

Malika Korganbekova

Assistant Professor of Marketing at the Graduate School of Business

 Curriculum Vitae available Online

Bio

BIO

Malika Korganbekova studies the impact of technology on society, retailing, and experimentation, drawing on methods from causal inference, machine learning, and empirical industrial organization. Her work focuses in particular on privacy, data regulation, and experimentation under privacy constraints. She holds a PhD in Quantitative Marketing from the Kellogg School of Management at Northwestern University, Master's degrees in economics from Pennsylvania State University and Central European University, and a Bachelor's degree in economics from Lomonosov Moscow State University. Before her PhD, she worked at Google, Morgan Stanley, and KPMG.

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing