

# DINARA AKCHURINA

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## EDUCATION

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<b>INSEAD</b> PhD in Management (Marketing)	<i>2014-2020 (expected)</i> Fontainebleau, France
<b>New Economic School</b> Master of Arts in Economics Major: Industrial Organization	<i>2012-2014</i> Moscow, Russia
<b>National Research University - Higher School of Economics</b> Bachelor of Arts in Economics ( <i>cum laude</i> ) Major: Quantitative economics	<i>2008-2012</i> Moscow, Russia

## RESEARCH INTERESTS

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Quantitative Marketing, Consumer Usage, Consumer Search, Product Design, Structural Models

## WORKING PAPERS

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"Study Before Play: Pairing Educational and Gamified Content to Align Usage and Purchase Decisions" (**Job Market Paper**), with Paulo Albuquerque, under review at *Marketing Science*

"Do Basket Recommendations Lead Consumers to Save Time, Buy More, and/or Buy Better Products?", with Paulo Albuquerque, Andres Elberg and Raluca Ursu

## WORK IN PROGRESS

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"Leveraging Social Interactions to Provide Relative Performance Feedback: Application to Online Chess"

"Less Haste, More Speed: How to Improve Learning by Decreasing the Usage Intensity", with Paulo Albuquerque

"Adaptive Task Recommendation System for a Multi-Subject Educational Platform", with Daria Dzyabura

## JOURNAL ARTICLES

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"Measuring Diversity: theory and socio-economic applications", with Denis Davydov, Shlomo Weber, Dmitry Krutikov, Alexey Khazanov, *Modern Economy: Problems and Solution*, 2015 (2) (in Russian)

## AWARDS

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ISMS Doctoral Consortium Fellow	<i>June 2019</i>
AMA Sheth Foundation Doctoral Consortium Fellow	<i>June 2018</i>
INSEAD MBA Alumni PhD Award	<i>November 2017</i>

INSEAD Graduate Scholarship	2014-2019
New Economic School Scholarship	2012-2014
Gazprombank Grant for Academic Excellence	November 2011
Russian Government Scholarship for Academic Excellence	2009 - 2012
Russian National Olympiad in Economics, Regional Stage Winner	2008

## CONFERENCE PRESENTATIONS

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*"Do Basket Recommendations Lead Consumers to Save Time, Buy More, and/or Buy Better Products?"*

Marketing Science, Rome June 2019

*"Study Before Play: Pairing Educational and Gamified Content to Align Usage and Purchase Decisions"*

Marketing Science, Philadelphia June 2018

Marketing Science, Los Angeles June 2017

INSEAD-ESSEC-HEC Research Seminar, Fontainebleau March 2017

INSEAD-Wharton PhD Consortium, Singapore December 2016

## TEACHING EXPERIENCE

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Tutor for *Prices and Markets*, Winter 2016, Winter 2017  
 INSEAD MBA course in microeconomics, Prof. Nikos Vettas

Tutor for *Econometrics B* Spring 2017  
 INSEAD PhD course, Prof. Nicolas Jacquemet

## SKILLS

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Computer Skills: Matlab, R (Rcpp), Stata, L<sup>A</sup>T<sub>E</sub>X

Languages: Russian (native), English (fluent), French (advanced)

## PERSONAL

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Sports: Swimming, Bouldering

Painting: Vatagin Art School 2002 - 2005