

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

Margaret Echelbarger, Michal Maimaran, & Susan Gelman (2020), “Children's Variety Seeking in Food Choices,” *Journal of Association of Consumer Research*, 5 (3), 322-328

Sela, Aner, Liat Hadar, Siân Morgan, & Michal Maimaran (2019), “Variety-Seeking and Perceived Expertise,” *Journal of Consumer Psychology*, 29(4), 671–679

Michal Maimaran & Yuval Salant (2019), “The Effect of Limited Availability on Children’s Consumption, Engagement, and Choice Behavior,” *Journal of Judgment and Decision Making*, 14(1), 72-79

Szu-Chi Huang, Daniella Kupor, Michal Maimaran, & Andrea Weihrauch (2019), “Leveraging Means-Goal Associations to Boost Children's Water Consumption: A Four-School Three-Month Field Experiment,” *Journal of Association of Consumer Research*, 4 (1), 77-86

Uzma Khan, Alex DePaoli, & Michal Maimaran (2019), “The Unique Role of Anger among Negative Emotions in Goal-Directed Decision Making,” *Journal of Association of Consumer Research*, 4 (1), 65-76

Paulo Albuquerque, Merrie Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R. McAlister, & Sophie Nicklaus (2018), “Persuading Children: Long-Lasting Influences on Children’s Food Consideration Sets, Choices, and Consumption,” *Customer Needs and Solutions*, 5 (1-2), 38-50

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

Children Are Price Sensitive Too: How Price Promotion Affects Children's Healthy Choices at Elementary Schools (with Szu-Chi Huang), Revise and Resubmit

Can Marketer Actions that Increase Consumers Attractiveness Reduce their Cognitive Choices? (with Aparna Labroo and Anastasiya Pocheptsova Ghosh), Revise and Resubmit

Children's Usage of Smart Speakers and Video Games (with Paulo Albuquerque and Geoff Tomaino)

Persuasion by Smart Speakers (with Paulo Albuquerque and Geoff Tomaino)

Conference, Symposium, and Invited Talks

2020:

Association of Consumer Research North American Conference

2019:

Behavioral Science and Management Seminar at the Technion
Association for Consumer Research North American Conference
Negotiations in Health Conference, Israel
Marketing Science Conference
Society for Consumer Psychology Annual Winter Conference

2018:

Marketing in Israel Conference
The Kellogg Global Women's Summit

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:

University of California San Diego
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

2010-2011:

Ono Academic College
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

Editorial Review Boards and Reviewer

Editorial Review Board, Journal of Consumer Research

Ad hoc reviewer: Journal of Marketing Research; Journal of Personality and Social Psychology; Psychological Science; 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; Marketing Consulting Lab

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