

Malika Korganbekova

Contact Information	Department of Marketing Stanford University 655 Knight Way Stanford, CA 94305	malika7@stanford.edu Personal Website Citizenship: Kazakhstan
Fields	Research: Digital Platforms, Algorithmic Market Design, Privacy and Data Regulation, Platform Competition, Operational Efficiency Methods: Field Experiments, Causal Inference, Structural Econometrics, Machine Learning and Deep Learning	
Academic Appointments	Assistant Professor of Marketing Stanford University, Graduate School of Business	2026–current
	Assistant Professor of Marketing and Fishman Faculty Fellow The University of Chicago, Booth School of Business	2024–2026
Education	Ph.D., Quantitative Marketing, Kellogg School of Management Dissertation: Balancing User Privacy and Personalization Committee: Brett Gordon (Chair), Eric Anderson (Co-Chair), Rob Porter, and Caio Waisman	2024
	M.Sc., Economics, Pennsylvania State University	2018
	M.A., Economics, Central European University (<i>cum laude</i>)	2015
	B.A., Economics, Lomonosov Moscow State University (<i>summa cum laude</i>)	2013
Working Papers	“Balancing User Privacy and Personalization” with Cole Zuber	
	<u>R&R at Marketing Science</u>	
	Awards:	
	· MSI Alden G. Clayton Best Dissertation Proposal Award	
	· Shankar-Spiegel Best Dissertation Proposal Award	
	· ISMS Sheth Foundation Best Dissertation Proposal Award	
	“Bias-Aware Multi-Objective Optimization for Online Rankings: A Demand-Side Approach to Supply-Side Efficiency” with Alibek Korganbekov and Aliya Korganbekova	
	<u>R&R at Marketing Science</u>	
	Presented at Stanford University; NBER Digital Economics and Artificial Intelligence Summer Institute; KDD Workshop; INFORMS Conference; Rising Scholars Conference at UChicago; CODE at MIT; UT Austin Sheth Consortium; TADC at LBS	
	“Ranking Algorithms and Equilibrium Prices” with Yufeng Huang and Aliya Korganbekova	
	Presented at Columbia University; Yale University; Marketing Science; Wharton Innovation Doctoral Symposium; Accepted to Platforms Conference at UCSD	
	“Measuring Advertising Effects in Privacy-Constrained Geo Experiments” with Caio Waisman, Jerry Chen, Faith Shin, and Yusheng Jiao	
	Presented at Marketing Science 2025; INFORMS Annual Meeting 2025; CODE at MIT 2025; Invited to ASSA 2027 meetings	
	“Regulating Data Usage on Dual Platforms” with Alibek Korganbekov	
	Awards:	
	· ISMS Sheth Foundation Best Dissertation Proposal Award	
	Presented at Yale University; Virtual Quant Marketing Seminar; Invited to Duke-UNC Microeconomics Conference 2026; Accepted for presentation at NABE Economics	

Conference; USC Artificial Intelligence & Management Conference; Digital Economics Paris; Theory and Practice in Marketing at the University of Lausanne

