MICHAL MAIMARAN

November 2012

Kellogg School of Management
Northwestern University
Marketing Department, 4th Floor
2001 Sheridan Rd, Evanston, IL 60208

Email: m-maimaran@kellogg.northwestern.edu
Phone: 847 491 7151
Fax: (847) 491-2498

Employment

2008 - Current: Visiting Assistant Professor in Marketing, Kellogg School of Management, Northwestern University

Education

Ph.D., Marketing 2008, Stanford University, Graduate School of Business
Dissertation title: The Bold – Timid Divide in Consumer Choice
Committee: Itamar Simonson (Advisor), Baba Shiv, S. Christian Wheeler

M.A., Psychology, 2003, Summa cum Laude, Hebrew University, Jerusalem, Israel

B.Sc., Double Major: Mathematics and Psychology, 2001, Magna cum Laude, Hebrew University, Jerusalem, Israel

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]

AMA-Sheth Foundation Doctoral Consortium Nominated, 2007

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

Research Interests

Consumer Judgment and Decision Making, Nonconscious Effects on Consumer Behavior, Perceptual Effects on Judgment and Behavior

Teaching Interests

Marketing Research, Marketing Management, Consumer Behavior, Behavioral Decision Making

Teaching Experience

Research Methods in Marketing, Full-Time and Part-Time MBA (Winter 2009; Spring 2009; Fall 2009; Spring 2011, Fall 2011)

Publications

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

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
**Received the Best Student Paper Award, Society for Consumer Psychology, February 2007*

Papers under Review and Working Papers

Variety as a Preference Strength Signal (with Aner Sela), revise and resubmit, Journal of Consumer Research

If It's Healthy And You Know it, Do you Eat? Health Prompts Reduce Preschoolers' Consumption (with Ayelet Fishbach)

Environmental Accounting (with Kelly Goldsmith)

Priming and Contexts Effects among Children

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

Conference, Symposium, and Seminar Presentations,

If It's Healthy And You Know it, Do you Eat? Health Prompts Reduce Preschoolers' Consumption (with Ayelet Fishbach), *Society for Judgment and Decision Making Annual Meeting* (November 2012, Minneapolis, MN)

Variety as a Preference Strength Signal (with Aner Sela) *Association for Consumer Research* (October 2012, Vancouver, Canada)

If It's Healthy And You Know it, Do you Eat? Health Prompts Reduce Preschoolers' Consumption (with Ayelet Fishbach), Food Research Meeting, University of Chicago, September 2012

Less is More: Variety as a Preference Strength Signal (with Aner Sela), *Society for Consumer Psychology* (February 2012, Las Vegas, NV; presented by co-author)

Less is More: Variety as a Preference Strength Signal (with Aner Sela), *Decision Making Symposium* (June 2011, Las Vegas, NV; presented by co-author)

Positive Upshots of Anger in Decision-Making (with Ravi Dhar and Uzma Khan), *Seminar given at Ono Academic College* (March 2011, Israel)

Sex, Danger, and the Color in the Middle (with Angela Lee), *Decision Making Symposium* (December 2010, Las Vegas, NV)

Positive Upshots of Anger in Decision-Making (with Ravi Dhar and Uzma Khan), *KAMP, Marketing Department, Kellogg School of Management* (January 2010)

Positive Upshots of Anger in Decision-Making (with Ravi Dhar and Uzma Khan), *Seminar given at Tel-Aviv University* (December 2009, Israel)

Positive Upshots of Anger in Decision-Making (with Ravi Dhar and Uzma Khan), *Seminar given at The Hebrew University, Jerusalem* (December 2009, Israel)

Positive Upshots of Anger in Decision-Making (with Ravi Dhar and Uzma Khan), *Society for Judgment and Decision Making Annual Meeting* (November 2009, Boston, MA)

Positive Upshots of Anger in Decision-Making (with Ravi Dhar and Uzma Khan), *Association for Consumer Research* (October 2009, Pittsburgh, PA)

The Bold – Timid Divide in Consumer Choice (with Itamar Simonson), *Society for Judgment and Decision Making Annual Meeting* (November 2007, Long Beach, CA)

Mindset-Dependent Consumer Decision Making, Special Session Chair, *Association for Consumer Research* (October 2007, Memphis, TN)

The Bold – Timid Divide in Consumer Choice (with Itamar Simonson), *Association for Consumer Research* (October 2007, Memphis, TN)

Circles, Squares, and Choice: Graphical Priming Effects on Uniqueness and Variety Seeking (with Christian Wheeler), *Society for Consumer Psychology* (February 2007, Las Vegas, NV)

Multiple-Stage Decision Processes: Cognitive and Motivational Effects on Consumer Choice, Special Session Chair, *Society for Consumer Psychology* (February 2007, Las Vegas, NV)

The Effect of Choosing to Make a Choice on Consumers' Choices: The Making of Bold Decisions (with Itamar Simonson), *Society for Consumer Psychology* (February 2007, Las Vegas, NV)

The Difference between Criticizing and Defending Choices: Tastes versus Norms (with Thomas Kramer and Itamar Simonson), *Society for Judgment and Decision Making Annual Meeting* (November 2006, Houston, TX)

Automatic Heart and Automatic Mind: Nonconscious Affective and Cognitive Influences on Consumer Behavior, Special Session Chair, *Association for Consumer Research* (October 2006, Orlando, FL)
Circles, Squares, and Choice: Graphical Priming Effects on Uniqueness and Variety Seeking (with Christian Wheeler), *Association for Consumer Research* (October 2006, Orlando, FL)

De gustibus non est disputandum? The Difference between Criticizing and Defending Choices (with Thomas Kramer and Itamar Simonson), *Association for Consumer Research*, (October 2006, Orlando, FL)

Circles, Squares, and Choice: Graphical Priming Effects on Preference for Uniqueness and Variety Seeking (with Christian Wheeler), *Society for Judgment and Decision Making Annual Meeting* (November 2005, Toronto, Canada)

Conference Posters

Reducing the Reluctance to Exchange Gambles: The Role of Vividness and Ex-Post Value, *Behavioral Decision Research in Management* (June 2006, Santa Monica, CA)

Service

Reviewer for the Journal of Consumer Research
Reviewer for the Journal of Consumer Psychology
Reviewer for the Association of Consumer Research Conference
Reviewer for the Society for Consumer Psychology Conference