### MICHAL MAIMARAN

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## **Employment**

2008 - Current: 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, February 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

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 (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

## **Working Papers and Work in Progress**

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

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

Contexts Effects among Children

Preschoolers' Perceptions of Gender Roles (with Aparna Labroo)

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

# Conference, Symposium, and Invited Talks

2014: Ono Academic College, Israel

2013: UCSD; Society for Consumer Psychology Conference

**2012**: Marketing in Israel Conference; Society for Judgment and Decision Making Annual Meeting; Food Research Meeting, University of Chicago; KAMP, Marketing Department, Kellogg School of Management, Northwestern University; Association for Consumer Research Conference

2011: Ono Academic College, Israel

2010: KAMP, Marketing Department, Kellogg School of Management, Northwestern University;

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

**2008:** Harvard Business School; LSE; Kellogg School of Management, Northwestern University; Hebrew University, Jerusalem, Israel; Tel Aviv University, Israel

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

**2006**: Association for Consumer Research 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 of Consumer Research Conference; Society for Consumer Psychology Conference