

# Mike Palazzolo

UC Davis Graduate School of Management  
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

## 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.*

*Finalist for JMR's 2024 Weitz-Winer-O'Dell award for long-term impact in Marketing.*

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.*

Blanchard, Simon & Palazzolo, M. Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors. Forthcoming at *Marketing Science*. [[PDF](#)]

*Author contribution is equal.*

## Working Papers

---

Groceries or School Cafeterias? How Households Respond to School Nutrition Mandates. [[PDF](#)]

*Resubmitted to Journal of Marketing Research. (June, 2024)*

*History: Submitted (2/23), Major revision (5/23), Minor revision (3/24)*

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

School Shootings and Local Economic Activity [[PDF](#)]

*Preparing for submission to Journal of Marketing Research.*

*Co-authored with Muzeeb Shaik, John Costello, Adithya Pattabhiramaiah, and Shrihari Sridhar*

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

*Additional data being collected.*

*Co-authored with Beatriz Pereira.*

## 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

## Invited Talks & Conference Presentations

---

- 2024 Simon Blanchard, Mike Palazzolo\*, “Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors” ISMS 46th Marketing Science Conference. Sydney, Australia.
- 2024 Mike Palazzolo, Beatriz Pereira\*, “Taste and Nutrition Labels” ISMS 46th Marketing Science Conference. Sydney, Australia.
- 2024 Mike Palazzolo\*, Ashwin Aravindakshan, Kay Peters, Prasad Naik “Customer Purchase Cycles and COVID-19.” European Marketing Annual Conference 2024. Bucharest, Romania.
- 2024 Simon Blanchard\*, Mike Palazzolo, “Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors” Boulder Summer Conference on Consumer Financial Decision Making. Boulder, CO. *Competitive, Single-Track Conference*.
- 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. *Competitive, Single-Track Conference*. [Cancelled due to COVID-19]
- 2019 Mike Palazzolo\*, Ashwin Aravindakshan, & Kay Peters, “Persistent & Predictable Shifts in Household Preferences.” Stitch Fix, Seminar Series
- 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.
- 2017 A. Yeşim Orhun & Mike Palazzolo\*, “Frugality is Hard to Afford.” Santa Clara University – Leavey School of Business, Seminar Series
- 2016 A. Yeşim Orhun & Mike Palazzolo\*, “Frugality is Hard to Afford.” Boulder Summer Conference on Consumer Financial Decision Making. Boulder, CO. *Competitive, Single-Track Conference*.
- 2015 Mike Palazzolo\* & Fred Feinberg, “Modeling Consideration Set Substitution.” University of

- California, Davis – Graduate School of Management, seminar series
- 2015 Mike Palazzolo\* & Fred Feinberg, “Modeling Consideration Set Substitution.” University of Colorado, Boulder – Leeds School of Business, seminar series
- 2015 Mike Palazzolo\* & Fred Feinberg, “Modeling Consideration Set Substitution.” University of Texas, Dallas – Naveen Jindal School of Management, seminar series
- 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