

Mike Palazzolo

UC Davis Graduate School of Management
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Academic Positions

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

Publications

Orhun, A.Y. & Palazzolo, M. (2019). Frugality Is Hard to Afford. *Journal of Marketing Research*, 56(1), 1–17. [[PDF](#)]

Author order is alphabetical.

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

Palazzolo, M., & Pattabhiramaiah, A. (2021). The Minimum Wage and Consumer Nutrition. *Journal of Marketing Research*, 58(5), 845-869. [[PDF](#)]

Author order is alphabetical.

Finalist for 2021 Paul E. Green Award honoring best article in JMR for a given calendar year.

Working Papers

School Nutrition Mandates and the Household Grocery Basket. [[PDF](#)]

Invited for resubmission at Journal of Marketing Research.

Co-authored with Zoey Hu, Adithya Pattabhiramaiah, & Kusum Ailawadai.

Taste and Nutrition Labels [[PDF](#)]

Under review at Journal of Marketing Research.

Co-authored with Beatriz Pereira.

Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors [[PDF](#)]

Under review at Marketing Science.

Co-authored with Simon Blanchard.

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

- 2023 Mike Palazzolo*, Beatriz Pereira, “The Benefits of Joint Presentation of Simplified Nutrition and Taste Labels.” ISMS 45th Marketing Science Conference. Miami, FL.
- 2023 Mike Palazzolo*, Beatriz Pereira, “The Benefits of Joint Presentation of Simplified Nutrition and Taste Labels.” AMA Marketing and Public Policy Conference. Arlington, VA.
- 2022 Mike Palazzolo*, Zoey Hu, Adithya Pattabhiramaiah, & Kusum Ailwadi, “Changes to the Shopping Basket in Response to the Healthy, Hunger-Free Kids Act.” ISMS 44th Marketing Science Conference.
- 2020 Mike Palazzolo* & Adithya Pattabhiramaiah, “The Minimum Wage and Consumer Nutrition.” Boulder Summer Conference on Consumer Financial Decision Making. Boulder, CO. [Cancelled due to COVID-19]
- 2019 Mike Palazzolo* & Adithya Pattabhiramaiah, “The Minimum Wage and Consumer Nutrition.” ISMS 41st Marketing Science Conference in 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

Honors and Awards

2019 Paul E. Green Award
Best article of 2019, Journal of Marketing Research
Awarded for “Frugality is Hard to Afford” with A. Yesim Orhun