

MICHAL MAIMARAN

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Northwestern University
Kellogg School of Management
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Employment

2016–current: Research Associate Professor of Marketing, Kellogg School of Management, Northwestern University
2014–2016: 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

Publications

Paulo Albuquerque, Merrie Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R. McAlister, and Sophie Nicklaus (forthcoming), “Persuading Children: Long-Lasting Influences on Children’s Food Consideration Sets, Choices, and Consumption,” *Customer Needs and Solutions*

Michal Maimaran (2017), “To Increase Engagement, Offer Less: The Effect of Assortment Size on Children’s Engagement,” *Journal of Judgment and Decision Making* 12(3), 198-207

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*

Working Papers

Attractive but Unintelligent: Children and Adults Differ in Beliefs about Trait Correlations and Resulting Choices (with Aparna Labroo and Anastasiya Pocheptsova Ghosh)

When Limiting Can Improve Children's Decision Making: The Effect of Scarcity Cues on Children's Engagement, Consumption, and Choice Behavior (with Yuval Salant)

Assortment Diversity as an Expertise Signal (with Aner Sela and Siân Morgan), under review

Four Ways to Innovate Your Innovation (with John Schroeder)

Work in Progress

The Effect of Variety Cues on Children's Product Evaluation (with Susan Gelman and Margaret Echelbarger)

Improving Health Habits in Panama's Schools (with Szu-Chi Huang, Daniella Kupor, and Andrea Weihrauch)

Conference, Symposium, and Invited Talks

2017: The Kellogg-UIC Conference on Children's Well-Being and Happiness, Northshore Community Advisory Committee

2016: The 10th Triennial Invitational Choice Symposium, Alberta Canada; Marketing in Israel Conference; Society for Consumer Psychology Annual Winter Conference

2015: Michigan State University, Northwestern University, Association for Consumer Research North American Conference, Tel Aviv University, IDC Herzliya

2014: 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; Journal of the Association for Consumer Research; Plos One, Israel Science Foundation; Association for Consumer Research North American Conference; Society for Consumer Psychology Annual Winter Conference

Conference Leadership

Co-Chair (with Lan Chaplin, UIC), 2017, The Kellogg – UIC Conference on Children’s Well-Being and Happiness Conference, Evanston, IL

Teaching

Launching New Products and Services
Research Methods in Marketing

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

Outside Activities

UNICEF Corporate Social Responsibility Team: consulting
CCD Innovation: consulting