

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

Szu-Chi Huang, Daniella Kupor, Michal Maimaran and Andrea Weihrauch, Forthcoming, “Leveraging Means-Goal Associations to Boost Children's Water Consumption: A Four-School Three-Month Field Experiment,” *Journal of Association of Consumer Research*

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

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

Assortment Diversity as an Expertise Signal (with Aner Sela, Liat Hadar and Siân Morgan), revise and resubmit

The Effect of Limited Availability on Children's Consumption, Engagement, and Choice Behavior (with Yuval Salant)

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

Work in Progress

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)

Conference, Symposium, and Invited Talks

2018:

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; 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