

# DEIDRE POPOVICH

Curriculum Vitae, October 2018

Phone: (806) 834-2984  
deidre.popovich@ttu.edu  
deidrepopovich.com

Rawls College of Business  
703 Flint Ave. Box 42101  
Lubbock, TX 79409-2101

## ACADEMIC EMPLOYMENT

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<b>Texas Tech University</b> , Rawls College of Business Assistant Professor of Marketing	2015-present
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## EDUCATION

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<b>PhD</b> <b>Emory University</b> , Goizueta Business School Business Administration (Marketing)	2015
<b>MBA</b> <b>Vanderbilt University</b> , Owen Graduate School of Management	2008
<b>MA</b> <b>Michigan State University</b> , College of Communication Organizational Communication Master's Thesis: "Role Conflict Coping Strategies"	2000
<b>BA</b> <b>Western Michigan University</b> , Lee Honors College Major: Public Relations, Minor: Management Cum Laude	1997

## HONORS AND AWARDS

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Rawls College of Business Competitive Summer Research Grant (\$25,000)	2019
Texas Tech Institute for Inclusive Excellence Fellow	2018-2019
Rawls College of Business Competitive Summer Research Grant (\$25,000)	2018
Texas Tech Service Learning Scholar	2017-2019
Rawls College of Business Research Grant (\$3,750)	2017
Texas Tech Service Learning Faculty Fellow	2016-2017
Texas Tech Women Faculty Writing Program Inaugural Fellow	2015
Goizueta Fellow	2015
SMA Doctoral Dissertation Proposal Competition Runner-Up Award	2014
Sheth Fellowship	2012
Goizueta Business School Doctoral Fellowship	2010-2015
Beta Gamma Sigma Business Honor Society	2008

## RESEARCH INTERESTS

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Consumer Behavior, Uncertainty, Multi-Stage Decision Making, Methodology

## PUBLICATIONS

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### *Journal Articles*

Popovich, Deidre, Tim Vogus, Dawn Iacobucci, and J. M. Austin (2018), "Are Hospital Ratings Systems Transparent? An Examination of *Consumer Reports* and The Leapfrog Hospital Safety Grade," forthcoming in *Health Marketing Quarterly*.

Iacobucci, Dawn, Rebecca McBride, Deidre Popovich, and Maria Rouziou (2018), "Confidence Intervals for Assessing Sizes of Network Centralities," *Social Networking*, 7 (4), 220-242.

Iacobucci, Dawn, Rebecca McBride, Deidre Popovich, and Maria Rouziou (2017), "In Social Network Analysis, Which Centrality Index Should I Use?: Theoretical Differences and Empirical Similarities among Top Centralities," *Journal of Methods and Measurement in the Social Sciences*, 8 (2), 72-99.

Iacobucci, Dawn, Rebecca McBride, and Deidre Popovich (2017), "Eigenvector Centrality: Illustrations Supporting the Utility of Extracting More Than One Eigenvector to Obtain Additional Insights into Networks and Interdependent Structures," *Journal of Social Structure*, 18 (2), 1-22.

Popovich, Deidre (2017), "Behavioral and Lifestyle Influences on Reported Calorie Intake: A Latent Class Model," *Journal of Consumer Marketing*, 34 (3), 214-225.

Iacobucci, Dawn, Matthew Schneider, Deidre Popovich, and Georgios Bakamitsos (2017), "Mean Centering, Multicollinearity, and Moderators in Multiple Regression: The Reconciliation Redux," *Behavior Research Methods*, 49 (1), 403-404.

Iacobucci, Dawn, Matthew Schneider, Deidre Popovich, and Georgios Bakamitsos (2016), "Mean-Centering Helps Alleviate Micro but not Macro Multicollinearity," *Behavior Research Methods*, 48 (4), 1308-1317. Featured in the Atlas of Science.

Iacobucci, Dawn, Deidre Popovich, Georgios Bakamitsos, Steven Posavac, and Frank Kardes (2015), "Three Essential Analytical Techniques for the Behavioral Marketing Researcher: Median Splits, Mean-Centering, and Mediation Analysis," *Foundations and Trends in Marketing*, 9 (2), 83-174.

Iacobucci, Dawn, Steven Posavac, Frank Kardes, Matthew Schneider, and Deidre Popovich (2015), "The Median Split: Robust, Refined, and Revived," *Journal of Consumer Psychology*, 25 (4), 690-704.

Iacobucci, Dawn, Steven Posavac, Frank Kardes, Matthew Schneider, and Deidre Popovich (2015), "Toward a More Nuanced Understanding of the Statistical Properties of a Median Split," *Journal of Consumer Psychology*, 25 (4), 652-665.

