

David DeFranza

Curriculum vitae

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UCD Graduate Business School
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EDUCATION

- 2022 Ph.D., Business Administration (Marketing), David Eccles School of Business, University of Utah
- 2015 M.B.A., Poole College of Management, North Carolina State University
- 2015 M.A., Technology and Communication, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
- 2005 B.A., History, University of New Hampshire

ACADEMIC EXPERIENCE

- 2022- Assistant Professor of Marketing, Michael Smurfit Graduate Business School, University College Dublin, National University of Ireland

PUBLICATIONS

1. **DeFranza, David**, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. (2020). Religion and reactance to COVID-19 mitigation guidelines. *American Psychologist*, 76(5), 744-754. <https://doi.org/10.1037/amp0000717>
2. **DeFranza, David**, Himanshu Mishra, & Arul Mishra. (2020). How language shapes prejudice against women: An examination across 45 world languages. *Journal of Personality and Social Psychology*, 119(1), 7–22. <https://doi.org/10.1037/pspa0000188>

Peer-Reviewed Conference Proceedings

1. Lindow, Mike, **David DeFranza**, Arul Mishra, & Himanshu Mishra. (2021). Partisanship and fear are associated with resistance to COVID-19 directives. In *Proceedings of the Eleventh Workshop on Computational Approaches to Subjectivity, Sentiment and Social Media Analysis (WASSA)*. European Association of Computational Linguistics.

Other Publications

1. Stanko, Michael, William Rand, & **David DeFranza**. (2017). Search engine optimization: Note for marketing managers (updated). *Ivey Publishing*.

RESEARCH GRANTS

1. **DeFranza, David** & Soo Young Bae. “The impact of opinion leaders in the propagation and correction of misinformation.” UCD-UMass Amherst Seed Funding for Strategic Research Initiatives, University College Dublin & University of Massachusetts Amherst. 1 year, €10,000, Role: Co-PI.
2. **DeFranza, David.** (2022). “The dynamics of parasocial relationships following influencer endorsements.” College of Business Research Funding Scheme, University College Dublin. 1 year, €2,400, Role: PI.

AWARDS & HONORS

2023 2022-2023 Dean’s List of Outstanding Teachers, University College Dublin
 2021 Marketing Doctoral Student Teaching Excellence Award, University of Utah
 2021 Poster Competition, 2nd place award, INFORMS Business Analytics Conference
 2021 Fellow, AMA-Sheth Foundation Doctoral Consortium
 2020 Monty & Christine Botosan Bridge to Practice Doctoral Award, University of Utah
 2019 Fellow, ISMS Doctoral Consortium

CONFERENCE PARTICIPATION

* denotes presenter

Papers Presented

1. Vijayakumar, Suhas, W. Yuna Yang, & **David DeFranza**.* Lay beliefs about AI and its consequent outcomes. *Multidisciplinary Workshop on Cyber-Physical Systems (CPS) at The University of Glasgow*. Glasgow, Scotland. April 16, 2024.
2. **DeFranza, David**,* Arul Mishra, & Himanshu Mishra. Gender class assignment is associated with stereotypical attitudes toward brand names. *Society for Consumer Psychology*. San Juan, Puerto Rico. March 2-4, 2023.
3. **DeFranza, David**,* Arul Mishra, & Himanshu Mishra. How grammatical gender influences attitudes toward brand names. *Society for Personality and Social Psychology*. Atlanta, Georgia. February 23-25, 2023.
4. **DeFranza, David**,* & Promothesh Chatterjee. Regulatory focus shifts in response to arbitrary temporal boundaries: A quasi-experiment on Twitter. *ISMS Marketing Science Conference*. Virtual. June 16-18, 2022.
5. **DeFranza, David**,* & Promothesh Chatterjee. How arbitrary temporal borders affect consumer perceptions of an upcoming event. *Marketing Analytics Symposium*. Sydney, Australia. May 26-27, 2022.
6. **DeFranza, David**,* Pronobesh Banerjee, & Promothesh Chatterjee. The influence of dialectical reasoning on Amazon product reviews. *8th Pan IIM World Management Conference*. Virtual. December 16-18, 2021.
7. **DeFranza, David**,* Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. *AMA Summer Academic Conference*. Virtual. August 4-6, 2021.

8. **DeFranza, David,*** Pronobesh Banerjee, & Promothesh Chatterjee. The influence of culture and dialectical reasoning on Amazon product reviews. *ISMS Marketing Science Conference*. Virtual. June 3-5, 2021.
9. **DeFranza, David,*** Himanshu Mishra, & Arul Mishra. Extracting and analyzing psychological constructs from text data: The example of gender prejudice across languages. *Marketing Analytics Symposium*. Sydney, Australia. February 3-4, 2020.
10. **DeFranza, David,*** Arul Mishra, & Himanshu Mishra. How language shapes bias against women: A study of implicit gender bias in 45 world languages. *ISMS Marketing Science Conference*. Rome, Italy. June 20-22, 2019.

Posters Presented

1. **DeFranza, David,*** Arul Mishra, & Himanshu Mishra. Assessing attitudes toward brands across languages. *INFORMS Business Analytics Conference*. Virtual. April 12-14, 2021.
2. **DeFranza, David,*** Arul Mishra, & Himanshu Mishra. How language influences attitudes toward brands. *Fourth Workshop on NLP and CSS at the 2020 Conference on Empirical Methods in Natural Language Processing*. Virtual. November 20, 2020.
3. **DeFranza, David,*** & Promothesh Chatterjee. The moderating effect of temporal borders on consumers' construal of market events: Evidence from Twitter. *Society for Consumer Psychology*. Huntington Beach, California. March 5-7, 2020.

CAMPUS & DEPARTMENTAL TALKS

1. DeFranza, David, Himanshu Mishra, Arul Mishra. Decoding clickthrough success: A comparative analysis of automatically generated headlines [Oral presentation]. *UCD Marketing Symposium for Advanced Research*, Michael Smurfit Graduate Business School, University College Dublin. August 31, 2023.
2. DeFranza, David, Arul Mishra, & Himanshu Mishra. How language perpetuates gender stereotypes and prejudices [Oral presentation]. *15th Irish Economics and Psychology Conference*, UCD Behavioural Science and Policy Group & Technological University Dublin. December 16, 2022.
3. DeFranza, David, Promothesh Chatterjee, & Pronobesh Banerjee. The interplay of ratings and reviews: An empirical investigation of the influence of dialectical reasoning on product reviews [Oral presentation]. *UCD Marketing Symposium for Advanced Research*, Michael Smurfit Graduate Business School, University College Dublin. September 1, 2022.
4. DeFranza, David, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. Religion and reactance to COVID-19 mitigation guidelines [Poster]. *3i COVID-19 Symposium*, University of Utah Health. June 4, 2021.
5. DeFranza, David, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. Religion and reactance to COVID-19 mitigation guidelines [Oral presentation]. *3i COVID-19 Flash Talks*, University of Utah Health. October 2, 2020.

ADVANCED TRAINING & CERTIFICATIONS

- 2022 Universal Design for Learning, National Forum for the Enhancement of Teaching and Learning, Ireland
- 2018 SIOP/CARMA Reviewer Development Workshop, University of Nebraska (Online)

PROFESSIONAL AFFILIATIONS

- 2021- Institute for Operations Research and the Management Sciences (INFORMS)
- 2021- American Marketing Association (AMA)
- 2019- Society for Consumer Psychology (SCP)

RELATED SKILLS

Tools: Python, R, Unix (Linux), \LaTeX