

Mauricio Mittelman

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Academic Appointments

Assistant Professor, Universidad Torcuato Di Tella, 2011-present

Assistant Professor, COPPEAD Graduate School of Business, 2009-2010

Assistant Professor, Universidad Torcuato Di Tella, 2007-2008

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

"Variety for the Sake of Variety," with Amitava Chattopadhyay and Miguel Brendl (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

Referred Conference Proceedings

Mittelman, Mauricio, Amitava Chattopadhyay, Miguel Brendl (2010), "Variety for Nothing", Competitive Paper, Association for Consumer Research Conference, Jacksonville, Florida

Mittelman, Mauricio, Amitava Chattopadhyay, and Miguel Brendl (2010), "Variety for Nothing," Competitive Paper, 39th European Marketing Association Conference, Copenhagen, Denmark

Mittelman, Mauricio (2009), "Choosing Two Differs from Choosing One Plus One: The Switch Away Hypothesis," Competitive Paper EnANPAD, São Paulo

Mittelman, Mauricio, Amitava Chattopadhyay, and Miguel Brendl (2007), "Repetition Aversion," Competitive Paper, Society for Consumer Psychology, Winter Conference, Las Vegas, NV

Reviewer

Association for Consumer Research, North American and Latin American Conferences

European Marketing Association Conference

Honors and Awards

Winner, Best Marketing Paper, EnANPAD 2009

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

Managerial Decision Making

Courses Taught

Marketing Management to MBAs, executive MBAs, and executives from various companies (e.g., Carrefour, Novartis, HSBC, Arcor), Universidad Torcuato Di Tella and COPPEAD/UFRJ

Consumer Behavior to executives and undergraduates, Universidad Torcuato Di Tella and Paris Graduate School of Management

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

Other Professional Experience

Embratel, Rio de Janeiro, Brazil

- International Regulatory Affairs Manager, 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
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Luk Warlop
Professor of Marketing
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Hogenheuvcollege, MO – Marketing
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