

# Mike Palazzolo

Email: mpalazzolo@ucdavis.edu

## Academic Employment

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University of California – Davis, Graduate School of Management  
2025 – Present Associate Professor of Marketing  
2016 – 2025 Assistant Professor of Marketing  
2016 – Present Research Affiliate, [Center for Poverty & Inequality Research](#)

## Education

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University of Michigan, Ross School of Business  
2010 – 2016 Ph.D. in Business Administration  
University of California – Davis, Graduate School of Management  
2007 – 2009 MBA  
University of California – San Diego  
2000 – 2003 B.S. Management Science

## Publications

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Shaik, M., Costello, J., Palazzolo, M., Pattabhiramaiah, A., & Sridhar, S. (2025) “How Fatal School Shootings Impact a Community's Consumption.” Forthcoming at *Journal of Marketing Research*. [\[PDF\]](#)

Palazzolo, M., Hu, Z., Ailawadi, K., & Pattabhiramaiah, A. (2025) “Groceries or School Cafeterias? How Households Respond to School Nutrition Mandates.” Forthcoming at *Journal of Marketing Research*. [\[PDF\]](#)

Blanchard, S. & Palazzolo, M. (2025) “Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors.” *Marketing Science*, 44(3), 491-732. [\[PDF\]](#)  
*Author contribution is equal.*

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.*

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.*

## Working Papers

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

*Additional data being collected.*

Co-authored with Beatriz Pereira.

## Honors and Awards

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2019 Paul E. Green Award

*Best article of 2019, Journal of Marketing Research*

*Awarded for “Frugality is Hard to Afford” with A. Yesim Orhun*

## Professional Service

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### Editorial Review Board:

- Journal of Marketing Research (2025)

### Referee:

- Journal of Marketing
- Journal of Public Policy & Marketing
- Marketing Science

## Invited Talks & Conference Presentations

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2025 D. David Olk, Mike Palazzolo\*, “Opting in to Nutrition Labels: How Consumer Choices Change” ISMS 47th Marketing Science Conference. Washington, DC.

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 Ailawadi, “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