

DEIDRE POPOVICH

Curriculum Vitae

July 2024

Rawls College of Business
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Lubbock, TX 79409-2101

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EDUCATION

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

MBA **Vanderbilt University**, Owen Graduate School of Management

MA **Michigan State University**, College of Communication
Organizational Communication

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

ACADEMIC EMPLOYMENT

Texas Tech University , Rawls College of Business	
Associate Professor of Marketing	2022-Present
Assistant Professor of Marketing	2015-2022

Affiliated Faculty, Market Impact Hub, American University	2022-Present
Co-Director, HealthCARE Lab (hcarelab.org)	2022-Present

RESEARCH INTERESTS

Consumer Behavior, Decision-Making, Health, Methodology

EXTERNAL FUNDING

2020-2024 BlueCross BlueShield of Texas. Amount: \$1,200,000. Title: *Consumer Decision-Making in Healthcare*. PIs: Kelli Frias and Deidre Popovich. Funded. Data collection complete.

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

HONORS AND AWARDS

Research

- 2024 John and Starr Blair Award for Excellence in Research in Health Organization Management
- 2024 SCP Best Competitive Paper: Positive Societal Impact
- 2024 Rawls College of Business Competitive Summer Research Grant (\$30,000)
- 2023 Faculty Development Leave
- 2022 Carl and Linda Stem Distinguished Faculty Research Award
- 2020 Rawls College of Business Competitive Summer Research Grant (\$25,000)
- 2019 Rawls College of Business Competitive Summer Research Grant (\$25,000)
- 2018 Rawls College of Business Competitive Summer Research Grant (\$25,000)
- 2017-2019 Texas Tech Service-Learning Scholar
- 2017 Rawls College of Business Research Grant (\$3,750)
- 2015 Texas Tech Women Faculty Writing Program Inaugural Fellow
- 2014 SMA Doctoral Dissertation Proposal Competition Runner-Up Award

Teaching

- 2023 Jerry S. Rawls Excellence in Undergraduate Teaching Award Nominee
- 2020 Professing Excellence Award Nominee
- 2018-2019 Texas Tech Institute for Inclusive Excellence Fellow
- 2016-2017 Texas Tech Service-Learning Faculty Fellow

Other

- 2015 Goizueta Fellow
- 2012 Sheth Fellowship
- 2010-2015 Goizueta Business School Doctoral Fellowship
- 2008 Beta Gamma Sigma Business Honor Society

PUBLICATIONS

Refereed Journal Articles

2024 Colby, Helen, Deidre Popovich, and Tony Stovall, "How Much Information Is Too Much? An Experimental Examination of How Information Disclosures May Unintentionally Encourage the Withholding of Health Information," forthcoming in *Medical Decision Making*.

2024 Popovich, Deidre, "How to Treat Missing Data in Survey Research," forthcoming in the *Journal of Marketing Theory and Practice*.

2024 Amaro, Emilia, Jordan Rodriguez, Deziree Jackson, Deidre Popovich, Kelli Frias, and Ernesto Castañeda, "The Impact of Cultural Health Capital on Market Choice Along the Texas-Mexico Border," *Journal of Racial and Ethnic Health Disparities*, 11, 1139-1151.

