MICHAL MAIMARAN

February 2013

Kellogg School of Management
Northwestern University
Marketing Department, 4th Floor
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Employment

2008 - Current: Visiting Assistant Professor in Marketing, Kellogg School of Management, Northwestern University

Education

Ph.D., Marketing 2008, Stanford University, Graduate School of Business
Dissertation title: The Bold – Timid Divide in Consumer Choice
Committee: Itamar Simonson (Advisor), Baba Shiv, S. Christian Wheeler

M.A., Psychology, 2003, Summa cum Laude, Hebrew University, Jerusalem, Israel

B.Sc., Double Major: Mathematics and Psychology, 2001, Magna cum Laude, Hebrew University, Jerusalem, Israel

Honors and Awards

Winner, Best Student Paper Award, Society for Consumer Psychology, February 2007
[Paper: Circles, Squares, and Choice: Graphical Priming Effects on Uniqueness and Variety Seeking]

AMA-Sheth Foundation Doctoral Consortium Nominated, 2007

Rector's Prize for Excellence in Graduate Studies (top 2% of graduate students), Hebrew University, 2002/03

Research Interests

Consumer Judgment and Decision Making, Children Decision Making, Perceptual Effects on Judgment and Behavior, Nonconscious Effects on Consumer Behavior

Teaching Interests

Marketing Research, Marketing Management, Consumer Behavior, Behavioral Decision Making

Teaching Experience

Research Methods in Marketing, Full-Time and Part-Time MBA

Publications

Thomas Kramer, Michal Maimaran, & Itamar Simonson (2012), "Asymmetric Option Effects on Ease of Choice Criticism and Defense," 117 (1), 179-191, *Organizational Behavior and Human Decision Processes*

Michal Maimaran & Itamar Simonson (2011), "Multiple Routes to Self versus Other-Expression in Consumer Choice," *Journal of Marketing Research,* 48 (August) 755-766

Michal Maimaran (2011), "To Trade or Not to Trade: The Moderating Role of Vividness when Exchanging Gambles," *Judgment and Decision Making,* 6 (2), 147-155

Michal Maimaran & Christian Wheeler (2008) "Circles, Squares, and Choice: The Effect of Shape Arrays on Uniqueness and Variety Seeking," *Journal of Marketing Research,* 45 (6) 731-740
**Winner, Best Student Paper Award, Society for Consumer Psychology, February 2007*

Papers under Review

Variety as a Preference Strength Signal (with Aner Sela), Revising for 2nd round at Journal of Consumer Research

If It's Healthy And You Know it, Do you Eat? Health Prompts Reduce Preschoolers' Consumption (with Ayelet Fishbach), Revising for 2nd round at Journal of Consumer Research

Select Work in Progress

Priming and Contexts Effects among Children

Cross Category Effects in Consumer Choice (with On Amir)

Environmental Accounting (with Kelly Goldsmith and Esta Denton)

The Positive Effects of Anger in Decision Making (with Ravi Dhar and Uzma Khan)

Conference, Symposium, and Seminar Presentations

If It's Healthy And You Know it, Do you Eat? Health Prompts Reduce Preschoolers' Consumption (with Ayelet Fishbach),

Seminar at UCSD (February 2013)
Society for Consumer Psychology, San Antonio TX (February 2013)
Marketing in Israel Conference, Israel, (December 2012)
Society for Judgment and Decision Making Annual Meeting (November 2012, Minneapolis, MN)
Food Research Meeting, University of Chicago (September 2012)
KAMP, Marketing Department, Kellogg School of Management (February 2012)

Variety as a Preference Strength Signal (with Aner Sela)

Association for Consumer Research (October 2012, Vancouver, Canada)
Society for Consumer Psychology (February 2012, Las Vegas, NV; presented by co-author)

Positive Upshots of Anger in Decision-Making (with Ravi Dhar and Uzma Khan)

Seminar given at Ono Academic College (March 2011, Israel)
KAMP, Marketing Department, Kellogg School of Management (January 2010)
Seminar given at Tel-Aviv University (December 2009, Israel)
Seminar given at The Hebrew University, Jerusalem (December 2009, Israel)
Society for Judgment and Decision Making Annual Meeting (November 2009, Boston, MA)
Association for Consumer Research (October 2009, Pittsburgh, PA)

The Bold – Timid Divide in Consumer Choice (with Itamar Simonson)

Society for Judgment and Decision Making Annual Meeting (November 2007, Long Beach, CA)
Association for Consumer Research (October 2007, Memphis, TN)*
**Served as the session chair*

Circles, Squares, and Choice: Graphical Priming Effects on Uniqueness and Variety Seeking (with Christian Wheeler)

Society for Consumer Psychology (February 2007, Las Vegas, NV)*
**Received the Best Student Paper Award*
Association for Consumer Research (October 2006, Orlando, FL) *
**Served as the session chair*
Society for Judgment and Decision Making Annual Meeting (November 2005, Toronto, Canada)

The Effect of Choosing to Make a Choice on Consumers' Choices: The Making of Bold Decisions (with Itamar Simonson), *Society for Consumer Psychology* (February 2007, Las Vegas, NV) *
**Served as the session chair*

The Difference between Criticizing and Defending Choices: Tastes versus Norms (with Thomas Kramer and Itamar Simonson), *Society for Judgment and Decision Making Annual Meeting* (November 2006, Houston, TX)

De gustibus non est disputandum? The Difference between Criticizing and Defending Choices (with Thomas Kramer and Itamar Simonson), *Association for Consumer Research*, (October 2006, Orlando, FL)

Conference Posters

Reducing the Reluctance to Exchange Gambles: The Role of Vividness and Ex-Post Value, *Behavioral Decision Research in Management* (June 2006, Santa Monica, CA)

Service

Reviewer for the Journal of Consumer Research
Reviewer for the Journal of Marketing Research
Reviewer for the Journal of Consumer Psychology
Reviewer for the Association of Consumer Research Conference
Competitive Paper Review Board, the Association of Consumer Research Conference
Reviewer for the Society for Consumer Psychology Conference