DEIDRE POPOVICH

Curriculum Vitae
September 2026

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

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

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, Well-Being, Methodology

EXTERNAL FUNDING

2020-2025 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

2026	Global Research One-Way Seed Grant, Office of International Affairs ($3,500)
2026	Rawls College of Business Competitive Summer Research Grant ($30,000)
2025	Rawls College of Business Competitive Summer Research Grant ($30,000)
2025	Chancellor's Council Distinguished Research Award
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

2025	Jerry S. Rawls Excellence in Undergraduate Teaching Award Nominee
2024	Jerry S. Rawls Excellence in Undergraduate Teaching Award Nominee
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

2026 Popovich, Deidre, Stacey Finkelstein, Helen Colby, and Tony Stovall, "Patient Trust in Medical AI: Conditions Under Which Chatbots Are Preferred Over Human Providers," forthcoming in *Health Care Management Review*.

2026 Colby, Helen, Deidre Popovich, Ashley Angulo, and Kelli Frias, "Paying for Pain: How Healthcare Costs Influence Physical Pain Predictions," forthcoming in *Psychology & Marketing.*

2026 Frias, Kelli, Deidre Popovich, and Mikaela Trussell, "Navigating Cross-Border Healthcare under Structural Vulnerability: The Role of Cultural Health Capital," forthcoming in the *Journal of Service Research*.

2026 Frias, Kelli, Deidre Popovich, and Ron Hill, "Dual Market Navigation," forthcoming in the *Journal of Marketing*.

2026 Popovich, Deidre, "Systemic Displaced Aggression: A Conceptual Framework for Understanding Intra-Gender Conflict in Academia," *Equality, Diversity and Inclusion: An International Journal*, 45 (9), 198–213.

2025 Popovich, Deidre, Mikaela Trussell, and Kelli Frias, "Pain Exchange Consumption: An Exploration of Taking Risks to Avoid the Pain of Paying," *Journal of Business Research*, 197, 115460.

2025 Popovich, Deidre and Ryan Hamilton, "The Illusion of Calorie Fluency: How Metacognitive Uncertainty Leads to Less Extreme Healthiness Perceptions of Foods," *Journal of Retailing*, 101(3), 331–347.

2025 Popovich, Deidre, "How to Treat Missing Data in Survey Research," *Journal of Marketing Theory and Practice*, 33 (1), 43–59. Listed on SSRN's top downloads for MKTG: Measurement & Data Analysis.

2024 Anderson, Kelley Cours, Deidre Popovich, Kelli Frias, and Mikaela Trussell, "Subordinated Service Environments: How Branding Can Create Unintentional Service Exclusion," *Journal of Services Marketing*, 38 (8), 1074–1088.

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," *Medical Decision Making*, 44 (8), 880–889.

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 Chapters

2026 Popovich, Deidre, Helen Colby, and Tony Stovall, "AI Identity Congruence: How Representative Chatbots Could Help Stigmatized Consumers Seek Healthcare." In *Technology and Healthcare Seeking*, edited by Stacey Finkelstein. New York, NY: Palgrave. Forthcoming.

2026 Colby, Helen and Deidre Popovich, "Behavioral Economic Interventions in Medical Decision Making." In *Research Handbook on Medical Decision Making*, edited by Alan Schwartz, Beate Sander, and Mary Politi. Bridgewater, NJ: Society for Medical Decision Making. Forthcoming.

2026 Iacobucci, Dawn, Deidre Popovich, Maria Petrescu, and Anjala Krishen, "Survey Research, Big Data, and Exploratory and Confirmatory Science." In *Handbook of Social Psychology and Consumer Behaviour*, edited by Eric Spangenberg and Katie Quinn. Cheltenham, UK: Edward Elgar.

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

2026 "Marketplace Traps: Psychological, Cultural Drivers, and Structural Roots of Maladaptive Consumption," Special session presented at the AMA Winter Conference, Madrid, Spain (February 13-15).

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," Competitive 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

2026 Popovich, Deidre, "Healthcare Marketing: The Psychology of Patient Decision-Making," Talk presented at the Texas Tech University Health Sciences Center (January 21).

2025 Popovich, Deidre, "The Joint Impact of Retailer Price Image and Price Primacy on Product Evaluations," Talk presented at the Rawls Research Conference (February 18).

2025 Popovich, Deidre, "Consumer Decision-Making in Healthcare," Talk presented at the Texas Tech University Health Sciences Center (January 21).

