David Gal

Curriculum Vitae

Kellogg School of Management
Northwestern University
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Academic Positions

Assistant Professor of Marketing Northwestern University, July 2007 – present

Education

Ph.D.	Business Administration, Stanford University
MS	Management Science and Engineering, Stanford University
BS	Computer Science, Penn State University

Awards and Honors

Faculty Fellow, Association for Consumer Research Annual Conference, 2013 (scheduled)
Marketing Science Institute Young Scholar, 2013
Named to DocSig list of most productive authors in the premier marketing journals (2008-2012), 2013
Faculty Fellow, Society for Consumer Psychology Annual Conference, 2011
Schreyer Honors Scholar, Penn State University
National Academic Championship, first runner-up
National Merit Scholar

Research

Papers

1. **Gal, David** and Blake McShane* (2012) "Can Small Victories Help Win the War? Evidence from Consumer Debt Management," *Journal of Marketing Research,* 49(4), 487-501
2. **Gal, David** (2012) "A Mouth-Watering Prospect: Salivation to Material Reward," *Journal of Consumer Research*, 38(6), 1022-1029.
3. **Gal, David** and Wendy Liu* (2011) "Grapes of Wrath: The

Angry Effects of Exerting Self Control," *Journal of Consumer Research*, 38(3), 445-458.

4. Chernev, Alexander, Ryan Hamilton and **David Gal** (2011), "Competing for a Consumer's Identity: Limits to Self-Expression and the Perils of Lifestyle Branding," *Journal of Marketing*, 75(3), 66-82.
    - Featured as a Marketing Science Institute Report
5. Liu, Wendy and **David Gal*** (2011) "Bringing us Together or Driving us Apart: The Effect of Soliciting Consumer Input on Consumers' Propensity to Transact with an Organization," *Journal of Consumer Research*, 38(2), 242-259.
6. **Gal, David** and Derek Rucker (2011) "Answering the Unasked Question: Response Substitution in Consumer Surveys," *Journal of Marketing Research*, 48(1), 185-195.
7. **Gal, David** (2010) "From the Wheel to Twitter: Where do Innovations Come From?" in *Kellogg on Marketing*, Alice Tybout and Bobby Calder (eds.), New York: Wiley, 319-331
8. **Gal, David** and Derek Rucker* (2010) "When in Doubt, Shout! Paradoxical Influences of Doubt on Proselytizing," *Psychological Science*, 21(11), 1701-1707.
9. **Gal, David** and James Wilkie* (2010) "Real Men Don't Eat Quiche: Regulation of Gender Expressive Choices in Men," *Social Psychological and Personality Science,* 1(4), 291-301.
    - Lead Article
10. Chernev, Alexander and **David Gal*** (2010), "Categorization Effects in Value Judgments: Averaging Bias in Evaluating Combinations of Vices and Virtues," *Journal of Marketing Research*, 47(4), 738-747.
11. **Gal, David** (2006) "A Psychological Law of Inertia and the Illusion of Loss Aversion," *Judgment and Decision Making*, 1(1), 23-32.

*** Denotes equal authorship**

Selected Work in Progress

12. "From Compensatory Consumption to Adaptive Consumption: The Role of Self-Acceptance in Resolving Self-Deficits" (with Soo Kim, equal authorship), submitted for invited revision at *Journal of Consumer Research*

13. "Blinding Us to the Obvious? The Effect of Statistical Training

on the Evaluation of Evidence" (with Blake McShane, equal authorship), invited revision at *Management Science*

14. "The Pursuit of Happiness: Can it Make you Happy?" (with Kelly Goldsmith, Raj Raghunathan, and Lauren Cheatham),

15. "He's Just Not That Into Anyone: Sex Fantasy and Reality" (with Jingjing Ma)

16. The Effect of Hunger on the Physiological and Psychological Response to Food Consumption

17. "Motivated Misremembering," (with Matt Isaac and Sasha Fedorikhin)

18. "How Do I Love Thee? The Effect of Thought Generation on Product Ratings" (with Maria Aladjem and Ulf Bockenholt)

19. "The Genius Dilemma: Why Aren't More CEO's Steve Jobs?"

20. "Are We All Synaesthetes? The Effect of Ambient Sound on Taste Perception" (with Christian Wheeler and Baba Shiv)

21. "Stock Illusion" (with Dermot Murphy and Kevin Crotty)

22. "The SNARC Effect in Pricing" (with James Wilkie)

23. "Salivation to Food Reward in Restrained and Unrestrained Eaters"

24. "Does This Make You Angry? Anger from Disfluency" (with Wendy Liu)

Conference Presentations

2013: Society for Consumer Psychology, Association for Consumer Research (scheduled)

2012: Marketing Science, Association for Consumer Research

2011: Society for Judgment and Decision Making, Society for Consumer Psychology

2010: Transcontinental Business Conference, Society for Consumer Psychology

2009: Society for Judgment and Decision-Making, Association

for Consumer Research

2008: Association for Consumer Research

2007: Association for Consumer Research

2006: Society for Judgment and Decision-Making

Invited Presentations

University of Pennsylvania (Marketing Camp), 2014 (scheduled)

Brigham Young University, 2013 (scheduled)

Notre Dame University, 2013 (scheduled)

University of Illinois – Chicago, 2013

Emory University, 2013

Illinois Institute of Technology, 2013

Loyola (School of Medicine), 2012

INSEAD (Marketing Camp), 2012

Stanford University, 2012

University of Chicago, 2012

Hebrew University, 2012

UC San Diego, 2012

University of Miami, 2011

University of Washington, 2011

Northwestern University (Psychology Department), 2009

UC Berkeley, 2006

UC San Diego, 2006

University of Chicago, 2006

Washington University, 2006

Northwestern University, 2006

Teaching and Advising

MBA Marketing-Led Innovation

Dissertation Committees James Wilkie, Soo Kim, Esta Denton

Department Service

Rookie Faculty Recruiting, 2007-2014 (Coordinator 2010)

Coordinator, Department Seminar Series, 2009-2012

Coordinator, Department Marketing Camp, 2011-

Course Coordinator, Marketing 465 (Marketing-Led Innovation)

PhD Student Selection, 2008-2013

Executive MBA and Executive Education Curriculum Committee

Professional Service

Editorial Review Board

Journal of Consumer Psychology, 2012-

Invited Reviewer

Association for Consumer Research (conference, doctoral dissertation grants), Canada Foundation for Innovation, Cognitive Science (conference), Flavour, Journal of Behavioral Decision Making, Journal of Consumer Research, Journal of Economic Psychology, Journal of Environmental Management, Journal of Experimental Social Psychology, Journal of Marketing, Journal of Marketing Research, Judgment and Decision Making, Management Science, National Science Foundation, Psychological Science, Research Grants Council of Hong Kong, Society for Consumer Psychology (conference, doctoral dissertation proposals)

Research Initiatives

Program Committee, *Association for Consumer Research Annual Conference*, 2013

Program Committee, *Advertising and Consumer Psychology* ("The Asian Consumer;" Singapore), 2012

Program Committee, *Society for Consumer Psychology Annual Conference* 2009, 2011, 2013

Advisory Panel Member, *Society for Consumer Psychology*, 2012-

Other Articles

Gal, David and Derek Rucker (2010), "A Quick Fix for Faulty

Surveys," *Advertising Age*, July 27.

Gal, David (2008), "Is Facebook's Platform a Strategic Mistake?" *VentureBeat* (also featured in *Wall Street Journal's* All Things Digital).