

DINARA AKCHURINA

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EMPLOYMENT

Rotman School of Management, University of Toronto *2020-*
Assistant Professor in Marketing

EDUCATION

INSEAD *2014-2021*
PhD in Marketing
New Economic School *2012-2014*
Master of Arts in Economics
Higher School of Economics *2008-2012*
Bachelor of Arts in Economics

RESEARCH INTERESTS

Quantitative Marketing, Consumer Usage, Consumer Search, Product Design, Online Education

WORKING PAPERS

“Study Before Play: Pairing Educational and Gamified Content to Align Usage and Purchase Decisions”, with Paulo Albuquerque
“Do Basket Recommendations Lead Consumers to Save Time, Buy More, and/or Buy Better Product?”, with Paulo Albuquerque and Raluca Ursu

WORK IN PROGRESS

“Increasing EdTech Adoption by Teachers”, with Vivek Choudhary

CONFERENCE AND SEMINAR PRESENTATIONS

Virtual Marketing Science Conference *2020*
Tilburg University, University of Washington, Imperial College London, *2019*
University College London, Columbia University, New York University, University of Southern California, University of Rochester, University of Toronto, Stanford University, London Business School, Erasmus University, Singapore Management University
Marketing Science (Temple University) *2018*
INSEAD-ESSEC-HEC Research Seminar, Marketing Science (USC) *2017*
INSEAD-Wharton PhD Consortium *2016*

AWARDS

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| ISMS Doctoral Dissertation Proposal Competition | 2019 |
| ISMS Doctoral Consortium Fellow | 2019 |
| AMA Sheth Foundation Doctoral Consortium Fellow | 2018 |
| INSEAD MBA Alumni PhD Award | 2017 |
| INSEAD Graduate Scholarship | 2014-2019 |
| New Economic School Scholarship | 2012-2014 |
| Gazprombank Grant for Academic Excellence | 2011 |

TEACHING

Rotman School of Management

Principles of Marketing, Instructor *Winter 2021*

INSEAD

Prices and Markets, Tutor *Winter 2016, Winter 2017*
Econometrics B, Tutor *Spring 2017*

Last updated: April 2021