabura is a Professor of Marketing at Moscow School of Management SKOLKOVO and the New Economic School.

Prior to joining SKOLKOVO, professor Dzyabura was an associate professor of marketing at the NYU Stern School of Business. She holds a PhD in management science and bachelor's degree in mathematics from the Massachusetts Institute of Technology.

Professor Dzyabura is a world recognized expert in artificial intelligence methods in marketing, consumer preferences and search, and product design. Her recent work on listening in to consumer visual conversations was recognized as a finalist for the INFORMS Society of Marketing Science John D.C. Little award and the Frank M. Bass award. She serves as a Deputy Editor at Management Science and Marketing Science, and on the editorial boards of the Journal of Marketing and Journal of Marketing Research.

Since 2019, professor Dzyabura is the founder and academic director of the NES-Yandex joint Economics and Data Science master's program. At SKOLKOVO, she teaches marketing in the MBA and MMA programs.