

MAX(IMILIAN) GAERTH

Curriculum Vitae

Emory University
Goizueta Business School
1300 Clifton Road NE
Atlanta, GA 30322

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ACADEMIC APPOINTMENTS

Emory University , Goizueta Business School Assistant Professor of Marketing	2025 – <i>present</i>
University of Pennsylvania , The Wharton School Postdoctoral Researcher in Marketing (Advisor: Prof. Cait Lamberton) Part-time Lecturer	2022 – 2025 2025
University of Mannheim , Business School, Germany Adjunct Lecturer	2021 – 2024

EDUCATION

University of Mannheim , Business School, Germany Ph.D., Marketing (<i>summa cum laude</i>)	2021
Yale University , Yale School of Management Ph.D. Coursework and Visiting Research Scholar	Fall 2017, 2018, 2019
University of Bath , Bath School of Management, United Kingdom M.Sc., Marketing (with highest distinction)	2015
University of Mannheim , Business School, Germany B.Sc., Business Administration and Management	2014

RESEARCH INTERESTS

Consumer Behavior, Judgment & Decision Making, Expressions, Psychology of Technology, Online WOM

MANUSCRIPTS UNDER REVIEW

“No Cake For You’: Consumer Responses to Firms’ Ideology-Based Denial” with Cait Lamberton – *Invited for 2nd round review at Journal of Marketing Research*

“The Added-Unit Effect in Temporal Judgments” with Tatiana Sokolova – *Invited for 3rd round review at Journal of Marketing Research*

“The Social Nature of Voice Technology” with Shiri Melumad and Robert Meyer (equal authorship) – *Under review at Management Science*

WORKING PAPERS

“Using Voice to Measure and Predict Consumer Preferences” with Hauke Roggenkamp, Christian Hildebrand, and Zhenling Jiang

WORK IN PROGRESS

- “The Null-Event Signal Bias in Perceptions of Causality” with Cait Lamberton and Selin Malkoc
- “Rating Scale Granularity and Online Review Linguistics: A Field Experiment” with Christophe Van den Bulte, Alireza Kashani, and Kyle Tunis
- “Online Reviewer Profiles and Assessing Reviewer Helpfulness” with Neeru Paharia and Florian Kraus
- “Inattention as a Status Signal” with Ovul Sezer and Alix Barasch
- “Negative Customer Feedback for Self-Expressive Companies Is More Appreciated Than We Think” with Annie Wilson

CONFERENCE PRESENTATIONS (*denotes presenter)

- “Using Voice to Measure and Predict Consumer Preferences”
 - **Talk* Wharton Behavioral Lab Mini Conference, Philadelphia, 2025
 - **Talk* MarkTech Conference, Columbia University, New York, 2024
- “No Cake For You’: Consumer Responses to Ideology-Based Denial”
 - **Talk* Association for Consumer Research (ACR) Annual Conference, Paris, 2024
 - **Talk* American Marketing Association (AMA) Consumer Behavior Special Interest Group (CBSIG) Conference, Vienna, 2024
 - **Talk* Winter American Marketing Association (AMA) Conference (chair), St. Pete Beach, 2024
- “The Added-Units Effect in Temporal Judgments”
 - *Talk* Association for Consumer Research (ACR) Annual Conference, Paris, 2024
 - **Talk* Winter American Marketing Association (AMA) Conference, St. Pete Beach, 2024
 - **Talk* Society for Judgment and Decision Making (SJDM) Annual Conference, San Francisco, 2023
- “The Social Nature of Voice Technology”
 - **Talk* Special Session, Society for Consumer Psychology (SCP) Annual Conference, Las Vegas, 2025
 - *Talk* 12th Triannual Invitational Choice Symposium, Fontainebleau, 2023
 - *Talk* Association for Consumer Research (ACR) Annual Conference, Denver, 2022
- “The Null-Event Signal Bias in Perceptions of Causality”
 - **Talk* Special Session, Society for Consumer Psychology (SCP) Annual Conference, Las Vegas, 2025
 - **Talk* Association for Consumer Research (ACR) Annual Conference (chair), Seattle, 2023
- “Online Reviewer Profiles and Assessing Reviewer Helpfulness”
 - **Talk* Special Session, Informs Marketing Science Conference, Virtual Venue, 2021
 - **Talk* European Marketing Association Conference (EMAC), Virtual Venue, 2021
 - **Talk* Society for Consumer Psychology (SCP) Annual Conference, Virtual Venue, 2020
 - **Poster* Society for Judgment and Decision Making (SJDM) Annual Conference, Virtual Venue, 2020
 - **Talk* Association for Consumer Research (ACR) Annual Conference, Virtual Venue, 2020
- “Busy Minds as the Remedy for Boring Tasks: Lower Cognitive Resources Reduce the Perception of Boredom”
 - **Talk* Special Session, Society for Consumer Psychology (SCP) Annual Conference, Huntington Beach, 2020
- “Effort Makes Consumers Spend More Money: The Effort Paradox and Price Discounts”
 - **Poster* Society for Judgment and Decision Making (SJDM) Annual Conference, Virtual Venue, 2020
- “Show Me How You Decide: Decision Strategy and Confidence Inferences”
 - **Talk* Winter American Marketing Association (AMA) Conference (chair), San Diego, 2020
 - **Poster* Society for Consumer Psychology (SCP) Annual Conference, Huntington Beach, 2020

