

DAVID GAL

CURRICULUM VITAE

PERSONAL DATA

College of Business
University of Illinois at Chicago
Department of Managerial Studies
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Chicago, IL 60607

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EMPLOYMENT HISTORY

Professor of Marketing
University of Illinois at Chicago
2016—present

Director, PhD in Marketing
University of Illinois at Chicago
2015—present

Associate Professor of Marketing
University of Illinois at Chicago
2014—2016

Assistant Professor of Marketing
Northwestern University
2007—2014

EDUCATION

Doctorate of Philosophy in Business Administration, 2007
Stanford Graduate School of Business, Stanford University, Stanford, CA

Masters of Science in Management Science & Engineering, 2004
Stanford University, Stanford, CA

Bachelor of Science in Computer Science, 1999
Penn State University, State College, PA

HONORS AND AWARDS

Marketing Science Institute Scholar, 2018
Faculty Fellow, AMA Doctoral Consortium, 2014, 2016, 2018

Named to DocSig list of most productive authors in the premier marketing journals, 2013, 2014, 2015, 2016
Faculty Fellow, Society for Consumer Psychology Annual Conference, 2011, 2017
Faculty Fellow, Association for Consumer Research Annual Conference, 2013, 2014 (could not attend)
Marketing Science Institute Young Scholar, 2013

RESEARCH

1. **Gal, David** and Itamar Simonson (2021), “Predicting Consumers’ Choices in the Age of the Internet, AI, and Almost Perfect Tracking: Some Things Change, the Key Challenges Do Not,” *Consumer Psychology Review*, forthcoming.
2. Kalaiganam, Kartik, Kapil Tuli, Tarun Kushwaha, Leonard Lee, and **David Gal** (2021), “Marketing Agility: The Concept, Antecedents, and a Research Agenda,” *Journal of Marketing*, forthcoming.
3. Ma, Jingjing, Zichuan Mo, and **David Gal** (2020), “The Route to Improve the Effectiveness of Negative PSA’s,” *Journal of Business Research*, forthcoming.
4. **Gal, David** (2020), “Why the Sun will not Set on the Endowment Effect: The Endowment Effect After Loss Aversion,” *Current Opinion in Psychology* (invited), forthcoming
5. **Gal, David** and Derek Rucker (2020), “Act Boldly: Important Life Decisions, Courage, and the Motivated Pursuit of Risk,” *Journal of Personality and Social Psychology*, forthcoming.
6. Hu, Yuheng, Anbang Xu, Yili Hong, **David Gal**, Vibha Sinha, and Rama Akkiraju (2019), “Generating Business Intelligence Through Social Media Analytics: Measuring Brand Personality with Consumer-, Employee-, and Firm-Generated Content,” *Journal of Management Information Systems* [Top-tier IS Journal, FT 50], 36(3), 893-930.
7. McShane, Blake, **David Gal**, Andrew Gelman, Christian Robert, and Jennifer Tackett (2019), “Abandon Statistical Significance,” *The American Statistician*, 73, 235-245.
8. **Gal, David** (2019), “The Genius Dilemma: Fortune 1000 CEO Personality and Firm Innovation” *Journal of Creative Behavior*, 53(3), 339-348.
9. **Gal, David** and Derek Rucker (2018), “The Loss of Loss Aversion: Will it Loom Larger than its Gain?” *Journal of Consumer Psychology* [invited dialogue target article], 28(3), 497-516
Related: **Gal, David**, “[Why is Behavioral Economics So Popular?](#)” *New York Times*, October 6, 2018
Related: **Gal, David**, “[Why the Most Important Idea in Behavioral Decision-Making Is a Fallacy](#),” *Scientific American*, July 31, 2018
Related: **Gal, David**, “[What Does Loss Aversion Mean for Investors? Not](#)

