Nikita Akimov

Application: NBER Digital Economics and AI Tutorial, January 20–21, 2027, Stanford University

CONTACT INFORMATION

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Affiliation	Haas School of Business, University of California, Berkeley

COURSE OF GRADUATE STUDY

I am a PhD candidate in Quantitative Marketing at the Haas School of Business, UC Berkeley, advised by Sarah Moshary. I have been enrolled in the PhD program since Fall 2023 (currently in my fourth year) and have completed the program's PhD coursework, earning an M.S. in Business Administration along the way. My field training is in empirical industrial organization and quantitative marketing, with an emphasis on structural demand estimation. I expect to complete the PhD in 2029 and to be on the job market in 2028–29. Before the PhD, I received a B.S. in Mathematics (probability theory) from Moscow State University and worked as a marketing data scientist at Russia's largest streaming service.

RESEARCH INTERESTS

My research examines consumer behavior, pricing, and competition in digital markets, including ongoing work with Sarah Moshary on consumer decision-making in the AI era. More broadly, I work at the intersection of industrial organization and the economics of information: how consumers and firms form beliefs and expectations, how those beliefs shape choices and market outcomes, and how emerging technologies such as AI change these processes.

RESEARCH IN PROGRESS

Consumer Demand during Periods of Price Volatility ***job market paper, in progress***

Dynamic demand models typically assume rational expectations: consumers know the true distribution of future prices. That may be reasonable in stable markets, but what happens during sharp regime shifts? I study this question in the U.S. retail egg market, where unpredictable avian flu outbreaks caused extreme price volatility. I am developing a structural model of dynamic consumer demand that relaxes rational expectations. In the model, consumers learn about the price process as it changes. The goal is to understand how beliefs shape stockpiling and price sensitivity, and how accounting for these beliefs changes estimates of demand.

Consumer Search in the AI Era ***with Sarah Moshary, in progress***

DISSERTATION

Advisor: Sarah Moshary (UC Berkeley, Haas). The dissertation is in progress; the projects above are its core chapters.

My CV is attached on the following pages.

Note: Claude Opus 5.5 was used to assist in drafting and editing this application. The content is my own.

Nikita Akimov

PhD Candidate in Quantitative Marketing
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RESEARCH INTERESTS

Industrial organization, economics of information, consumer beliefs and expectations, dynamic demand, market power and conduct, technology and AI in markets.

EDUCATION

University of California, Berkeley, Haas School of Business — Berkeley, CA
PhD in Quantitative Marketing — *Expected 2029*

- Advisor: Sarah Moshary

University of California, Berkeley, Haas School of Business — Berkeley, CA
Master of Science in Business Administration — *2023 – 2025*

Moscow State University — Moscow, Russia
B.S. in Mathematics, Department of Probability Theory — *2017 – 2021*

- Specialization in probability theory, with a focus on extreme value theory for time series.

RESEARCH IN PROGRESS

Consumer Demand during Periods of Price Volatility

Dynamic demand models typically assume rational expectations: consumers know the true distribution of future prices. That may be reasonable in stable markets, but what happens during sharp regime shifts? I study this question in the U.S. retail egg market, where unpredictable avian flu outbreaks caused extreme price volatility. I am developing a structural model of dynamic consumer demand that relaxes rational expectations. In the model, consumers learn about the price process as it changes. The goal is to understand how beliefs shape stockpiling and price sensitivity, and how accounting for these beliefs changes estimates of demand.

Consumer Search in the AI Era — *with Sarah Moshary*

TEACHING EXPERIENCE

University of California, Berkeley, Haas School of Business — Berkeley, CA
Graduate Student Instructor / Reader — *Aug 2025 – Present*

- **XMBA 206: Marketing Organization & Management** (Spring 2027, scheduled)
- **UGBA 106: Marketing** (Spring 2026)
- **UGBA 192T: Brands and Sustainability** (Spring 2026)
- **EWMBA 206: Marketing Organization & Management** (Fall 2025)

RESEARCH EXPERIENCE

University of California, Berkeley Berkeley, CA
Graduate Student Researcher for Profs. Sarah Moshary & Matthew Backus *May – Dec 2024*

- Processed and analyzed Nielsen scanner data in Python; supported reduced-form empirical analysis.

INDUSTRY EXPERIENCE

Yandex Plus (Subscription Services) Moscow, Russia
Data Scientist, Marketing Analytics *Aug 2021 – Aug 2023*

- Designed and ran large-scale field experiments (A/B tests) on pricing and incentives for a base of 25 million subscribers.
- Applied quasi-experimental methods to estimate heterogeneous treatment effects of communication strategies on retention.
- Built a gradient-boosting (CatBoost) model of churn and propensity to pay; integrated it into production CRM targeting.
- Built and maintained SQL/ClickHouse ETL pipelines for real-time reporting.

Tinkoff Bank Moscow, Russia
Quantitative Analyst, Risk & AML *Mar 2020 – Aug 2021*

- Developed rule-based anti-money-laundering systems to detect suspected tax-evasion schemes.
- Maintained and validated statistical methodologies used in risk management tools.

SKILLS

- **Methods:** Structural estimation, causal inference, field experiments, time series, machine learning.
- **Programming:** Python, R, SQL, MATLAB, C++.
- **Tools:** Git, LaTeX, ClickHouse, Spark/Hadoop.
- **Languages:** English, Russian.