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# Daria Dzyabura

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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  
Consumer preference modeling and elicitation  
Consumer search

## PUBLICATIONS & ACCEPTED PAPERS

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

## 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, Siham El Kihal, and Marat Ibragimov (2018) "Leveraging the Predictive Power of Product Images: Omnichannel Retail in the Presence of Product Returns"
- Daria Dzyabura and Renana Peres (2018) "Mapping Consumers' Visual Brand Representations to Attitudes"
- Daria Dzyabura, Marat Ibragimov, Raghuram Iyengar (2018) "Search Across Product Categories"
- Daria Dzyabura and Raluca Ursu (2018) "Optimizing for Path Dependence in Consumer Multi-Category Search"

## INVITED SEMINARS

Washington University in St. Louis, Olin Business School, February 2018

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

Carnegie Mellon University, Tepper School of Business, October 2017

"Capturing Heterogeneity Among Consumers with Multi-Taste Preferences"

New Economic School, Moscow, Russia, April 2017

"Offline Assortment Optimization in the Presence of an Online Channel"

Hebrew University of Jerusalem, February 2017  
"Visual Listening: Brand Monitoring from Consumer Created Images"

University of Michigan, Ross School of Business, January 2017  
"Visual Listening: Brand Monitoring from Consumer Created Images"

London Business School, January 2015  
"Offline Assortment Optimization in the Presence of an Online Channel"

University of California San Diego, Rady School of Management, January 2015  
"Offline Assortment Optimization in the Presence of an Online Channel"

University of Chicago, Booth School of Business, April 2014  
"The Role of Preference Discovery in Consumer Search"

University of Southern California, Marshall School of Business, February 2014  
"The Role of Preference Discovery in Consumer Search"

Stanford University Graduate School of Business, October 2013  
"The Role of Preference Discovery in Consumer Search"

Hong Kong University of Science and Technology, October 2013  
"The Role of Preference Discovery in Consumer Search"

University of Pennsylvania, Wharton School of Business, September 2013  
"The Role of Preference Discovery in Consumer Search"

Carnegie Mellon University, Tepper School of Business, September 2013  
"The Role of Preference Discovery in Consumer Search"

Temple University, Fox School of Business, April 2013  
"The Role of Preference Discovery in Consumer Search"

Cornell University, Johnson Graduate School of Management, March 2013  
"The Role of Preference Discovery in Consumer Search"

University of Colorado-Boulder, Leeds School of Business, October 2011  
"Active Learning for Consideration Heuristics"

Harvard Business School, October 2011  
"Active Learning for Consideration Heuristics"

University of North Carolina, Chapel Hill, Kenan-Flagler Business School, October 2011  
"Active Learning for Consideration Heuristics"

Columbia Business School, October 2011  
"Active Learning for Consideration Heuristics"

New York University, Leonard N. Stern School of Business, October 2011  
"Active Learning for Consideration Heuristics"

Duke University, Fuqua School of Business, September 2011  
"Active Learning for Consideration Heuristics"

University of Pittsburgh, Katz School of Business, September 2011  
"Active Learning for Consideration Heuristics"

Boston University School of Management, September 2011  
“Active Learning for Consideration Heuristics”

#### 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