

MICHAL MAIMARAN

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Northwestern University
Kellogg School of Management
Marketing Department, #497
2001 Sheridan Road
Evanston, IL 60208

(847) 491-7151

m-maimaran@kellogg.northwestern.edu

<http://www.kellogg.northwestern.edu/faculty/maimaran/personal/index.html>

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 (2014), "If It's Useful and You Know It, Do You Eat? Preschoolers Refrain from Instrumental Food," *Journal of Consumer Research*, 41 (3) 642-655

**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 Saliency on Children's Choice and Consumption (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; Hebrew University of Jerusalem; Tel Aviv University

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