### ***Conference Proceedings***

Popovich, Deidre and Ryan Hamilton (2017), "Evaluation Overconfidence: When Uncertainty in Attribute Understanding Produces Less Extreme Product Evaluations," *Advances in Consumer Research*, 45, 822-823.

Popovich, Deidre and Ryan Hamilton (2014), "The Desire to Acquire Wish List Items: The Ironic Effect of Choosing to Delay Aspirational Purchases," *Advances in Consumer Research*, 42, 76-80.

### **INVITED REVISIONS AND PAPERS UNDER REVIEW**

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Popovich, D., Hamilton, R. "The Attribute Uncertainty Effect" *Invited Revision*

Popovich, D., Brooks-Hurst, E. "Assessing the Effectiveness of a Marketing Research Service Learning Project" *Invited Revision*

Frias, K., Popovich, D., Duhan, D. "Risk Assessments of High-Technology Ventures" *Under Review*

Frias, K., Popovich, D. "Peer Input as a Pedagogical Tool" *Under Review*

### **WORKING PAPERS**

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Popovich, D., Hamilton, R. "The Effect of Reevaluation on Choice"

Popovich, D., Chen, Z. "How Social Influence Can Hinder Goal Pursuit"

Popovich, D., Karmarkar, U., Hamilton, R. "Price Image and Price Primacy"

Popovich, D., Hamilton R. "The Desire to Acquire Wish List Items"

Frias, K., Popovich, D. "A Collaborative Approach to Mixed Methods Research"

### **REFEREED CONFERENCE PRESENTATIONS**

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Popovich, Deidre and Ryan Hamilton (2017), "Evaluation Overconfidence: When Uncertainty in Attribute Understanding Produces Less Extreme Product Evaluations," Competitive paper presented at the Association for Consumer Research Conference, San Diego, CA (October).

Popovich, Deidre, Uma Karmarkar, and Ryan Hamilton (2017), “The Effect of Retailer Price Image and Price Primacy on Product Evaluations,” Competitive paper presented at the American Marketing Association Summer Conference, San Francisco, CA (August).

Popovich, Deidre and Zoey Chen (2017), “Secret Competition: How Social Goal Pursuit Impacts Motivation,” Competitive Paper presented at the American Marketing Association Summer Conference, San Francisco, CA (August).

Popovich, Deidre and Zoey Chen (2017), “Secret Competition: How Social Goal Pursuit Impacts Motivation,” Paper presented at the Texas Marketing Faculty Research Colloquium, Waco, TX (March).

Popovich, Deidre (2016), “The Uncertainty Effect of Calories,” Paper presented at the American Marketing Association Summer Conference, Retail & Pricing SIG Special Session on Selling Healthy, Buying Healthy, Atlanta, GA (August).

Popovich, Deidre and Zoey Chen (2016), “How Social Influence Can Hinder Goal Pursuit,” Competitive Paper presented at the Marketing and Public Policy Conference, San Luis Obispo, CA (June).

Sharp, Elizabeth, Caroline Bishop, Kristin Messuri, Deidre Popovich, Erin Collopy, and Sarah Schwintz (2016), “Speaking Up and Writing Out,” Panel Discussion presented at the Texas Women in Higher Education Meeting, Lubbock, TX (January).

Popovich, Deidre and Ryan Hamilton (2014), “The Desire to Acquire Wish List Items,” Paper presented at the Association for Consumer Research Conference, Baltimore, MD (October).

Popovich, Deidre (2014), “The Uncertainty Effect of Calories: How Calorie Estimation Can Ironically Make Unhealthy Foods Seem Healthier,” Competitive Paper presented at the Marketing and Public Policy Conference, Boston, MA (June).

Popovich, Deidre (2014), “The Focusing Illusion of Calories: How Calorie Information Ironically Influences Food Perceptions,” Competitive Paper presented at the Society for Consumer Psychology Conference, Miami, FL (March).

Popovich, Deidre and Ryan Hamilton (2013), “The Desire to Acquire Wish List Items,” Competitive Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Toronto, ON (November).

Popovich, Deidre (2013), “The Polarizing Effect of Calories: How Calorie Estimation Influences Food Perceptions,” Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Toronto, ON (November).

Popovich, Deidre and Ryan Hamilton (2013), “The Desire to Acquire Wish List Items,” Competitive Paper presented at the Direct/Interactive Marketing Research Summit, Chicago, IL (October).