- 2023 Popovich, Deidre and Kelli Frias, "Examining Legislation and Trends in Healthcare Pricing: A Research Agenda for Consumer Well-Being," *Journal of Consumer Affairs*, 57 (3), 1453-1481.
- 2023 Popovich, Deidre and Natalia Velikova, "The Impact of Nutrition Labeling on Consumer Perceptions of Wine," *Journal of Consumer Marketing*, 40 (6), 748-757.
- 2023 Wallach, Karen Anne and Deidre Popovich, "When Big Is Less Than Small: Why Dominant Brands Lack Authenticity in Their Sustainability Initiatives," *Journal of Business Research*, 158, 113694.
- 2023 Wallach, Karen Anne and Deidre Popovich, "Cause Beneficial or Cause Exploitative? Using Joint Motives to Increase Credibility of Sustainability Efforts," *Journal of Public Policy & Marketing*, 42 (2), 187-202.
- 2023 Iacobucci, Dawn, Deidre Popovich, Sangkil Moon, and Sergio Román, "How to Calculate, Use, and Report Variance Explained Effect Size Indices and Not Die Trying," *Journal of Consumer Psychology*, 33 (1), 45-61
- 2022 Iacobucci, Dawn and Deidre Popovich, "Studying Healthcare from a Marketing Perspective," *Foundations and Trends in Marketing*, 15 (2), 86-152.
- 2021 Popovich, Deidre and Ryan Hamilton, "Intermediate Choice Lists: How Product Attributes Influence Purchase Likelihood in a Self-Imposed Delay," *Journal of Retailing*, 97 (2), 251-266.
- 2021 Popovich, Deidre and Ryan Hamilton, "Do Wish Lists Work?," *Rutgers Business Review*, 6 (1), 51-56.
- 2020 Frias, Kelli, Deidre Popovich, Dale Duhan, and Robert F. Lusch, "Perceived Market Risk in New Ventures: A Study of Early-Phase Business Angel Investment Screening," *Journal of Macromarketing*, 40 (3), 339-354.
- 2020 Popovich, Deidre, Tim Vogus, Dawn Iacobucci, and J. M. Austin, "Are Hospital Ratings Systems Transparent? An Examination of Consumer Reports and The Leapfrog Hospital Safety Grade," *Health Marketing Quarterly*, 37 (1), 41-57.
- 2020 Frias, Kelli and Deidre Popovich, "An Experiential Approach to Teaching Mixed Methods Research," *Journal of Education for Business*, 95 (3), 193-205.
- 2019 Popovich, Deidre and Erika Brooks-Hurst, "Assessing the Perceived Effectiveness of a Marketing Research Service Learning Project: The MR-SL Scale," *Marketing Education Review*, 29 (3), 164-181.

- 2018 Iacobucci, Dawn, Rebecca McBride, Deidre Popovich, and Maria Rouziou, “Confidence Intervals for Assessing Sizes of Network Centralities,” *Social Networking*, 7 (4), 220-242.
- 2017 Iacobucci, Dawn, Rebecca McBride, Deidre Popovich, and Maria Rouziou, “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.
- 2017 Iacobucci, Dawn, Rebecca McBride, and Deidre Popovich, “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.
- 2017 Popovich, Deidre, “Behavioral and Lifestyle Influences on Reported Calorie Intake: A Latent Class Model,” *Journal of Consumer Marketing*, 34 (3), 214-225.
- 2017 Iacobucci, Dawn, Matthew Schneider, Deidre Popovich, and Georgios Bakamitsos, “Mean Centering, Multicollinearity, and Moderators in Multiple Regression: The Reconciliation Redux,” *Behavior Research Methods*, 49 (1), 403-404.
- 2016 Iacobucci, Dawn, Matthew Schneider, Deidre Popovich, and Georgios Bakamitsos, “Mean-Centering Helps Alleviate Micro but not Macro Multicollinearity,” *Behavior Research Methods*, 48 (4), 1308-1317. Featured in the Atlas of Science.
- 2015 Iacobucci, Dawn, Deidre Popovich, Georgios Bakamitsos, Steven Posavac, and Frank Kardes, “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.
- 2015 Iacobucci, Dawn, Steven Posavac, Frank Kardes, Matthew Schneider, and Deidre Popovich, “The Median Split: Robust, Refined, and Revived,” *Journal of Consumer Psychology*, 25 (4), 690-704.
- 2015 Iacobucci, Dawn, Steven Posavac, Frank Kardes, Matthew Schneider, and Deidre Popovich, “Toward a More Nuanced Understanding of the Statistical Properties of a Median Split,” *Journal of Consumer Psychology*, 25 (4), 652-665.

Book Chapter

- 2020 Frias, Kelli and Deidre Popovich, “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, 284-305. Hershey, PA: IGI Global.

Conference Proceedings

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

2014 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.

REFEREED CONFERENCE PRESENTATIONS

2024 Anderson, Kelley, Deidre Popovich, Kelli Frias, and Mikaela Trussell, “Sub-Branded Service Lines Fostering Subordinate Service Environments: An Exploration of Women’s Healthcare in Children’s Hospitals,” Competitive paper presented at the Macromarketing Conference, Helsinki, Finland (June 17-20).

