

Mike Palazzolo

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

Author contribution is equal.

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

Working Papers

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

Invited for major revision at Journal of Marketing Research. (September, 2024)

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