Popovich, Deidre (2013), “A Behavioral and Lifestyle Model for Describing Calorie Intake,” Competitive Paper presented at the American Marketing Association Summer Marketing Educators’ Conference, Boston, MA (August).

Popovich, Deidre (2013), “The Polarizing Effect of Calories: How Calorie Estimation Influences Food Perceptions,” Poster presented at the Association for Psychological Science Conference, Special session on Regulating the World, Regulating the Mind, Washington, DC (May).

## **INVITED TALKS**

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Popovich, Deidre (2017), “The Attribute Uncertainty Effect: How the Deliberation of Common Information Can Create Biased Judgments,” Paper presented at the Texas Tech College of Media and Communication (April).

Jordan, Sara Smock, Deidre Popovich, and Diego Pascual (2017), “Service Learning Faculty Fellows: The Good, The Bad, and The Ugly,” Panel discussion presented at the Texas Tech Teaching Learning and Professional Development Center (April).

## **TEACHING EXPERIENCE**

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**Texas Tech University**, Rawls College of Business 2015-present  
**Assistant Professor**, Marketing

- MKT 3356: Marketing Research and Analysis, Fall 2015-present
- MKT 3352: Consumer Behavior, Summer 2018
- MKT 5360: Marketing Concepts and Strategies, Working Professional MBA Program Guest Lecturer, Summer 2016

**Emory University**, Goizueta Business School 2010-2015  
**Teaching Assistant/Associate**, Marketing

- BUS 346/646: Consumer Behavior (MBA and BBA), Fall 2013
- BUS 448/648: Marketing Channel Strategy (MBA and BBA), Spring 2013-2015
- BUS 342/542: Marketing Intelligence and Customer Insights (MBA and BBA), Spring 2013
- Statistics Primer Instructor (for first-year Business PhD Students), Fall 2011

## PROFESSIONAL EXPERIENCE

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<b>Associate Strategy Consultant</b> , Quorum Health Resources	2009-2010
<b>Marketing Research Manager</b> , National Federation of Independent Business	2005-2009
<b>Statistical Analyst</b> , State of Tennessee Department of Health	2004-2005
<b>Associate Investigator</b> , Tennessee State University, Center of Excellence for Research and Policy	2002-2004

## SERVICE

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### *Advising*

Undergraduate Research Advisor

Brooke “Alex” Harris, “Priming and Product Perceptions,” Awarded Best Poster in Business, TTU Undergraduate Research Conference, March 2016

Undergraduate Honors Thesis Director

Brooke “Alex” Harris, “Empathy-Based Marketing Promotions,” May 2017

Bailey White, “Brand Concept Mapping,” May 2016

### *University Service*

Office of Student Conduct Hearing Panel, 2017-present

### *College Service*

Beta Gamma Sigma Faculty Advisor, Spring 2016-present

Recognized as an “Honors Chapter” 2017-2018

Faculty Behavioral Lab Committee, 2018-present

### *Department Service*

Marketing PhD Student Brownbag “Lunch-n-Learn” Facilitator, Spring 2018-present

Tenure-Track Professor Candidate Search Committee, Fall 2016

Professor of Practice Candidate Search Committee, Spring 2016

Visiting Assistant Professor Candidate Search Committee, Fall 2015

### *Service/Performance Partnerships*

Experiential or Service Learning – MKT 3356 students work in small groups to design a survey, collect and analyze data, and use their analysis to develop a marketing plan for the following organizations:

- Ethos Group, Aug-Dec 2018
- Innovation Hub at Research Park (The Hub), Texas Tech, Aug-Dec 2018
- Risk Intervention & Safety Education (RISE) Office, Texas Tech, Jan-May 2018
- Classical & Modern Languages & Literatures (CMLL), Texas Tech, Aug-Dec 2017

- West Texas Roller Derby (WTRD), Aug 2016-May 2017
- Hometown Pet (a division of Tractor Supply Co.), Jan-May 2016
- Louise Hopkins Underwood Center for the Arts (LHUCA), Aug-Dec 2015

### ***Reviewing***

#### Journals (Ad-hoc)

Marketing Education Review

Journal of Consumer Research

Journal of Public Policy & Marketing

#### Conferences

AMA Summer Educators' Conference, AMA Winter Educators' Conference, AMA Marketing & Public Policy Conference, Association for Consumer Research Conference, Direct/Interactive Marketing Research Summit, Society for Consumer Psychology Conference

#### Competitions

SMA Doctoral Dissertation Proposal Competition, 2015-2016

### **PROFESSIONAL AFFILIATIONS**

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American Marketing Association (AMA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)