

# ALEXANDER DEPAOLI, PH.D.

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[Website](#)

## ACADEMIC POSITIONS

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D'Amore-McKim School of Business, Northeastern University, Boston, MA

Associate Teaching Professor of Marketing  
Visiting Assistant Professor of Marketing

2019-present  
2017-2019

## EDUCATION

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Stanford Graduate School of Business, Stanford University, Palo Alto, CA

June 2017

Ph.D., Business Administration, *emphasis in Marketing*  
Ph.D. Minor, Management Science & Engineering, *emphasis in Entrepreneurship*

Brown University, Providence, RI

May 2011

B.A. with Honors, Cognitive Science  
B.A., Economics

## DISSERTATION

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“Reason-product (In)compatibility: Implications of Consumer Reasoning for Post-Choice Satisfaction”

Advisors: Professors Itamar Simonson and Uzma Khan

Committee: Professors Itamar Simonson, Uzma Khan, Benoit Monin, Baba Shiv, and Ewart Thomas

## RESEARCH INTERESTS

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Judgment and decision making

Consumer reasoning and deliberation

Affect and emotion in consumer choice

Consumer satisfaction

## PUBLICATIONS

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Khan, Uzma, **Alexander DePaoli**, & Michal Maimaran (2019), "The Unique Role of Anger Among Negative Emotions in Goal-Directed Decision Making," *Journal of the Association for Consumer Research*, 4 (1), 65-76.

## UNDER REVIEW AND WORKING MANUSCRIPTS

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**DePaoli, Alexander**, Uzma Khan, & Itamar Simonson, "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning."

**DePaoli, Alexander**, "The Pros and Cons of Pros and Cons: Consumer Reasoning has Opposite Implications for Post-Choice Satisfaction and Consistency."

**DePaoli, Alexander** & Uzma Khan, "Favorites Fall Faster: Greater Liking Leads to Faster Satiation."

**DePaoli, Alexander**, "Decisions to Reject lead to Loss Insensitivity."

## SELECTED RESEARCH IN PROGRESS

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"Revealing and Erasing Consumers' Preferences for Affectively-Charged Attributes" with Itamar Simonson (Stanford)

"Fungibility Moderates Medium Maximization" with Jayson Jia (University of Hong Kong)

"The Role of Volatility on Action Bias and Justifiability in Sequential Decisions" with Yakov Bart (Northeastern)

## **AWARDS AND FELLOWSHIPS**

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Student Paper Award, Society for Judgment and Decision Making SPSP Preconference	January 2016
Thirteen fellowships and scholarships for the Stanford Graduate School of Business	2011-2016
Undergraduate Thesis Prize in Cognitive Science, Brown University	May 2011

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research	2012-present
Society for Consumer Psychology	2013-present
Society for Judgment and Decision Making	2014-present
Marketing Science Institute	2018-present

## **CONFERENCE PROCEEDINGS AND PRESENTATIONS**

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DePaoli, Alexander & Uzma Khan (2019), "Stimulus Intensity increases Hedonic Adaptation." Symposium at the *Society for Consumer Psychology*, Savannah, GA.

DePaoli, Alexander (2018), "The Pros and Cons of Pros and Cons: Consumer Reasoning has Opposite Implications for Post-Decisional Satisfaction and Choice Consistency." Symposium presentation at the *Association for Consumer Psychology*, Dallas, TX.

DePaoli, Alexander (2018), "Differential Impacts of Consumer Reasoning on Post-Decisional Satisfaction and Choice." Working paper presentation at the *Society for Consumer Psychology*, Dallas, TX.

DePaoli, Alexander & Itamar Simonson (2018), "Revealing and Erasing Consumers' Preferences for Affectively-Charged Attributes." Individual paper presentation at the *Society for Consumer Psychology*, Dallas, TX.

DePaoli, Alexander (2017), "When Reasons Don't Matter: Differential Impacts of Consumer Reasoning on Post-Decisional Satisfaction and Choice." Individual paper presentation at the *Society for Judgment and Decision Making*, Vancouver, BC.

DePaoli, Alexander, Uzma Khan, & Itamar Simonson (2017), "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning." Individual paper presentation at the *Association for Consumer Research*, San Diego, CA.

DePaoli, Alexander, Uzma Khan, & Itamar Simonson (2017), "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning." Individual paper presentation at the *Society for Consumer Psychology*, San Francisco, CA.

DePaoli, Alexander & Itamar Simonson (2016), "Revealing and Erasing Consumers' Preferences for Affectively-Charged Attributes." Working paper presented at the *Society for Judgment and Decision Making*, Boston, MA.

DePaoli, Alexander, Uzma Khan, & Itamar Simonson (2016), "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning." Presentation at the *Society for Judgment and Decision Making* preconference to the *Society for Personality and Social Psychology*, San Diego, CA.

DePaoli, Alexander, Uzma Khan, & Itamar Simonson (2015), "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning." Working paper presented at the *Society for Judgment and Decision Making*, Chicago, IL.

