David DeFranza

Curriculum vitae
August 6, 2025

UCD Graduate Business School
Carysfort Avenue, Blackrock
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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 APPOINTMENTS

2025-present 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. Ling, Aiqing, **David DeFranza**, Julie Schiro, Nguyen Nguyen, Marius Claudy, Michael Geers, Mark Pagell, Mary Parkinson, Saskia van Ruth, Suhas Vijayakumar, & W. Yuna Yang. (2025). "A strategic investment in eye-tracking, EEG, and AI research capacity at UCD." Higher Education Research Equipment Grant (HEREG) Scheme, University College Dublin. 1 year, €198,000, Role: Co-Investigator.
2. **DeFranza, David** & Anshu Suri. (2024). "Shefying products: How ascribing gender to inanimate objects leads to increased engagement and perpetuates gender stereotypes." College of Business Research Funding Scheme, University College Dublin. 1 year, €7,957, Role: Co-PI.
3. Ling, Aiqing, **David DeFranza**, Julie Schiro, Suhas Vijayakumar, & W. Yuna Yang. (2024). "Co-piloting with AI: Pedagological applications of generative systems in the higher education classroom." College of Business Teaching Development Funding Scheme, University College Dublin. 1 year, €2,500, Role: Co-PI.
4. **DeFranza, David** & Soo Young Bae. (2024). "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.
5. **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

2024 2023-2024 College of Business Teaching Excellence Award, University College Dublin
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. Bae, Soo Young*, & **David DeFranza**. Digital hierarchies and misinformation: How user status shapes the spread of misinformation. *World Association for Public Opinion Research (WAPOR) Asia Pacific Chapter Conference*. Tokyo, Japan. November 21-23, 2025.
2. Bae, Soo Young*, & **David DeFranza***. Misinformation on social media: How high-status users shape online public discourse. *International Association for Media and Communication Research (IAMCR) Conference*. Singapore. July 13-17, 2025.

3. Bae, Soo Young, & **David DeFranza***. Misinformation, influence, and algorithmic bias: The role of high-status users in misinformation spread. *Paris Conference on AI & Digital Ethics 2025*. Paris, France. June 16-17, 2025.

4. Bae, Soo Young*, & **David DeFranza**. Who controls the narrative? The dual role of contributors and amplifiers in online activism. *Paris Conference on AI & Digital Ethics 2025*. Paris, France. June 16-17, 2025.

5. **DeFranza, David***, & Shelly Rathee. Bad ideas attract attention while good ideas are ignored. *European Marketing Academy Conference*. Pozuelo, Spain. May 27-30, 2025.

6. **DeFranza, David***, & Promothesh Chatterjee. When a week is not a week: How temporal boundaries impact event perception. *Journal of the Association for Consumer Research Time in Consumption Boutique Conference*. Virtual. August 19-20, 2024.

7. 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.

8. **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.

9. **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.

10. **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.

11. **DeFranza, David***, & Promothesh Chatterjee. How arbitrary temporal borders affect consumer perceptions of an upcoming event. *Marketing Analytics Symposium*. Sydney, Australia. May 26-27, 2022.

12. **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.

13. **DeFranza, David***, Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. *AMA Summer Academic Conference*. Virtual. August 4-6, 2021.

14. **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.

15. **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.

16. **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. Vijayakumar, Suhas*, W. Yuna Yang, & **David DeFranza**. Lay beliefs about AI and its decision-making. *NSF AI-SDM Workshop on Human-AI Complementarity for Decision Making*. Pittsburgh, Pennsylvania. September 25-26, 2025.
2. **DeFranza, David***, Arul Mishra, & Himanshu Mishra. Assessing attitudes toward brands across languages. *INFORMS Business Analytics Conference*. Virtual. April 12-14, 2021.
3. **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.
4. **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.

TEACHING EXPERIENCE

Executive Education

Global Business in a Digital Environment, University College Dublin   2023, 2025

Graduate

Big Data Analytics (MSc/MIM), University College Dublin   Fall 2023-2025

Consumer Insights and Analytics (MSc), University College Dublin	Fall 2022-2025
Advanced Analytics and Big Data (MSc), University College Dublin	Summer 2023-2025

Undergraduate

Digital Marketing Practice, University College Dublin (Singapore)	Feb 2024; Aug 2023, 2024
Consumer Insights and Analytics, University of Utah	Fall 2020

Student Supervision

Xue Zhang (Ph.D. Co-advisor)	2024-present

PROFESSIONAL SERVICE

2025	External Examiner, Ph.D. viva, School of Psychology & School of Computing Science, University of Glasgow
2023	Scientific Committee Member, 16th Irish Economics and Psychology Conference
2020-2022	Instuctor, The Carpentries coding and data science workshops for researchers

Ad-Hoc Reviewing

Applied Psychology, British Journal of Psychology, British Journal of Social Psychology, Humanities and Social Sciences Communications, Journal of Consumer Research, Journal of Gerontology: Social Sciences, Social Media + Society

Conference Reviewing

AMA Marketing and Public Policy Conference, AMA Summer Academic Conference, AMA Winter Academic Conference, Society for Consumer Psychology Annual Conference, Society for Personality and Social Psychology Annual Conference

UNIVERSITY SERVICE

2025-present	Member, College of Business Teaching & Learning Committee, University College Dublin
2022	Reviewer, Doctoral Faculty Teaching Excellence Award, University of Utah
2021	Member, School of Business Academic Appeals Committee, University of Utah
2018-2020	Coordinator, Marketing Department Research Participant Pool, University of Utah

MEDIA COVERAGE

2025	*Connected Magazine*. "Life changing: How TikTok Shop's user-generated content is changing the way we buy online"
2024	*The National News*. "Are AI influencers the latest feature of modern life to make us unhappy?"

PROFESSIONAL EXPERIENCE

2015-2017   Director, Optimization Strategy, Brooks Bell. Raleigh, NC
2013-2015   Senior Content Strategist, Brooks Bell. Raleigh, NC
2013   Marketing Communications Specialist, JMP Division, SAS Institute. Cary, NC
2008-2012   Assistant Editor, Web Producer, Discovery Communications. Silver Spring, MD
2007-2008   Content Producer, Mahalo.com. Santa Monica, CA
2005-2006   English Instructor, NOVA Eikaiwa Language School. Osaka, Japan

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

2025-   European Marketing Academy (EMAC)
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