[Much](#),” *CFA Institute Blog*, June 5, 2018

10. **Gal, David** and Derek Rucker (2018), “Loss Aversion, Intellectual Inertia, and A Call for a More Contrarian Science: A Reply to Higgins & Liberman and Simonson & Kivetz,” *Journal of Consumer Psychology* [[rejoinder](#)], 28(3), 533-539
11. McShane, Blake and **David Gal*** (2017), “Statistical Significance and the Dichotomization of Evidence,” *Journal of the American Statistical Association* [A+ journal in Statistics], 112(519), 885-895. [Featured Discussion Article](#).
12. McShane, Blake and **David Gal*** (2017), “Rejoinder: Statistical Significance and the Dichotomization of Evidence,” *Journal of the American Statistical Association*, 112(519), 904-908.
13. Brough, Aaron R., James E.B. Wilkie, Jingjing Ma, Matthew S. Isaac, and **David Gal** (2016), “Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption,” *Journal of Consumer Research*, 43(4), 567-582.
14. Ma, Jingjing and **David Gal*** (2016), “When Sex and Romance Conflict: The Effect of Sexual Imagery in Advertising on Preference for Romantically-Linked Products and Services,” *Journal of Marketing Research*, 53(4), 479-496.
15. **Gal, David** (2016), “Let Hunger Be Your Guide? Being Hungry Before a Meal is Associated with Healthier Levels of Post-Meal Glucose,” *Journal of the Association for Consumer Research*, 1(1), 15-24.
16. McShane, Blake and **David Gal*** (2016), “Blinding Us to the Obvious? The Effect of Statistical Training on the Evaluation of Evidence,” *Management Science*, 62(6), 1707-1718.
17. **Gal, David** (2015), “Identity-Signaling Behavior,” in *The Cambridge Handbook of Consumer Psychology*, eds. Michael I. Norton, Derek D. Rucker, and Cait Lamberton, p. 257-281.
18. Soo Kim and **David Gal*** (2014), “From Compensatory Consumption to Adaptive Consumption: The Role of Self-Acceptance in Resolving Self-Deficits,” *Journal of Consumer Research*, 41(2), 526-542
19. **Gal, David*** and Blake McShane (2012) “Can Small Victories Help Win the War? Evidence from Consumer Debt Management,” *Journal of Marketing Research*, 49(4), 487-501
20. **Gal, David** (2012) “A Mouth-Watering Prospect: Salivation to Material Reward,” *Journal of Consumer Research*, 38(6), 1022-1029.
21. **Gal, David*** and Wendy Liu (2011) “Grapes of Wrath: The Angry Effects of Exerting Self Control,” *Journal of Consumer Research*, 38(3), 445-458.

22. Chernev, Alexander, Ryan Hamilton and **David Gal** (2011), “Competing for a Consumer’s Identity: Limits to Self-Expression and the Perils of Lifestyle Branding,” *Journal of Marketing*, 75(3), 66-82. Featured as a Marketing Science Institute Report
23. Liu, Wendy and **David Gal*** (2011) “Bringing us Together or Driving us Apart: The Effect of Soliciting Consumer Input on Consumers’ Propensity to Transact with an Organization,” *Journal of Consumer Research*, 38(2), 242-259.
24. **Gal, David** and Derek Rucker (2011) “Answering the Unasked Question: Response Substitution in Consumer Surveys,” *Journal of Marketing Research*, 48(1), 185-195.

Related: **Gal, David** and Derek Rucker, “[A Quick Fix for Faulty Surveys](#),” *Advertising Age*, July 27, 2010

25. **Gal, David** (2010) “From the Wheel to Twitter: Where do Innovations Come From?” in *Kellogg on Marketing*, Alice Tybout and Bobby Calder (eds.), New York: Wiley, 319-331
26. **Gal, David*** and Derek Rucker (2010) “When in Doubt, Shout! Paradoxical Influences of Doubt on Proselytizing,” *Psychological Science*, 21(11), 1701-1707.
27. **Gal, David*** and James Wilkie (2010) “Real Men Don’t Eat Quiche: Regulation of Gender Expressive Choices in Men,” *Social Psychological and Personality Science*, 1(4), 291-301. Lead Article
28. Chernev, Alexander and **David Gal*** (2010), "Categorization Effects in Value Judgments: Averaging Bias in Evaluating Combinations of Vices and Virtues,” *Journal of Marketing Research*, 47(4), 738-747.
29. **Gal, David** (2006) “A Psychological Law of Inertia and the Illusion of Loss Aversion,” *Judgment and Decision Making*, 1(1), 23-32.

* Denotes equal authorship

SELECTED WORK IN PROGRESS ---

REFEREED CONFERENCE PRESENTATIONS ---

2020: Association for Consumer Research (scheduled), Society for Consumer Psychology

2019: Hawaii International Conference on System Science, AMA Winter Academic Conference, Joint Statistical Meeting (*American Statistician* Editor’s Choice), Marketing

Science, La Londe Marketing Conference, Association for Consumer Research (workshop, panel)

2018: Association for Psychological Science Annual Convention, Association for Consumer Research (forum), International Conference on Information Systems, INFORMS Workshop on Data Science, INFORMS CIST

2017: Society for Consumer Psychology, Marketing Science, Association for Consumer Research, INFORMS CIST (*Finalist for Conference Best Paper*)

2016: Society for Consumer Psychology, Qualtrics Insight Summit (*Winner: Audience Choice Award*), Association for Consumer Research, Judgment and Decision Making

2015: Society for Consumer Psychology International Conference, Association for Consumer Research Hong Kong

2014: Behavioral Science of Eating, Behavioral Decision Research in Management, Judgment and Decision-Making

2013: Society for Consumer Psychology, Association for Consumer Research

2012: Marketing Science, Association for Consumer Research

2011: Society for Judgment and Decision Making, Society for Consumer Psychology

2010: Transcontinental Business Conference, Society for Consumer Psychology

2009: Society for Judgment and Decision-Making, Association for Consumer Research

