

## Mike Palazzolo

UC Davis Graduate School of Management  
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### Academic Positions

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2016 Assistant Professor of Marketing  
UC Davis Graduate School of Management

### Education

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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

### Research Interests

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Intertemporal choice  
Consumer search & consideration set formation  
Consumer financial decision making  
Discrete choice models

### Working Papers

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Palazzolo, Mike and Fred M. Feinberg “Modeling Consideration Set Substitution”  
*Revising for invited resubmission to Marketing Science.*

Orhun, A. Yeşim and Mike Palazzolo. “Frugality is Hard to Afford”  
*Revising for invited resubmission to Journal of Marketing Research.*

### Invited Talks

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2015 University of Texas, Dallas – Naveen Jindal School of Management  
2015 University of California, Davis – Graduate School of Management  
2015 University of Colorado, Boulder – Leeds School of Business

## Conference Presentations

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- 2016 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. Baltimore, MD.
- 2015 Mike Palazzolo\* & Fred Feinberg, “Modeling Consideration Set Substitution.” Haring Symposium. Bloomington, IN.
- 2014 Mike Palazzolo\* & Fred Feinberg, “A Search Cost Model of Consideration Set Formation.” ISMS 36th Marketing Science Conference. 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. Atlanta, GA.
- 2013 Mike Palazzolo\* & Fred Feinberg, “Forecasting Substitution Patterns when Consumers Diversify Their Consideration Sets.” ISMS 35th Marketing Science Conference. Istanbul, Turkey.

\* = Presenting author

## Teaching Experience

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- 2013 Graduate Student Instructor, Ross School of Business, University of Michigan  
*Marketing 300: Marketing Management*  
*Teaching Rating: 4.9/5.0 (average across all instructors: 4.5/5.0)*
- 2010 Guest Lecture, Graduate School of Management, University of California—Davis  
*MGT 293: Product Management (invited by Professor David Bunch)*  
*“Excelling in the Markstrat Simulation”*

## Service

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Ad hoc reviewer for *Marketing Science* and *American Journal of Agricultural Economics*

## Industry Experience

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2008	Palantir Technologies	Business Development Intern
2006 – 2007	Stockton Ports Baseball Club	Director of Special Projects
2004 – 2006	Fresno Grizzlies Baseball Club	Intern, Project Manager, Marketing Manager