Daria Dzyabura

NYU Stern School of Business
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EMPLOYMENT

2012-present 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
Consumer preference modeling and elicitation
Consumer search

PUBLICATIONS & ACCEPTED PAPERS

- Daria Dzyabura and John R. Hauser (2018) "Recommending Products When Consumers Learn their Preferences," forthcoming, *Marketing Science*

- Daria Dzyabura, Srikanth Jagabathula and Eitan Muller (2018) "Accounting for Discrepancies Between Online and Offline Shopping Behavior ," forthcoming, *Marketing Science*

- Daria Dzyabura and Srikanth Jagabathula (2017), "Offline Assortment Optimization in the Presence of an Online Channel", *Management Science*, Articles in Advance, June 2017

- 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

- Liu Liu, Daria Dzyabura and Natalie Mizik (2018) "Visual Listening: Brand Monitoring from Consumer Created Images," revise & resubmit, *Marketing Science*

- Liu Liu and Daria Dzyabura (2018) "Capturing Heterogeneity Among Consumers with Multi-Taste Preferences," revise & resubmit, *Journal of Marketing Research*

- Daria Dzyabura, Siham El Kihal, and Marat Ibragimov (2018) "Leveraging the Power of Images in Predicting Product Return Rates"

BOOK CHAPTER

- 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

WORK IN PROGRESS

- Daria Dzyabura and Renana Peres (2018) "Mapping Consumers' Visual Brand Representations to Attitudes"

- Daria Dzyabura and Raluca Ursu (2018) "Optimizing for Path Dependence in Consumer Multi-Category Search"

INVITED SEMINARS

"Leveraging the Predictive Power of Product Images: Omnichannel Retail in the Presence of Product Returns"
     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

ACADEMIC SERVICE

Editorial Board Member: Journal of Marketing (starting July 2018)

Ad-Hoc Reviewer: Marketing Science, Management Science, Operations Research, International Journal of Research in Marketing, Journal of Marketing Research, Organizational Behavior and Human Decision Processes