

Mike Palazzolo

UC Davis Graduate School of Management
540 Alumni Lane, Davis, CA 95616
Email: mpalazzolo@ucdavis.edu

Academic Positions

2016 – Present Assistant Professor of Marketing
UC Davis Graduate School of Management
Research Affiliate, Center for Poverty & Inequality Research

Education

2016 **Ph.D. in Business Administration — Marketing**
Stephen M. Ross School of Business, University of Michigan

2009 **Master of Business Administration**
Graduate School of Management, University of California, Davis

2004 **Bachelor of Science — Management Science**
University of California, San Diego

Publications

Orhun, A.Y. & Palazzolo, M. (2019). Frugality Is Hard to Afford. *Journal of Marketing Research*, 56(1), 1–17. <https://doi.org/10.1177/0022243718821660>

Author order is alphabetical

Winner of 2019 Paul E. Green Award honoring best article in JMR for a given calendar year.

Palazzolo, M. & Patabhiramaiah, A. “The Minimum Wage and Consumer Nutrition.”

Forthcoming in Journal of Marketing Research.

Author order is alphabetical.

<https://journals.sagepub.com/doi/pdf/10.1177/00222437211023475>

Working Papers

Palazzolo, M. & Feinberg, F. “Modeling Consideration Set Substitution”

Invited Talks

- 2019 Stitch Fix
“Persistent & Predictable Shifts in Household Preferences.”
- 2017 Santa Clara University – Leavey School of Business
“Frugality is Hard to Afford.”
- 2015 University of Texas, Dallas – Naveen Jindal School of Management
“Modeling Consideration Set Substitution.”
- 2015 University of California, Davis – Graduate School of Management
“Modeling Consideration Set Substitution.”
- 2015 University of Colorado, Boulder – Leeds School of Business
“Modeling Consideration Set Substitution.”

Conference Presentations

- 2020 Mike Palazzolo* & Adithya Pattabhiramaiah, “The Minimum Wage and Consumer Nutrition.” Boulder Summer Conference on Consumer Financial Decision Making. Boulder, CO. [Paper accepted but conference cancelled]
- 2019 Mike Palazzolo* & Adithya Pattabhiramaiah, “The Minimum Wage and Consumer Nutrition.” ISMS 41st Marketing Science Conference. Rome, Italy.
- 2019 Mike Palazzolo*, Ashwin Aravindakshan, & Kay Peters, “Measuring Time-Varying Heterogeneity.” Winter AMA. Austin, TX.
- 2016 A. Yeşim Orhun & Mike Palazzolo*, “Frugality is Hard to Afford.” Boulder Summer Conference on Consumer Financial Decision Making. Boulder, CO.
- 2015 Mike Palazzolo* & Fred Feinberg, “Modeling Consideration Set Substitution.” ISMS 37th Marketing Science Conference in Baltimore, MD.
- 2015 Mike Palazzolo* & Fred Feinberg, “Modeling Consideration Set Substitution.” Haring Symposium in Bloomington, IN.
- 2014 Mike Palazzolo* & Fred Feinberg, “A Search Cost Model of Consideration Set Formation.” ISMS 36th Marketing Science Conference in Atlanta, GA.
- 2014 Mike Palazzolo & Fred Feinberg*, “The First is Always the Toughest: The Managerial Implications of Search Cost Savings.” ISMS 36th Marketing Science Conference in Atlanta, GA.
- 2013 Mike Palazzolo* & Fred Feinberg, “Forecasting Substitution Patterns when Consumers Diversify Their Consideration Sets.” ISMS 35th Marketing Science Conference in Istanbul, Turkey.

* = Presenting author