

# David Gal

## Curriculum Vitae

Kellogg School of Management  
Northwestern University  
2001 Sheridan Rd. Evanston, IL 60208  
Email: d-gal@kellogg.northwestern.edu

### Academic Positions

*Assistant Professor of Marketing* Kellogg School of Management,  
Northwestern University, 2007 – present

### Education

Ph.D. Business Administration, Stanford University  
MS Management Science and Engineering, Stanford University  
BS Computer Science, Penn State University

### Research

- Papers**
1. **Gal, David** and Blake McShane\* (2012) “Can Small Victories Help Win the War? Evidence from Consumer Debt Management,” *Journal of Marketing Research*, Forthcoming
  2. **Gal, David** (2012) “A Mouth-Watering Prospect: Salivation to Material Reward,” *Journal of Consumer Research*, Forthcoming
  3. **Gal, David** and Wendy Liu\* (2011) “Grapes of Wrath: The Angry Effects of Exerting Self Control,” *Journal of Consumer Research*, 38(3), 445-458.
  4. Chernev, Alexander, Ryan Hamilton and **David Gal** (2011), “Competing for a Consumer’s Identity: Limits to Self-Expression and the Perils of Lifestyle Branding,” *Journal of Marketing*, 75(3), 66-82.
    - Featured as a Marketing Science Institute Report
  5. Liu, Wendy and **David Gal**\* (2011) “Bringing us Together or Driving us Apart: The Effect of Soliciting Consumer Input on Consumers’ Propensity to Transact with an Organization,” *Journal of Consumer Research*, 38(2), 242-259.
  6. **Gal, David** and Derek Rucker (2011) “Answering the Unasked Question: Response Substitution in Consumer Surveys,” *Journal*

*of Marketing Research*, 48(1), 185-195.

7. **Gal, David** (2010) "From the Wheel to Twitter: Where do Innovations Come From?" in *Kellogg on Marketing*, Alice Tybout and Bobby Calder (eds.), New York: Wiley, 319-331
8. **Gal, David** and Derek Rucker\* (2010) "When in Doubt, Shout! Paradoxical Influences of Doubt on Proselytizing," *Psychological Science*, 21(11), 1701-1707.
9. **Gal, David** and James Wilkie\* (2010) "Real Men Don't Eat Quiche: Regulation of Gender Expressive Choices in Men," *Social Psychological and Personality Science*, 1(4), 291-301.

- Lead Article

10. Chernev, Alexander and **David Gal\*** (2010), "Categorization Effects in Value Judgments: Averaging Bias in Evaluating Combinations of Vices and Virtues," *Journal of Marketing Research*, 47(4), 738-747.
11. **Gal, David** (2006) "A Psychological Law of Inertia and the Illusion of Loss Aversion," *Judgment and Decision Making*, 1(1), 23-32.

**\* Denotes equal authorship**

**Selected Work in  
Progress**

1. "The Effect of Ambient Sound on Taste Perception" (with S. Christian Wheeler and Baba Shiv), Invited Revision at *Journal of Marketing Research*
2. "If No One is There to Hear It, Does a Tree Even Bother to Fall? The Need to Make an Impact" (with Derek Rucker)
3. "The Pursuit of Happiness: Does it lead to Happiness?" (with Kelly Goldsmith, Raj Raghunathan, and Lauren Cheatham)
4. "Motivated Misremembering," (with Matt Isaac and Sasha Fedorikhin)
5. "The Genius Dilemma: Why Aren't More CEO's Steve Jobs?"
6. "Stock Illusion" (with Yaniv Konchitchki)
7. "The SNARC Effect in Pricing" (with James Wilkie)
8. "Salivation to Food Reward in Restrained and Unrestrained

Eaters”

9. “Just Do It: The Effect of Perceived Goal Progress on Planning versus Acting” (with Andrea Bonezzi)
10. “The Effect of Others’ Choices on Own Choice Enjoyment” (with Wendy Liu)
11. “Self-Regulation Creates Aggressive Tendency” (with Wendy Liu)