2024 Trussell, Mikaela, Deidre Popovich, and Kelli Frias, “Taking Risks to Avoid the Pain of Paying: An Exploration of Cross-Border Healthcare,” Competitive paper presented at the Marketing & Public Policy Conference, Washington, DC (June 6-8).

2024 “Understanding the Standards, Roles, and Expectations for Women and Marketers’ Actions to Cultivate Support Services in Times of Ill-being,” Special Session presented at the Marketing & Public Policy Conference, Washington, DC (June 6-8).

2023 Trussell, Mikaela, Deidre Popovich, and Kelli Frias, “Consumer Religiosity and Brand Perceptions of Faith-Based Hospitals: When Jesus Takes the Wheel,” Competitive paper presented at the Marketing & Public Policy Conference, Arlington, VA (June 8-10).

2023 “How Health Policies, Practices, and Outcomes Can Lead to Unintended Consequences,” Special Session presented at the Marketing & Public Policy Conference, Arlington, VA (June 8-10).

2019 Popovich, Deidre and Ryan Hamilton, “Evaluation Overconfidence: When Uncertainty in Attribute Understanding Produces Less Extreme Product Evaluations,” Competitive paper presented at the Society for Consumer Psychology Conference, Savannah, GA (February 28-March 2).

2017 Popovich, Deidre and Ryan Hamilton, “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 26-29).

2017 Popovich, Deidre, Uma Karmarkar, and Ryan Hamilton, “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 3-7).

2017 Popovich, Deidre and Zoey Chen, "Secret Competition: How Social Goal Pursuit Impacts Motivation," Competitive Paper presented at the American Marketing Association Summer Conference, San Francisco, CA (August 3-7).

2017 Popovich, Deidre and Zoey Chen, "Secret Competition: How Social Goal Pursuit Impacts Motivation," Paper presented at the Texas Marketing Faculty Research Colloquium, Waco, TX (March 23-24).

2016 Popovich, Deidre, "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 4-8).

2016 Popovich, Deidre and Zoey Chen, "How Social Influence Can Hinder Goal Pursuit," Competitive Paper presented at the Marketing and Public Policy Conference, San Luis Obispo, CA (June 23-26).

2016 Sharp, Elizabeth, Caroline Bishop, Kristin Messuri, Deidre Popovich, Erin Collopy, and Sarah Schwintz, "Speaking Up and Writing Out," Panel Discussion presented at the Texas Women in Higher Education Meeting, Lubbock, TX (January 29).

2014 Popovich, Deidre and Ryan Hamilton, "The Desire to Acquire Wish List Items," Paper presented at the Association for Consumer Research Conference, Baltimore, MD (October 23-26).

2014 Popovich, Deidre, "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 5-7).

2014 Popovich, Deidre, "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 6-8).

2013 Popovich, Deidre and Ryan Hamilton, "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 15-18).

2013 Popovich, Deidre, "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 15-18).

2013 Popovich, Deidre and Ryan Hamilton, "The Desire to Acquire Wish List Items," Competitive Paper presented at the Direct/Interactive Marketing Research Summit, Chicago, IL (October 12-13).

2013 Popovich, Deidre, “A Behavioral and Lifestyle Model for Describing Calorie Intake,” Competitive Paper presented at the American Marketing Association Summer Marketing Educators’ Conference, Boston, MA (August 9-11).

2013 Popovich, Deidre, “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 23-26).

CAMPUS TALKS

2024 Popovich, Deidre “The Joint Impact of Retailer Price Image and Price Primacy on Product Evaluations,” Talk presented at the Texas Tech Honors College (April 17).

2022 Frias, Kelli and Deidre Popovich, “Consumers’ Perceptions of Healthcare Access and Affordability in Texas,” Talk presented at the Rawls College of Business Diversity Symposium (November 10).

2021 Popovich, Deidre and Jocelyn Scott, “Fem..Femin...Feminism! Why Does the Word “Feminism” Generate So Much Disdain?” Talk presented at the Rawls College of Business Donuts & Diversity Series (April 21).

