

# ILYA MOROZOV

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## ACADEMIC POSITIONS

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<b>Northwestern University</b> <i>Kellogg School of Management, Assistant Professor of Marketing</i>	<b>Evanston, IL</b> 2020-2024
<b>Northwestern University</b> <i>Kellogg School of Management, Associate Professor of Marketing</i>	<b>Evanston, IL</b> 2025-Present
<b>University of California, Los Angeles</b> <i>Morrison Center Visiting Fellow</i>	<b>Los Angeles, CA</b> 2024
<b>Yale University</b> <i>Yale School of Management, Visiting Assistant Professor of Marketing</i>	<b>New Haven, CT</b> 2024-2025

## EDUCATION

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<b>Stanford Graduate School of Business</b> <i>PhD in Quantitative Marketing</i>	<b>Stanford, CA</b> 2015-2020
<b>Center for Monetary and Financial Studies</b> <i>M.Sc. in Economics and Finance (Cum laude)</i>	<b>Madrid, Spain</b> 2013-2015
<b>Higher School of Economics</b> <i>Bachelor of Economics (Cum laude)</i>	<b>Moscow, Russia</b> 2009-2013

## PUBLICATIONS

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- [1] “Estimation of Preference Heterogeneity in Markets with Costly Search” with Stephan Seiler, Xiaojing Dong, and Liwen Hou, **Marketing Science**, September 2021, 40(5). **(first author)**
- [2] “Measuring Benefits from New Products in Markets with Information Frictions” (Job Market Paper) **Management Science**, November 2023, 69(11).  
- Frank M. Bass Dissertation Paper Award Finalist
- [3] “Welfare Effects of Personalized Rankings” with Robert Donnelly and Ayush Kanodia, **Marketing Science**, January-February 2024, 43(1).  
- The John D.C. Little Best Paper Award Finalist
- [4] “Where Does Advertising Content Lead You? We Created a Bookstore to Find Out” with Anna Tuchman, **Marketing Science**, September-October 2024, 43(5).
- [5] “The Promotional Effects of Live Streams by Twitch Influencers” with Yufeng Huang, **Marketing Science**, Forthcoming.

## WORKING PAPERS

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- [6] “Space Exploration” with Alejandro Martínez-Marquina and Suraj Malladi
- [7] “Demand Estimation with Text and Image Data” with Stephan Seiler and Giovanni Compiani
- [8] “Make Every Second Count: Time Allocation in Online Shopping” with Rafael Greminger and Yufeng Huang

## WORK IN PROGRESS

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[9] “The Effects of Ads on Beliefs and Implications for Consumer Search” with Jean-Pierre Dubé and Anna Tuchman

[10] “The Effects of LLM-Powered AI Shopping Assistants on Consumer Search in E-Commerce” with Tanner Parsons

[11] “Prior-Free Spatial Search” with Rafael Greminger and Suraj Malladi

## HONORS AND AWARDS

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Frank M. Bass Dissertation Paper Award (Finalist, “Measuring Benefits from New Products in Markets with Information Frictions”)

The John D.C. Little Best Paper Award (Finalist, “Welfare Effects of Personalized Rankings”)

The Saroj & Vithala Rao Young Scholar Award

## PROFESSIONAL SERVICE

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Editorial Review Board Member, Marketing Science

Editorial Review Board Member, QME

## PRESENTATIONS

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**2026** (Planned) Rotman School of Management at University of Toronto

**2025** Bass Conference (Discussant), Cornell Young Scholars Research Camp, New Data for Consumer Insights at Booth (Discussant), Marketing Science Conference, 14th Workshop on Consumer Search and Switching Costs

**2024** UCLA Anderson, 13th Workshop on Consumer Search and Switching Costs, Summer Institute in Competitive Strategy (SICS), London Business School, AIML Conference at Yale SOM, Winter SED Meeting

**2023** Ross School of Business at University of Michigan, Haas School of Business at UC Berkeley, University of Houston, University College London, Norwegian School of Economics

**2022** Marketing Science Conference, Summer Institute in Competitive Strategy (SICS), 11th Workshop on Consumer Search and Switching Costs, QME Conference

**2021** Consumer Search Digital Seminar, Chicago Booth, European Quant Marketing Seminar (eQMS), Virtual Quantitative Marketing Seminar (VQMS), Virtual Marketing Science Conference

**2020** Virtual Marketing Science Conference

**2019** INSEAD, Tilburg University, London Business School, Kellogg School of Management, Harvard Business School, University of Washington, University of Rochester, New York University, Johns Hopkins University, UC Berkeley, UCLA

**2018** Santa Clara Marketing Seminar, 16th Annual International Industrial Organization Conference, Marketing Dynamics Conference

**2017** 19th Mallen Economics of Entertainment Conference

**2013** UECE Lisbon Meetings in Game Theory, RSSIA, ISNIE 17th Annual Conference of New Institutional Economics in Florence, Russian Economic Congress, EACES Workshop

**2012** CInStWorkshop, RSSIA, 2nd Summer Workshop of Center for Institutional Studies, IIMS Seminar, XIII International Academic Conference on Economic and Social Development

**2011** Workshop “Institutions viewed by Economists and Sociologists”, XII International Academic Conference on Economic and Social Development, CinSt Seminar