“Robust A/B Decisions” with Max Farrell and Sanjog Misra

Work in Progress	“External Validity and Interference: Adaptive Experimental Design in Online Pricing” (sole)	
Industry Experience	Wayfair – Research Affiliate, Pricing and Machine Learning Science	2020–current
	Google – Online Advertising Sales	2015–2016
	Morgan Stanley – Intern, Credit Risk Research	2015
	KPMG – Intern, Audit, Industrial and Oil & Gas Markets	2013
	Troika Dialog – Intern, Investment Banking, M&A	2012
Fellowships & Awards	2025 ISMS Early Career Scholars Camp Fellow, Columbia University	2025
	Winner of ISMS Sheth Foundation Best Dissertation Proposal Competition	2024
	Winner of MSI Alden G. Clayton Best Dissertation Proposal Competition	2023
	Winner of Shankar-Spiegel Best Dissertation Proposal Competition	2023
	American Marketing Association – Sheth Foundation Doctoral Fellow	2022
	INFORMS Society for Marketing Science Doctoral Fellow	2022, 2023
	Ph.D. Fellowship, Kellogg School of Management	2018–2024
	Graduate Assistantship, Pennsylvania State University	2016–2018
	Graduate Scholarship, Central European University	2013–2015
	Full Scholarship, Lomonosov Moscow State University	2009–2013
Teaching Experience	Instructor, University of Chicago Booth School of Business Marketing Strategy (median rating 4.5/5)	2024–2025
	Teaching Assistant, Kellogg School of Management Structural Modeling in Marketing (PhD), Brett Gordon and Caio Waisman	2019–2021
	Teaching Assistant, Kellogg School of Management Retail Analytics (MBA), Eric Anderson, Brett Gordon and Anna Tuchman	2019–2021
	Teaching Assistant, Kellogg School of Management International Business Strategy (MBA), Daniel Spulber	2019–2021
Conference Presentations and Discussions (* Denotes presented by co-author)	2026: Harvard Business School Digital Platforms Conference; FTC Workshop on Measuring Injuries and Benefits in a Data-Driven Economy; 3rd FTC Conference on Marketing and Public Policy; UCSD Platform Analytics Workshop; Yale University; Columbia University; Economists in Tech NABE; ASSA 2027 meetings (scheduled)	
	2025: MIT/Harvard IO seminar; NBER IO Winter Meetings; University of Toronto; Columbia University*; Stanford University; CODE at MIT; International Industrial Organization Conference; Marketing Science; NBER Digital Economics and Artificial Intelligence Summer Institute; NABE Economics Conference; UCSD Platform Analytics Workshop; Virtual Quant Marketing Seminar	
	2024: MIT Marketing Workshop; Stanford Quantitative Marketing and Economics; NBER Competition workshop; FTC Microeconomics Conference; FTC Marketing and Public Policy Conference; MSI Analytics Conference; Yale AI Conference; NABE Tech Conference; Midwest Industrial Organization Conference at Northwestern; UC Berkeley Haas School of Business; Toulouse School of Economics; NBER Digital Economics and Artificial Intelligence Summer Institute	
	2023: Stanford University Marketing Conference; Harvard Business School; University of Chicago Booth School of Business; University of Pennsylvania Wharton School; UCLA Anderson; Boston University; Dartmouth College; Boston College; INSEAD (virtual); London Business School; University College London; Imperial College London; Hong Kong University of Science and Technology; National University of Singapore; New York University; Yale	

University; Duke University; University of North Carolina Chapel Hill; University of Rochester; Rice University; University of Pittsburgh; Advertising Research Foundation Town Hall (virtual); Boston University Platform Strategy Consortium; MSI 2023 Analytics Conference; INFORMS Business Conference

2022: University of Chicago Rising Scholars Conference; CODE at MIT; Marketing Science; London Business School Trans-Atlantic Doctoral Conference; University of Pennsylvania Wharton School Innovation Doctoral Symposium

Invited Workshops

2026: NBER Digitization Winter Meetings; Japan Experimentation Summer School; Economists in Tech NABE Conference

2025: NBER IO Winter Meetings; NBER Digital Economics and Artificial Intelligence Summer Institute; Columbia Junior Faculty Camp

2022-2023 NBER Digitization Tutorial; NBER Privacy Tutorial & NBER Economics of Privacy

Service

Co-organized New Data for Consumer Insights Conference at the University of Chicago Booth School of Business; Co-organized IO+ Conference at the University of Chicago; Organizing Advances in Experimentation Workshop at 2026 Choice Symposium Conference; ad hoc referee at Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing

Mentor at Booth/Kellogg IDDEAS: Diversity Education program for underrepresented students

Languages

English (fluent), Kazakh (native), Russian (native), Turkish (fluent), French (Upper Intermediate, DELF B2 - 92/100), German (Pre-Intermediate, Goethe Institute B1 - 100/100)

Technical Skills

Python, R, Matlab, Stata, Julia; Spark, SQL, Hadoop, Google Big Query, AWS

References

Professor Brett Gordon
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