**Conference  
Presentations**

1. “Motivated Misremembering,” *Society for Judgment and Decision Making*, Seattle, WA 2011
2. “Can Small Victories Help Win the War? Evidence from the Consumer Debt Settlement Industry,” *Society for Judgment and Decision Making*, Seattle, WA 2011
3. “Motivated Misremembering,” *Society for Consumer Psychology*, Atlanta, GA 2011
4. “Bringing us Together or Driving us Apart: The Effect of Consumer Input Solicitation Mode on Propensity to Transact with an Organization,” *Society for Consumer Psychology*, Atlanta, GA 2011
5. “Real Men Don’t Eat Quiche: Regulation of Gender-Expressive Choices by Men,” *Transcontinental Business Conference*, London Business School 2010
6. “The Grapes of Wrath: The Implicit Emotional Consequences of Being Virtuous,” *Society for Consumer Psychology*, St. Pete Beach, FL 2010
7. “The Grapes of Wrath: The Implicit Emotional Consequences of Being Virtuous,” *The Society for Judgment and Decision Making Annual Conference*, Boston, MA 2009
8. “Real Men Don’t Eat Quiche: Regulation of Gender Expressive Choices in Men,” *Association for Consumer Research* (Poster), Pittsburgh, PA 2009
9. “The Grapes of Wrath: The Implicit Emotional Consequences of Being Virtuous,” *Association for Consumer Research*, Pittsburgh, PA 2009
10. “When Self-Regulation Leads to Overconsumption,” *Association*

*for Consumer Research*, San Francisco, CA 2008

11. “Brand Saturation in Consumer Choice,” *Association for Consumer Research*, San Francisco, CA, 2008
12. “Stock Price Level and Price Response,” *Association for Consumer Research*, Memphis, TN, 2007
13. “A Psychological Law of Inertia and the Illusion of Loss Aversion,” *Society for Judgment and Decision Making*, Houston, TX, 2006

**Invited  
Presentations**

Loyola (Medicine), 2012 (scheduled)  
 INSEAD, 2012 (scheduled)  
 Stanford University, 2012 (scheduled)  
 University of Chicago, 2012  
 Hebrew University, 2012  
 UC San Diego, 2012 (scheduled)  
 University of Miami, 2011  
 University of Washington, 2011  
 Northwestern University (Psychology Department), 2009  
 UC Berkeley, 2006  
 UC San Diego, 2006  
 University of Chicago, 2006  
 Washington University, 2006  
 Northwestern University, 2006

**Teaching and  
Advising**

MBA	Marketing-Led Innovation (Developed majority of course content including cases, lectures, and assignments)
Dissertation Committee	James Wilkie

**Department  
Service**

Rookie Faculty Recruiting, 2007-2011 (Coordinator 2010)  
 Coordinator, Department Seminar Series, 2009-2012  
 Coordinator, Department Marketing Camp, 2011

Course Coordinator, Marketing 465 (Marketing-Led Innovation)  
PhD Student Selection, 2008-2012  
Executive MBA and Executive Education Curriculum Committee

**Professional  
Service**

**Editorial Review Board** *Journal of Consumer Psychology*, 2012-

**Invited Reviewer** *Association for Consumer Research (conference)*  
*Cognitive Science (conference)*  
*Flavour*  
*Journal of Consumer Research*  
*Journal of Economic Psychology*  
*Journal of Experimental Social Psychology*  
*Journal of Marketing*  
*Journal of Marketing Research*  
*Journal of Theoretical and Applied Electronic Commerce Research*  
*Judgment and Decision Making*  
*Psychological Science*  
*Research Grants Council of Hong Kong*  
*Society for Consumer Psychology (conference)*

**Research Initiatives** Program Committee, *Society for Consumer Psychology Annual Conference* 2009, 2011

Doctoral Consortium, *Society for Consumer Psychology Annual Conference*, 2011

**Professional Affiliations** *American Marketing Association*  
*Association for Consumer Research*

*Society for Consumer Psychology*  
*Society for Judgment and Decision Making*

**Other Articles**

Gal, David and Derek Rucker (2010), “A Quick Fix for Faulty Surveys,” *Advertising Age*, July 27.

Gal, David (2008), “Is Facebook’s Platform a Strategic Mistake?” *VentureBeat* (also featured in *Wall Street Journal’s* All Things Digital).