

DEIDRE POPOVICH

Curriculum Vitae, January 2021

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

ACADEMIC EMPLOYMENT

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

EDUCATION

PhD Emory University, Goizueta Business School 2015
Business Administration (Marketing)

MBA Vanderbilt University, Owen Graduate School of Management 2008

MA Michigan State University, College of Communication 2000
Organizational Communication
Master's Thesis: "Role Conflict Coping Strategies"

BA Western Michigan University, Lee Honors College 1997
Major: Public Relations, Minor: Management
Cum Laude

HONORS AND AWARDS

Rawls College of Business Competitive Summer Research Grant (\$25,000) 2020

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

EXTERNAL FUNDING

BlueCross BlueShield of Texas (2020-2023). Amount: \$1,200,000. Title: *Consumer Decision-Making in Healthcare*. PIs: Kelli Frias and Deidre Popovich, Co-PIs: Madhu Viswanathan and Katie Langford. Awarded.

Covenant Health System (2019). Amount: \$13,000. Title: *Women's and Children's Healthcare*. PI: Kelli Frias, Co-PI: Deidre Popovich. Funded. Data collection complete.

RESEARCH INTERESTS

Consumer Behavior, Decision-Making, Health, Methodology

PUBLICATIONS

Journal Articles

Popovich, Deidre and Ryan Hamilton (2020), "Intermediate Choice Lists: How Product Attributes Influence Purchase Likelihood in a Self-Imposed Delay," forthcoming in *Journal of Retailing*.

Frias, Kelli, Deidre Popovich, Dale Duhan, and Robert F. Lusch (2020), "Perceived Market Risk in New Ventures: A Study of Early-Phase Business Angel Investment Screening," *Journal of Macromarketing*, 40 (3), 339-354.

Popovich, Deidre, Tim Vogus, Dawn Iacobucci, and J. M. Austin (2020), "Are Hospital Ratings Systems Transparent? An Examination of Consumer Reports and The Leapfrog Hospital Safety Grade," *Health Marketing Quarterly*, 37 (1), 41-57.

Frias, Kelli and Deidre Popovich (2020), "An Experiential Approach to Teaching Mixed Methods Research," *Journal of Education for Business*, 95 (3), 193-205.

Popovich, Deidre and Erika Brooks-Hurst (2019), "Assessing the Perceived Effectiveness of a Marketing Research Service Learning Project: The MR-SL Scale," *Marketing Education Review*, 29 (3), 164-181.

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.

Book Chapter

Frias, Kelli and Deidre Popovich (2020), "Bridging Marketing and STEM Education: Cross-Functional Teamwork for New Product Development." In *Preparing Students for Community-Engaged Scholarship in Higher Education*, edited by Aaron S. Zimmerman, pp. 284-305.

Professional Journal Article

Popovich, Deidre and Ryan Hamilton (2021), "Do Wish Lists Work?," forthcoming in *Rutgers Business Review*.

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.

PAPERS UNDER REVIEW

Popovich, D., Hamilton, R. “The Calorie Mindset,” revising to resubmit to the *International Journal of Research in Marketing*

Popovich, D., Velikova, N. “Wine Nutrition Labeling,” under review at *Journal of Consumer Marketing*

REFEREED CONFERENCE PRESENTATIONS

Popovich, Deidre and Ryan Hamilton (2019), “Evaluation Overconfidence: When Uncertainty in Attribute Understanding Produces Less Extreme Product Evaluations,” Competitive paper presented at the Society for Consumer Psychology Conference, Savannah, GA (March).

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

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 2015-present
Assistant Professor, Marketing

Undergraduate courses:

- MKT 3356: Marketing Research and Analysis, Fall 2015-present
- MKT 3352: Consumer Behavior, Summer 2018-2019
- BA 4383/WGS 4301: From Disney to Beyoncé: Analyzing Gender, Race and Sexuality in Marketing and Popular Culture, Fall 2020

Graduate course:

- MKT 5375: Experimental Design and Analysis in Marketing, Spring 2021

Guest Lectures:

- Vanderbilt University Owen Graduate School of Management, April 2019 & 2021.
- PR 4301: Business Foundations for Public Relations, November 2019.
- MKT 5360: Marketing Concepts and Strategies, August 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

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

Undergraduate Research Advisor

Claudia Ramirez, "Cashless Transactions and Food Purchases," 2019-2020
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
Affiliated Faculty, Women’s and Gender Studies, 2020-present

College Service

Beta Gamma Sigma Faculty Advisor, Spring 2016-present
Recognized as an “Honors Chapter” 2018 and 2019
Rawls Research Lab Committee, 2018-present

Department Service

Tenure-Track Professor Candidate Search Committee, Fall 2020
Marketing PhD Student Research Brownbag “Lunch-n-Learn” Facilitator, 2018-2019
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:

- Eloquent Raiders (Toastmasters Group), Aug-Dec 2019
- Beta Gamma Sigma, Aug-Dec 2019
- 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)

Foods
Journal of Consumer Marketing
Journal of Consumer Research
Journal of Methods and Measurement in the Social Sciences

Journal of Public Policy & Marketing
Marketing Education Review

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)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)