

MICHAL MAIMARAN

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Kellogg School of Management
Northwestern University
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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

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

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

Michal Maimaran & Ayelet Fishbach (forthcoming), "If It's Useful and You Know It, Do You Eat? Preschoolers Refrain from Instrumental Food," *Journal of Consumer Research*

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) 755-66.

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 and Working Papers

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

I'll Have What I Can't Have: Preschoolers Prefer Scarce Food

Priming and Contexts Effects among Children

Preschoolers' Perceptions of Gender Roles (with Aparna Labroo)

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 Useful and You Know It, Do You Eat? Preschoolers Refrain from Instrumental Food (*with Ayelet Fishbach*),
Seminar at Ono Academic College, Israel (April 2014)

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)

Circles, Squares, and Choice: Graphical Priming Effects on Uniqueness and Variety Seeking (*with Christian Wheeler*),
Society for Consumer Psychology (February 2007, Las Vegas, NV)*
*Winner, Best Student Paper Award
Association for Consumer Research (October 2006, Orlando, FL)
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)

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)

Mindset-Dependent Consumer Decision Making, Special Session Chair, *Association for Consumer Research* (October 2007, Memphis, TN)

Multiple-Stage Decision Processes: Cognitive and Motivational Effects on Consumer Choice, Special Session Chair, *Society for Consumer Psychology* (February 2007, Las Vegas, NV)

Automatic Heart and Automatic Mind: Nonconscious Affective and Cognitive Influences on Consumer Behavior, Special Session Chair, *Association for Consumer Research* (October 2006, Orlando, FL)

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

Service

Reviewer for the Journal of Consumer Research

Reviewer for the Journal of Marketing Research

Reviewer for the Journal of Personality and Social Psychology

Reviewer for the Journal of Consumer Psychology

Reviewer for Management Science

Reviewer for the Israel Science Foundation

Reviewer for the Association of Consumer Research Conference

Reviewer for the Society for Consumer Psychology Conference