2017 Popovich, Deidre, “The Attribute Uncertainty Effect: How the Deliberation of Common Information Can Create Biased Judgments,” Paper presented at the College of Media and Communication (April 19).

2017 Jordan, Sara Smock, Deidre Popovich, and Diego Pascual, “Service-Learning Faculty Fellows: The Good, The Bad, and The Ugly,” Panel discussion presented at the Teaching Learning and Professional Development Center (April 14).

MEDIA CONTRIBUTIONS

Buc-ee’s – Not Your Father’s Fuel Stop, The Food Institute (June 28, 2024)

Wine Nutrition Labels May Surprise Consumers, The Academic Minute Podcast (March 29, 2024)

‘Drip Pricing’ Has the Attention of Regulators, Consumers as Inflation Lingers, The Food Institute (February 29, 2024)

Rawls Research Spotlight: The Impact of Nutrition Labeling on Consumer Perceptions of Wine (February 12, 2024)

Healthcare Marketing, Conversations with Dr. David Dobson Podcast (February 8, 2024)

Think wine is a virtue, not a vice? Nutrition label information surprised many US consumers, The Conversation (January 22, 2024)

Prodded everywhere to tip, Americans often say no, NBC News (November 16, 2023).

Why are Americans spending so much on Amazon, DoorDash delivery long after COVID’s peak?, USA Today (September 28, 2023).

Is restaurant tipping getting out of hand?, The Hill (June 23, 2023).

We’re All Narcissists: The Rise of the Personalized Product, The Hustle (March 6, 2023).

Americans are tipping more often, even if they don't want to, NBC News (February 4, 2023).
Gift Card Scam Spawns LPD Investigation, Raises Question of Consumer Rights, EverythingLubbock.com (December 28, 2022).
Why are Flintstones Vitamins and Cereal Still Popular Decades After the Show Ended?, Marketplace (December 2, 2022).
You're Much More Likely to Buy an EV if You've Ever Had a Ride in One, CNN Business (July 8, 2022).
Quick Questions Vol. 2, I've Got Questions with Mike Simpson Podcast, KNX News Los Angeles (July 7, 2022).
Are You a Penny Pincher?, AARP The Magazine (April/May 2022).
Why CVS Receipts Are So Long, CNN Business (January 29, 2022).
Second-Hand Economy Goes Mainstream as Shoppers Hit Supply Knots, Bloomberg (November 9, 2021).
Welcome to the Delta Economy: You Can't Always Get What You Want When You Want It, CNN Business (September 15, 2021).
Marketing Professor Studies Consumer Decision-Making Related to Self-Control, Health Care, Texas Tech Today (July 21, 2021).
Researchers Examining Consumer Perceptions of Health Care Affordability, EverythingLubbock.com (August 29, 2020).
Researchers Examining Consumer Perceptions of Health Care Affordability, Texas Tech Today (August 27, 2020).
Inside Texas Tech: Inside the World of Marketing, KTTZ-FM (November 7, 2018).
Dr. Popovich Selected as Fellow in the Institute for Inclusive Excellence, Rawls College News (September 14, 2018).
Beta Gamma Sigma Designated as "Honors Chapter," Rawls College News (September 4, 2018).
Partnerships Benefit Marketing Students and Community, Rawls College News (February 2, 2018).
Prioritizing Publishing: Group Aims to Help Women Faculty in Research, Texas Tech Today (June 10, 2016).

TEACHING EXPERIENCE

Texas Tech University, Rawls College of Business

Undergraduate Courses

Marketing Research and Analysis (2015-2019, 2021-Present F2F; Fall 2020 Online)
Consumer Behavior (Summer 2018-2019 and Fall 2021, 2024 F2F)
From Disney to Beyoncé: Analyzing Gender, Race and Sexuality in Marketing and Popular Culture (Fall 2020 Online)

Graduate Courses

Experimental Design and Analysis in Marketing (Spring 2021-2024 Online)
Consumer Behavior PhD Seminar (Spring 2022 F2F)

