

MICHAL MAIMARAN

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Northwestern University
Kellogg School of Management
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Employment

2014–current: Research Assistant Professor of Marketing, Kellogg School of Management, Northwestern University

2008–2014: Visiting Assistant Professor of Marketing, Kellogg School of Management, Northwestern University

Education

Stanford University, Graduate School of Business

Ph.D., Marketing, 2008

Dissertation title: The Bold – Timid Divide in Consumer Choice

Committee: Itamar Simonson (Advisor), Baba Shiv, S. Christian Wheeler

Hebrew University, Jerusalem, Israel

M.A., Psychology, 2003, *Summa cum Laude*

B.Sc., Double Major: Mathematics and Psychology, 2001, *Magna cum Laude*

Honors and Awards

Best Student Paper Award, Society for Consumer Psychology, 2007

Paper: Circles, Squares, and Choice: Graphical Priming Effects on Uniqueness and Variety Seeking,

Published in: *Journal of Marketing Research* (2008), 45 (6), 731-740

AMA-Sheth Foundation Doctoral Consortium Nominated, 2007

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

Teaching

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*

**Select media coverage: New York Times, Quartz, Science Daily; Medical Daily, NHPR*

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

Michal Maimaran & Itamar Simonson (2011), "Multiple Routes to Self versus Other-Expression in Consumer Choice," *Journal of Marketing Research*, 48 (4), 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, 2007*

Work in Progress

The Effect of Scarcity on Preschoolers' Behavior (with Yuval Salant)

Choice Complexity and Task Engagement among Children

Preschoolers' Perception of Gender Roles (with Aparna Labroo)

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

Conference, Symposium, and Invited Talks

2014 (including expected): Ono Academic College (Israel); Northwestern University; Association for Consumer Research North American Conference

2013: UCSD; Society for Consumer Psychology Annual Winter Conference

2012: Marketing in Israel Conference; Society for Judgment and Decision Making Annual Meeting; Food Research Meeting at the University of Chicago; Northwestern University; Association for Consumer Research North American Conference

2011: Ono Academic College

2010: Northwestern University

2009: Hebrew University of Jerusalem; Society for Judgment and Decision Making Annual Meeting; Association for Consumer Research Conference

2008: Harvard Business School; London School of Economics; Northwestern University; Hebrew University of Jerusalem; Tel Aviv University; IDC Herzliya (Israel)

2007: Society for Judgment and Decision Making Annual Meeting; Association for Consumer Research North American Conference; Society for Consumer Psychology Annual Winter Conference

2006: Association for Consumer Research North American Conference; Society for Judgment and Decision Making Annual Meeting; Behavioral Decision Research in Management Conference

2005: Society for Judgment and Decision Making Annual Meeting

Reviewer

Journal of Consumer Research; Journal of Marketing Research; Journal of Personality and Social Psychology; Journal of Consumer Psychology; Management Science; Israel Science Foundation; Association for Consumer Research North American Conference; Society for Consumer Psychology Annual Winter Conference