

# DEIDRE POPOVICH

Curriculum Vitae, May 2017

Rawls College of Business  
Texas Tech University  
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## ACADEMIC EMPLOYMENT

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

## EDUCATION

Ph.D., Business Administration (Marketing) 2015  
**Emory University**, Goizueta Business School

Master of Business Administration 2008  
**Vanderbilt University**, Owen Graduate School of Management

Master of Arts in Organizational Communication 2000  
**Michigan State University**  
Master's Thesis: *Role Conflict Coping Strategies*

Bachelor of Arts, cum laude 1997  
**Western Michigan University**, Lee Honors College  
Major: Public Relations, Minor: Management

## RESEARCH INTERESTS

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

## PUBLICATIONS

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

3. 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.
4. 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*.
5. 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.
6. 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.
7. 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.
8. Popovich, Deidre and Ryan Hamilton, "The Desire to Acquire Wish List Items: The Ironic Effect of Choosing to Delay Aspirational Purchases," *Advances in Consumer Research*, 42, 76-80.

### **WORKING PAPERS**

Popovich, Deidre and Ryan Hamilton, "The Effect of Reevaluation on Choice" *Invited Revision*

Popovich, Deidre and Ryan Hamilton, "The Attribute Uncertainty Effect" *Invited Revision*

Popovich, Deidre and Zoey Chen, "How Social Influence Can Hinder Goal Pursuit"

Popovich, Deidre, Uma Karmarkar, and Ryan Hamilton, "Price Image and Price Primacy"

### **HONORS AND AWARDS**

Rawls College of Business Competitive Summer Research Grant, 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

## REFEREED CONFERENCE PRESENTATIONS

Popovich, Deidre, Uma Karmarkar, and Ryan Hamilton (2017), "The Effect of Retailer Price Image and Price Primacy on Product Evaluations," Competitive paper to be 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 to be 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**

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**

#### **Texas Tech University, Rawls College of Business**

MKT 3356: Marketing Research and Analysis, Fall 2015-present  
Average teaching evaluations: 4.6/5.0

MKT 5360: Marketing Concepts and Strategies, Working Professional MBA  
Program Guest Lecturer, Summer 2016

#### **Emory University, Goizueta Business School**

Teaching Assistant/Associate:

Consumer Behavior (MBA and BBA), Fall 2013

Marketing Channel Strategy (MBA and BBA), Spring 2013-2015

Marketing Intelligence and Customer Insights (MBA and BBA), Spring 2013

Statistics Primer Instructor (for first-year Business PhD Students), Fall 2011

## **PROFESSIONAL EXPERIENCE**

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

## **SERVICE**

### **Advising**

Beta Gamma Sigma Faculty Advisor, Spring 2016-present  
Undergraduate Honors Thesis Director  
Bailey White, "Brand Concept Mapping," May 2016  
Brooke "Alex" Harris, "Empathy-Based Marketing Promotions," May 2017

### **Internal Service**

Tenure-Track Professor Candidate Search Committee, Fall 2016  
Professor of Practice Candidate Search Committee, Spring 2016  
Visiting Assistant Professor Candidate Search Committee, Fall 2015

### **Reviewing**

Journals (Ad-hoc):  
Journal of Consumer Research Trainee Reviewer, 2013-2015

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**

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