DePaoli, Alexander & Itamar Simonson (2015), "Revealing and Erasing Consumers' Preferences for their Values and Identities." *Advances in Consumer Research*, vol. 43, 783.

DePaoli, Alexander & Uzma Khan (2014), "Favorites Fall Faster: Greater Liking Leads to Faster Satiation." *Advances in Consumer Research*, vol. 42, 220-224.

DePaoli, Alexander & Jonathan Levav (2014), "Get Excited to Pay More! The Role of Arousal in the Selection of Reference Prices." *Advances in Consumer Research*, vol. 42, 782.

DePaoli, Alexander & Uzma Khan (2014), "Favorites Fall Faster: Greater Liking Leads to Faster Satiation." Presentation at the *Whitebox Advisors Graduate Student Conference*, Yale University, New Haven, CT.

DePaoli, Alexander & Uzma Khan (2014), "Favorites Fall Faster: Greater Liking Leads to Faster Satiation." Symposium at the *Society for Consumer Psychology*, Miami, FL.

DePaoli, Alexander & Jonathan Levav (2014), "Get Excited to Pay More! Arousal in the Selection of Reference Prices." Working paper presented at the *Society for Judgment and Decision Making* preconference to the *Society for Personality and Social Psychology*, Austin, TX.

DePaoli, Alexander & Jonathan Levav (2013), "Affect in the Selection of Reference Prices." *Advances in Consumer Research*, vol. 41, 819.

DePaoli, Alexander & Uzma Khan (2013), "Favorites Fall Faster: Consequences of Initial Preferences." *European Advances in Consumer Research*, vol. 10, 346.

## TEACHING

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MKTG 3301 "Marketing Management," Northeastern University Case-based marketing strategy and analysis class for upper-level undergraduate marketing majors.	Fall 2019
MKTG 2201 "Introduction to Marketing (Honors)," Northeastern University Introductory marketing class for honors-level undergraduate business majors.	Spring 2019
MKTG 2202 "Introduction to Marketing in a Global Context," Northeastern University Introductory marketing class for the undergraduate international business program (BSIB).	Spring 2019
MKTG 2201 "Introduction to Marketing," Northeastern University Introductory marketing survey class for undergraduate business majors.	Fall 2017, Spring 2018, Fall 2018
"Marketing Management," <i>Teaching Assistant</i> , Stanford University Core marketing class for business Masters students (MSx program).	Winter 2014
"Collaborating with the Future," <i>Teaching Assistant</i> , Stanford University MBA and Masters-level social entrepreneurship class.	Spring 2014
"Consumer Mind and Behavior Design," <i>Group Coach</i> , Stanford University Team-based entrepreneurship workshop involving user experience (UX) design with real companies.	Spring 2013
"Behavioral Economics," <i>Course Architect</i> , Brown University Student-driven seminar created through Brown University's Group Independent Study Program.	Fall 2010

## SERVICE AND LEADERSHIP

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Student Engagement Taskforce, Northeastern University	2019
PhD Student Association, <i>Social Chair and President</i> , Stanford Graduate School of Business	2012-2015

## **SELECTED INDUSTRY EXPERIENCE**

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Voucherify, <i>Guest Blog Writer (consumer behavior for online retail)</i> , Berlin, German	2018-present
Voucherify is a tech company providing all-in-one digital and online promotion and coupon platforms.	
<ul style="list-style-type: none"><li>• I provide consumer psychology blog content targeted at online retailers.</li></ul>	
Freelance, <i>Start-up Consultant</i> , Palo Alto, CA	2014-2017, 2019-present
<ul style="list-style-type: none"><li>• Offered high-level strategic consulting for entrepreneurs in areas including navigational technologies, sustainable supplements, mobile services, performance tracking, and predictive consumption and delivery.</li><li>• Recommend concrete applications of marketing science and research to improve business plans and fundraising pitches for both first-time and experienced entrepreneurs.</li></ul>	
Freshplum, Inc., <i>Consumer Behavior Writer and Consultant</i> , San Francisco, CA	2012-2013
Freshplum was a tech start-up that delivered targeted promotions for online retailers (acquired in 2013).	
<ul style="list-style-type: none"><li>• Served as the primary contributor to a weekly consumer behavior blog targeting online retailers.</li><li>• Proposed promotions on the basis of the marketing literature, which were tested by the team.</li></ul>	
Anthera Pharmaceuticals, Inc., <i>Market Research and SEO Consultant</i> , Hayward, CA	2011
Anthera is a clinical-stage biopharmaceuticals start-up.	
<ul style="list-style-type: none"><li>• Designed protocols and proprietary software for market and competition research.</li></ul>	
Columbia Business School Center for Decision Sciences, <i>Research Assistant</i> , New York, NY	2010
Collected and analyzed experimental and archival consumer data under Ye Li and Eric Johnson	
QAD Inc., <i>Software Development Intern</i> , Santa Barbara, CA	2009
QAD is a large computer software corporation specializing in enterprise resource planning (ERP) tools for manufacturing companies.	

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