

## **Mauricio Mittelman**

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### **Academic Appointments**

Assistant Professor, Universidad Torcuato Di Tella, 2007-present

Visiting Scholar, K.U. Leuven, Dept. of Economics and Applied Economics, Summer 2005

### **Education**

PhD in Management, INSEAD, 2007

MBA, COPPEAD Graduate School of Business, UFRJ, Brazil, 1998

B.Sc. in Mathematics, with honors, PUC-Rio, Brazil 1996

B.Sc. in Electrical Engineering, PUC-Rio, Brazil, 1993

### **Research Interests**

Consumer judgment and decision making, and psychology of preferences

### **Work-in-Progress**

“Decision-Repetition Aversion in Consumer Choices,” with Miguel Brendl and Amitava Chattopadhyay (working paper)

“Noninteractive Social Influence on Consumption Experience,” with Luk Warlop and Sabrina Bruyneel

“Why people underestimate how long it will take to complete a task?,” with Amitava Chattopadhyay

### **Conference Proceedings**

Mittelman, Mauricio, Miguel Brendl and Amitava Chattopadhyay, “Decision-Repetition Aversion in Consumer Choices,” Society for Consumer Psychology, Winter Conference, Las Vegas, NV, February 2007

## **Honors and Awards**

INSEAD Fellowship, 2001-2005

Honors for lecturing excellence, IBMEC Business School (Rio de Janeiro), Class of 2000

Research grantee from CNPq (Brazilian National Research Council), 1991-1993

## **Teaching Interests**

Marketing Management, Consumer Behavior, and Managerial Decision Making

## **Courses Taught**

Marketing Management to MBAs, executive MBAs, and executives from various companies, Universidad Torcuato Di Tella

Consumer Behavior to executives and undergraduates, Paris Graduate School of Management

Marketing of Services to MBAs, IBMEC Business School (Rio de Janeiro)

## **Other Professional Experience**

Embratel, Rio de Janeiro, Brazil

- Head of International Regulatory Affairs Division, 2000-2001
- Product Manager, 1999

## **Affiliations**

Association for Consumer Research

Society for Judgment and Decision Making

Society for Consumer Psychology

## **Language Skills**

Fluent in English and Portuguese, proficient in French and Spanish

## **References**

Amitava Chattopadhyay  
The L'Oreal Professor in Marketing-  
Innovation and Creativity  
INSEAD  
Ayer Rajah Avenue  
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Professor of Marketing  
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Hogenheuvcollege, MO – Marketing  
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