

June 2025

MARAT IBRAGIMOV

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ACADEMIC EMPLOYMENT

2023- Goizueta Business School, Emory University, Atlanta, GA, USA
Assistant Professor of Marketing

EDUCATION

2023 MIT Sloan School of Management, Cambridge, MA, USA
Ph. D., Management (Marketing)

2022 MIT Sloan School of Management, Cambridge, MA, USA
S.M., Management Research

2018 New Economic School, Moscow, Russia
M.A., Economics (cum laude)

2017 Moscow Institute of Physics and Technology, Moscow, Russia
M.S., Applied Physics and Mathematics (with honors)

2015 Moscow Institute of Physics and Technology, Moscow, Russia
B.S., Applied Physics and Mathematics (with honors)

RESEARCH INTERESTS

Substantive: Online Retail, Targeted Marketing, Consumer Search, Product Returns
Methodological: Machine Learning, Econometrics, Mathematical Modeling

PUBLICATIONS

“Leveraging the Power of Images in Managing Product Return Rates” (2023) (with Daria Dzyabura, Siham El Kihal and John R. Hauser), *Marketing Science*, 42(6):1125-1142.

WORKING PAPERS

“From Clicks to Returns: Website Browsing and Product Returns” (with Siham El Kihal and John R. Hauser). Preparing for resubmission, *Marketing Science*.

“Transfer Learning for Targeted Marketing: A Bayesian Matrix Factorization Approach” (with Artem Timoshenko and Duncan Simester). Preparing for resubmission, *Journal of Marketing Research*.

“Online Assortment Planning in Presence of Frequent Product Returns” (with John R. Hauser)

WORK IN PROGRESS

“TV Advertising Impact on Restaurants Visits: Evidence from Video Analytics” (with D. Schweidel and S. Wang)

“Advertisement Effectiveness on Short Video Platforms: Evidence from Lab Experiment” (with D. Schweidel and K. Zhao)

“Pre-launch Demand Estimation and Optimal Product Diversity” (with M. Kumar and A. Kapoor)

PRESENTATIONS AND INVITED TALKS

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 2025/12

George Mason University, 2025/11

2025 INFORMS Annual Meeting, 2025/10

47th INFORMS Marketing Science Conference, 2025/6

2024 Conference on Digital Experimentation (MIT), 2024/10

45th INFORMS Marketing Science Conference, 2023/6

Boston University, 2022/12

ISPOC 2022 Series, 2022/11

Rutgers University, 2022/11

Purdue University, 2022/11

University of Colorado Boulder, 2022/10

University of Delaware, 2022/10

Emory University, 2022/10

University of Kansas, 2022/10

University of Utah, 2022/10

University of Texas at Dallas, 2022/9

Boston College, 2022/9

Massachusetts Institute of Technology, 2022/9

11th Workshop on Consumer Search and Switching Costs, 2022/9

44th INFORMS Marketing Science Conference, 2022/6

AWARDS, FELLOWSHIPS, AND GRANTS

ISMS Early-Career Scholars Camp Fellow, 2023

ISMS Doctoral Consortium Fellow, 2022

MIT Sloan School of Management Fellowship, 2018-2023

The Petr Aven Scholarship, 2017-2018

The Leonard Blavatnik Scholarship, 2017-2018

The Boris Mints Scholarship, 2016-2017

New Economic School Fellowship, 2016-2018

Increased Federal Academic Scholarship, 2015
The Abramov-Frolov Scholarship, 2011-2014
Finalist in all-Russian subject Olympiad in Physics, 2011

TEACHING EXPERIENCE

2025	Goizueta Business School, Emory University, Atlanta, GA, USA Marketing Analytics (BBA, MBA, and MSBA)
2024	Goizueta Business School, Emory University, Atlanta, GA, USA Marketing Analytics (MSBA)
2021-2023	MIT Sloan School of Management, Cambridge, MA, USA Teaching Assistant for John R Hauser, Listening to Customers (MBA)
2021	MIT Sloan School of Management, Cambridge, MA, USA Teaching Assistant for John R Hauser, Seminar on Measurement Issues (PhD)
2018	New Economic School, Moscow, Russia Teaching Assistant, Econometrics (Master of Arts in Economics)

UNIVERSITY SERVICE

2025 (May, Sep.)	Goizueta Business School, Emory University, Atlanta, GA, USA Marketing Research Camp Co-Organizer
2024 (Jan., May)	Goizueta Business School, Emory University, Atlanta, GA, USA Marketing Research Camp Organizer
2024	Goizueta Business School, Emory University, Atlanta, GA, USA Marketing Faculty Hiring Committee
2023	Goizueta Doctoral Research Conference, Emory University Invited Panel Speaker

ACADEMIC SERVICE

Ad-hoc reviewer: Management Science, Marketing Science, International Journal of Research in Marketing, Journal of Marketing Research, Production and Operations Management
Program Committee: Workshop on Platform Analytics (2025, 2026)

DISSERTATION COMMITTEE MEMBER

Lori Kim (Goizueta Marketing, exp. 2026)
Felix Nguyen (Goizueta Marketing, exp. 2026)
Hanyu Zhang (Goizueta Marketing, exp. 2026)

INDUSTRY EXPERIENCE

2015-2016 Intern, Advisory Services – Performance Improvement, EY, Moscow, Russia