2008: Association for Consumer Research

2007: Association for Consumer Research

2006: Society for Judgment and Decision-Making

INVITED PRESENTATIONS

2020: UT Austin (CB PhD seminar via web), Journal of Marketing (Insights for Managers Webinar), Arizona State University (scheduled)

2019: Consumer Financial Protection Bureau (Expert Panel on Behavioral Economics), JDM Winter Symposium, Wilfrid Laurier University, Harvard Business School, Marketing Science Institute (Webinar)

2018: University of Illinois at Chicago (Finance)

2017: University of Cincinnati (Marketing Camp), University of Hawaii, KU Leuven, Maastricht University, JDM Winter Symposium, Northwestern University (Psychology)

2016: University of Illinois at Chicago (Psychology), Cornell University (Marketing Camp), Florida International University, JDM Winter Symposium

2015: Chinese University of Hong Kong, University of Alberta, JDM Winter Symposium, National University of Singapore, Cornell Behavioral Science of Eating Workshop

2014: University of Wisconsin Madison, Brigham Young University, University of Pennsylvania (Marketing Camp), Notre Dame University

2013: Invited ACR Conference on Emotions and Well-Being, University of Miami, University of Illinois at Chicago, Emory University, Illinois Institute of Technology

2012: Loyola (School of Medicine), INSEAD (Marketing Camp), Stanford University, University of Chicago, Hebrew University, UC San Diego

2011: University of Miami, University of Washington

2009: Northwestern University (Psychology Department)

2006: UC Berkeley, UC San Diego, University of Chicago, Washington University, Northwestern University

TEACHING

- BS Introduction to Marketing
*Developed majority of course content, including cases, lectures, and exercises
- MBA Introduction to Marketing
Marketing-Led Innovation
*Developed majority of course content, including cases, lectures, and exercises
- PhD Consumer Decision-Making

DOCTORAL COMMITTEES & ADVISING EXPERIENCE

Doctoral Committee Experience (First job in parentheses):

Committees Chaired

Eda Anlamlier, University of Illinois at Chicago (UNLV)

Lagnajita Chatterjee, University of Illinois at Chicago (Worcester State University)

Tianyi Li, University of Illinois at Chicago

Committees Served:

James Wilkie, Northwestern University (Notre Dame)
Soo Kim, Northwestern University (Cornell)
Esta Denton, Northwestern University (U. Cincinnati)
Jingjing Ma, Northwestern University (Peking U.)
Miao Hu, Northwestern University (U. Hawaii)
Mijung Park, Northwestern University
Sharlene He, Northwestern University (Concordia U.)
Sophie Xiao, University of Illinois at Chicago (U. Tennessee)
James Wages, Northwestern University

PROFESSIONAL SERVICE

Associate Editor & Editorial Review Board

European Science Foundation, College of Expert Reviewers, 2020-
Journal of Consumer Psychology (Associate Editor: 2021- ; Associate Editor (Special Issue): 2018-2019; ERB: 2012-2015)
Journal of Consumer Research (ERB: 2018-present)
Journal of Marketing Research (ERB: 2014-present)

Invited Reviewer:

Association for Consumer Research (conference, doctoral dissertation grants)
BMJ Evidence-Based Medicine
Cambridge University Press
Canada Foundation for Innovation
Cognitive Science (conference)
European Marketing Academy Conference
European Science Foundation
Flavour
German Academic Exchange Service
Group Processes and Intergroup Relations
Israel Science Foundation
Journal of the Association for Consumer Research
Journal of Behavioral Decision Making
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Economic Psychology
Journal of Environmental Management
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Marketing
Journal of Marketing Research
Judgment and Decision Making
MSI Clayton Dissertation Proposals
Management Science
Marketing Letters
National Science Foundation

Netherlands Organization for Scientific Research
PLoS One
Psychological Science
Psychometrika
Research Foundation – Flanders
Research Grants Council of Hong Kong
Routledge Companion Books
Social Sciences and Humanities Research Council of Canada
Society for Consumer Psychology (conference, doctoral dissertation proposals)

Conference and Association Service:

Co-Chair, Research-Skills Workshop, Society for Consumer Psychology, 2021
Co-Chair, Working Papers, Society for Consumer Psychology, 2020
Co-organizer, American Marketing Association Summer Academic Conference, Boston, 2018
Co-organizer, Society for Consumer Psychology Boutique Conference, Chicago, 2016
Program Committee, International Conference on Computational Science, 2016, 2018, 2019, 2020
Program Committee, Society for Consumer Psychology 2nd International Conference, Vienna 2015
Program Committee, Association for Consumer Research, Asia-Pacific Conference, Hong Kong 2015
Program Committee, Association for Consumer Research, North America Conference, 2013, 2014, 2017
Program Committee, Advertising and Consumer Psychology (“The Asian Consumer;” Singapore), 2012
Program Committee, Society for Consumer Psychology Annual Conference 2009, 2011, 2013, 2014, 2015, 2016, 2017, 2019
Advisory Panel Member, Society for Consumer Psychology, 2012-2015