

## MICHAL MAIMARAN

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Northwestern University  
Kellogg School of Management  
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### Employment

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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

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#### 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

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Paulo Albuquerque, Merrie Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R. McAlister, and 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**

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Leveraging Means–Goal Associations to Boost Children’s Water Consumption: A Four-School Three-Month Field Experiment (with Szu-Chi Huang, Daniella Kupor, and Andrea Weihrauch), revise and resubmit

Do People Think Attractive Women are Less Intelligent, and Why That Matters (with Aparna Labroo and Anastasiya Pocheptsova Ghosh), under review

You Can Have Only One Carrot: The Effect of Limited Availability on Children’s Consumption, Engagement, and Choice Behavior (with Yuval Salant)

Role of Emotion in Goal-Directed Decision Making (with Uzma Khan and Alex DePaoli), under review

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

## **Work in Progress**

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

Economic Incentives Boost Children’s Healthy Choices (with Szu-Chi Huang and Yuval Salant)

## **Conference, Symposium, and Invited Talks**

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### **2018:**

The Kellogg Global Women’s Summit (forthcoming)

### **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**

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Editorial Review Board, Journal of Consumer Research  
Ad hoc reviewer: 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**

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

**Teaching**

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Launching New Products and Services  
Research Methods in Marketing  
Marketing Consulting Lab

**Honors and Awards**

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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**

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UNICEF Corporate Social Responsibility Team: consulting  
CCD Innovation: consulting