INVITED TALKS

University College Dublin, Michael Smurfit Graduate School of Business	2024
Nova School of Business and Economics	2024
Emory University, Goizueta Business School	2024
Northeastern University, D'Amore-McKim School of Business	2024
Deutsche Post AG	2021
Collaborative Marketing Club – CMC GmbH	2021
Syntax Systems GmbH & Co. KG	2020
BURGER KING Germany GmbH	2019
University of Texas at San Antonio, Alvarez College of Business	2018

HONORS & AWARDS

German Research Foundation (DFG) Integration grant (total award: €12,000)	2024
Singapore Management University (SMU) Research grant (total award: \$40,000; awarded to co-author Minju Han)	2023
Jay H. Baker Retailing Center, The Wharton School (total award: \$2,500)	2023
German Direct Selling Association (BDD e.V.) Research Award (total award: €1,000; awarded to advisee Friederike Kotzerke)	2022
Walter Benjamin Scholarship, German Research Foundation (DFG) (total award: \$97,969)	2021
Julius-Paul-Stiegler-Memorial Foundation Fellow (total award: €1,200)	2021
Karin-Islinger-Foundation Prize for Excellent Research (total award: €1,000)	2021
Award for Excellent Research Results in the Doctoral Dissertation, Marketing Foundation, University of Mannheim (total award: €250)	2021
Karin-Islinger-Foundation Research Grant (total award: €2,500)	2020
Julius-Paul-Stiegler-Memorial Foundation Fellow (total award: €500)	2020
IDEUM – Internationalization of Doctoral Education at the University of Mannheim Grant (total award: €1,000)	2020
AMA-Sheth Foundation Doctoral Consortium Fellow	2020
IPID4all Fellow, German Academic Exchange Service (DAAD) (total award: €8,738)	2017 – 2019
Conference Travel Grant, Yale School of Management (total award: \$750)	2017
ACR Doctoral Consortium Fellow	2016
Procter & Gamble Prize for Best Overall Academic Performance, University of Bath School of Management (total award: £500)	2015

TEACHING EXPERIENCE

University of Pennsylvania , The Wharton School Introduction to Marketing (undergraduate)	Spring 2025
University of Mannheim , Business School, Germany Marketing Communications (undergraduate)	2016 – 2022
Fundamentals of Negotiation (master)	2021 – 2024

SERVICE ACTIVITIES AND AFFILIATIONS

Ad-hoc Journal Reviewer: Journal of Marketing (JM)

Conference Reviewer: Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), European Association for Consumer Research (EACR), American Marketing Association (AMA) Consumer Behavior Special Interest Group (CBSIG)

Affiliations: Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), Society for Judgment and Decision Making (SJDM), American Marketing Association (AMA)

INDUSTRY EXPERIENCE

BASF SE, International Product Management Intern *Jun 2013 – Sep 2013*

Mister Spex AG, Entrepreneurship Intern *Jun 2012 – Sep 2012*

Ferrero Germany GmbH, Market Research Intern *Jul 2010*

Nestlé Germany SE, Product Marketing Intern *Jun 2009*