

MAXIMILIAN 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 Part-time Lecturer	2022 – 2025 <i>Spring 2025</i>
University of Mannheim , Business School, Germany Adjunct Lecturer	2021 – 2022

EDUCATION

University of Mannheim , Business School, Germany Ph.D., Marketing (summa cum laude)	2021
Yale University , Yale School of Management Ph.D. Coursework and Visiting Research Scholar	<i>Fall 2017, 2018, 2019</i>
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

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

- Tatiana Sokolova*, Deepak Sirwani*, and **Maximilian Gaerth*** (2026), “Every Minute Counts: The Added-Unit Effect in Temporal Judgments.” *Conditionally accepted at Journal of Marketing Research* (*Equal Contribution)
- Maximilian Gaerth** and Cait Lamberton, “‘No Cake For You’: Consumer Responses to Ideology-Based Denial.” *Invited for 2nd round review at Journal of Consumer Research*
- Maximilian Gaerth***, Shiri Melumad*, and Robert Meyer*, “The Social Nature of Voice Technology.” *Invited for 2nd round review at Management Science* (*Equal Contribution)
- Maximilian Gaerth**, Hauke Roggenkamp, Christian Hildebrand, and Zhenling Jiang, “Using Voice to Measure and Predict Consumer Preferences.” *Invited for 2nd round review at Journal of Marketing Research*

WORK IN PROGRESS

- Maximilian Gaerth**, Cait Lamberton, and Selin Malkoc, “The Null-Event Signal Bias in Perceptions of Causality”
- Maximilian Gaerth**, Christophe Van den Bulte, Alireza Kashani, and Lukas Rist, “Rating Scale Granularity and Online Review Linguistics: A Field Experiment”
- Maximilian Gaerth**, Neeru Paharia, and Florian Kraus, “Rating Scale Granularity on Online Ratings: The Interplay of When, Who, and Why?”
- Maximilian Gaerth** and Annie Wilson, “Negative Customer Feedback for Self-Expressive Companies Is More Appreciated Than We Think”

CONFERENCE PRESENTATIONS

- “Using Voice to Measure and Predict Consumer Preferences”
- *Roundtable* Society for Consumer Psychology (SCP) Annual Conference, San Diego, 2026
 - *Talk* Association for Consumer Research (ACR) Annual Conference, Washington DC, 2025
 - *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* 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
- “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, Informa 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, 2021
- “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
- “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, <i>Michael Smurfit Graduate School of Business</i>	2024
Nova School of Business and Economics	2024
Emory University, <i>Goizueta Business School</i>	2024
Northeastern University, <i>D’Amore-McKim School of Business</i>	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, <i>Alvarez College of Business</i>	2018

HONORS & AWARDS

Robson Innovation in Research and Teaching Grant, Emory University (total award: \$7,500)	2026
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

Emory University , Goizueta Business School Marketing Management (Evening MBA)	Fall 2025
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), Journal of Marketing Research (JMR)

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	<i>Jun 2013 – Sep 2013</i>
Mister Spex AG , Entrepreneurship Intern	<i>Jun 2012 – Sep 2012</i>
Ferrero Germany GmbH , Market Research Intern	<i>Jul 2010</i>
Nestlé Germany SE , Product Marketing Intern	<i>Jun 2009</i>