

# David DeFranza

Curriculum vitae

April 17, 2025

UCD Graduate Business School  
Carysfort Avenue, Blackrock  
Co. Dublin.

Website: daviddefranza.com  
Email: david.defranza@ucd.ie

## 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** & 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.
2. Ling, Aiqing, **David DeFranza**, Julie Schiro, Suhas Vijayakumar, & W. Yuna Yang. (2024). “Co-piloting with AI: Pedagogical 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.
3. **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.
4. **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, 2<sup>nd</sup> 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**. 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.
2. 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.
3. **DeFranza, David**\*, & Shelly Rathee. Bad ideas attract attention while good ideas are ignored. *European Marketing Academy Conference*. Pozuelo, Spain. May 27-30, 2025.
4. **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.
5. 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.

6. **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.
7. **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.
8. **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.
9. **DeFranza, David\***, & Promothesh Chatterjee. How arbitrary temporal borders affect consumer perceptions of an upcoming event. *Marketing Analytics Symposium*. Sydney, Australia. May 26-27, 2022.
10. **DeFranza, David\***, Pronobesh Banerjee, & Promothesh Chatterjee. The influence of dialectical reasoning on Amazon product reviews. *8<sup>th</sup> Pan IIM World Management Conference*. Virtual. December 16-18, 2021.
11. **DeFranza, David\***, Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. *AMA Summer Academic Conference*. Virtual. August 4-6, 2021.
12. **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.
13. **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.
14. **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.

## TEACHING EXPERIENCE

### Executive Education

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

### Graduate

Advanced Analytics and Big Data (MSc), University College Dublin	Summer 2023-2025
Big Data Analytics (MSc/MIM), University College Dublin	Fall 2023, 2024
Consumer Insights and Analytics (MSc), University College Dublin	Fall 2022-2024

### 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
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## PROFESSIONAL SERVICE

2025	External Examiner, Ph.D. viva, School of Psychology & School of Computing Science, University of Glasgow
2023	Scientific Committee Member, 16 <sup>th</sup> 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, 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**

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), L<sup>A</sup>T<sub>E</sub>X