Guest Lectures

Advanced Topics in Marketing Research (April 2023)
Vanderbilt University Owen Graduate School of Management (April 2019 and 2022 F2F;
April 2021 Online)
Business Foundations for Public Relations (November 2019 F2F)
Marketing Concepts and Strategies (August 2016 F2F)

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

Dissertation Committee Member

Jordan Rodriguez, Psychological Studies, August 2022-May 2023
Iman Bokhari, Design, November 2021-May 2024
Mohammed Ibrahim, Industrial Engineering, November 2021-Present

Dissertation Committee Dean's Representative

Anto Kumar, Psychological Studies, June 2024
Dulanjalee Karunaratne, Mathematics and Statistics, April 2023
Thilini Jayasinghe, Mathematics and Statistics, June 2022
Lori Tribble, Management, June 2020
Samer Melhem, Communication Studies, April 2019

Master's Thesis Committee Member

Mikaela Trussell, Psychological Studies, September 2021-October 2022

Qualifying Exam Committee Member

Jordan Rodriguez, Psychological Studies, September 2021-April 2022

Graduate Research Advisor

Jordan Rodriguez, Psychological Studies, November 2021-May 2023
Mikaela Trussell, Psychological Studies, January 2021-Present
Carl Alfert, Psychological Studies, August 2020-January 2021

Undergraduate Honors Thesis Director

Brooke "Alex" Harris, "Empathy-Based Marketing Promotions," May 2017
Bailey White, "Brand Concept Mapping," May 2016

Undergraduate Research Advisor

Jacob Aickareth, Honors Sciences & the Humanities, January 2023-Present
Ella Flood, Psychological Studies, January 2023-Present
Paul Nguyen, Biology, January 2023-Present
Lindsey Richardson, Marketing, January 2023-May 2023
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

University Service

Affiliated Faculty, Women’s and Gender Studies, 2020-Present
President’s Faculty Book Awards Committee, 2023
Office of Student Conduct Hearing Panel, 2017-2020

College Service

Beta Gamma Sigma Faculty Advisor, Spring 2016-2024
Recognized as an “Honors Chapter,” 2018-2020, 2023
Recognized as a “High Honors Chapter,” 2020-2022

Rawls Research Lab Committee, 2018-Present

Department Service

Marketing Area Merit Committee, 2023-Present
Tenure-Track Professor Candidate Search Committee, 2022-2023
Marketing PhD Committee, Fall 2022-Present
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 – Marketing Research & Analysis 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:

Flatlands Dance Theatre, Aug-Dec 2024
East Lubbock Art House, Aug-Dec 2022
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

Service to Profession

Editorial Review Board Member

Journal of Public Policy & Marketing, 2023-Present
Responsible Research in Business and Management (RRBM) Program, 2022-Present

Committee Member

SJDM D&I Committee, June 2022-January 2024

Journal Reviewer (Ad-hoc)

Foods, 2019-2020
Journal of Consumer Behaviour, 2022-Present
Journal of Consumer Marketing, 2020-Present
Journal of Consumer Research, 2015
Journal of Marketing, 2023-Present
Journal of Marketing Education, 2022-Present
Journal of Marketing Theory and Practice, 2024-Present
Journal of Methods and Measurement in the Social Sciences, 2019-Present
Journal of Retailing, 2021-Present
Journal of Public Policy & Marketing, 2017-2023
Marketing Education Review, 2017-Present

Conference Reviewer

AMA Summer Educators' Conference, 2015-Present
AMA Winter Educators' Conference, 2015-Present
AMA Marketing & Public Policy Conference, 2015-Present
Association for Consumer Research Conference, 2015-Present
Direct/Interactive Marketing Research Summit, 2015
Society for Consumer Psychology Conference, 2015-Present

Competition Reviewer

SMA Doctoral Dissertation Proposal Competition, 2015-2016

Service to Community

Flatlands Dance Theatre, Board President, 2024-Present
Flatlands Dance Theatre, Board Member, 2021-Present

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA), 2010-Present

Consumer Behavior SIG

Association for Consumer Research (ACR), 2012-Present

Society for Consumer Psychology (SCP), 2012-Present

Society for Judgment and Decision Making (SJDM), 2013-Present