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

Why Americans seeking affordable doctor visits and medicines abroad may misjudge healthcare quality, The Conversation (July 22, 2026).
How Gen Z Fell for Analog Romance, Trill (July 19, 2026).
Shop till you drop: What are dopamine sites?, CyberNews (July 1, 2026).
Health care sticker shock has become the norm, but talking to your doctor about costs can help you rein it in, The Conversation (April 10, 2026).
Clickbait evolved into AI slop — here's why it's more dangerous, Tom's Guide (February 27, 2026).
"100% human" to become luxury label amid AI craze, CyberNews (December 30, 2025).
Instacart AI Pricing Could Trigger Backlash, The Food Institute (December 18, 2025).
Why That 140-Year-Old Hairbrush Still Sells: Consumer Psychology and Mythmaking, Skeptic (November 27, 2025).
Inside America's Coin Crunch, The Today Show, NBC (November 4, 2025).
The end is in sight for the penny as retailers find themselves short, Scripps News (October 28, 2025).
Millions of Target and Walmart shoppers hit with long lines and extra fees as payment option disappears, US Sun (October 22, 2025).
Halloween 2025: Consumers Crave Flavor Mashups, Value, The Food Institute (September 26, 2025).
Insurance warning signs in doctors' offices might discourage patients from speaking openly about their health, The Conversation (August 6, 2025).
Social media influencers try to get us to buy more: Here's how to beat them at their game, Detroit Free Press (June 24, 2025).
8 Items To Stock Up on Now in Case of Tariff-Induced Shortages, GOBankingRates (May 27, 2025).
Tariffs as a marketing strategy? Here's how companies are framing the import tax, Scripps News (May 20, 2025).
Trying to Eat Healthier? Don't Just Consider the Calories, Texas Tech University (May 20, 2025.
Forget Inflation and Tariffs. Summer is Party Time! The Food Institute (May 16, 2025).
Calorie counts on menus and food labels may not help consumers choose healthier foods, KCBS Radio in San Francisco (May 12, 2025)
Calorie counts on menus and food labels may not help consumers choose healthier foods, new research shows, The Conversation (May 12, 2025)
As Prices Rise, Repair and Resale Could Become Economic Lifelines, Dismal Science (May 10, 2025)
When Boycotts Go Your Way, NPR and Marketplace Morning Report Podcast (March 6, 2025)
Why Does Online Shopping Make Me Feel Like Absolute Crap?, Self Magazine (November 20, 2024)
Entitled Couple's Plan to Scam Catering Company Goes Horribly Wrong, Bored Panda (November 16, 2024)
Starbucks wants to reclaim its coffeehouse crown. It won't be easy, MSN (November 15, 2024)
The Pumpkin Spice Tax: To savor the flavor of fall, you will have to pay, USA Today (October 15, 2024)

How to win over customers in inflationary times. Hint: It's not just about price, Retail Dive (August 5, 2024)
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-Present 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-Present Online)
Consumer Behavior PhD Seminar (Spring 2022, 2026 F2F)

Guest Lectures

Advocacy and Activism (October 2025)
Colloquium in Marketing (April 2025)
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
Marketing Research Manager, National Federation of Independent Business
Statistical Analyst, State of Tennessee Department of Health
Associate Investigator, Tennessee State University, Center of Excellence for Research & Policy

SERVICE

Advising

Dissertation Committee Member

Emily Weedon, Media and Communication, September 2024-Present
Mikaela Trussell, Psychological Studies, October 2022-May 2025
Jordan Rodriguez, Psychological Studies, August 2022-May 2023
Iman Bokhari, Design, November 2021-May 2024

Dissertation Committee Dean's Representative

Sanghee Kim, Hospitality and Retail Management, September 2025
Mason Springfield, Mathematics and Statistics, March 2025
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

Emily Weedon, Media and Communication, September-December 2024
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

Carolina Arrazola, Rawls Undergraduate Research Program, September 2025-May 2026
Cathryn Lara-Ramirez, Rawls Undergraduate Research Program, Awarded the Rawls Undergraduate Research Award, September 2025-May 2026
Ella Flood, "Social Media Use and Cosmetic Procedures," Well-being Research Category Award, TTU Undergraduate Research Conference, April 2025
Lucy Fritz, Marketing, September 2024-December 2024
Ella Flood, Psychological Studies, January 2023-May 2025
Paul Nguyen, Biology, January 2023-May 2025
Jacob Aickareth, Honors Sciences & the Humanities, January 2023-May 2024
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

Institute for One Health and Innovation Oversight Committee Chair, 2025-Present
Faculty Research Advisory Council, 2024-Present
Research Strategic Planning Committee, 2024-2025
Affiliated Faculty, Women's and Gender Studies, 2020-Present
Affiliated Faculty, Honors College, 2016-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

MS in Marketing Research and Analytics Program Committee, 2026
Crafting Learning Environments Strategic Initiative Team, 2024
MS in Marketing Research and Analytics Program Review Team, 2024
Promotion and Tenure Workshop Panel Member, 2023, 2024
Rawls Research Lab Committee, 2018-Present

Department Service

Faculty Advisor for the PhD Program, Fall 2026-2028
Search Chair, Tenure-Track Professor, Fall 2025
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 Community-Engaged 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:

Four Nonprofit Arts Organizations (all Lubbock-based), Aug-Dec 2025
Multiple Organizations (all Lubbock-based), Aug-Dec 2025
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

Associate Editor

Journal of Public Policy & Marketing, 2026-Present

Editorial Review Board Member

Health Marketing Quarterly, 2025-Present
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)

Equality, Diversity and Inclusion, 2025-Present
Foods, 2019-2020
Journal of Business Research, 2025-Present
Journal of Consumer Behaviour, 2022-Present
Journal of Consumer Marketing, 2020-Present
Journal of Consumer Psychology, 2025-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
Research Involvement and Engagement, 2025-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
Marketing & Society SIG
Association for Consumer Research (ACR), 2012-Present
Society for Consumer Psychology (SCP), 2012-Present
Society for Judgment and Decision Making (SJDM), 2013-Present