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**. (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

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

Papers Presented

1. **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.
2. **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.
3. **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.
4. **DeFranza, David**, & Promothesh Chatterjee. How arbitrary temporal borders affect consumer perceptions of an upcoming event. *Marketing Analytics Symposium*. Sydney, Australia. May 26-27, 2022.
5. **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.
6. **DeFranza, David**, Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. *AMA Summer Academic Conference*. Virtual. August 4-6, 2021.
7. **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.
8. **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.
9. **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**, Arul Mishra, & Himanshu Mishra. How language perpetuates gender stereotypes and prejudices [Oral presentation]. *15th Annual Economics and Psychology Conference*, UCD Behavioural Science and Policy Group & Technological University Dublin. December 16, 2022.
2. **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.
3. **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.
4. **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

Graduate

Big Data Analytics (MSc/MIM), University College Dublin	Fall 2023
Consumer Insights and Analytics (MSc), University College Dublin	Fall 2022, 2023
Digital Marketing Practice (MSc), University College Dublin	Summer 2023
Advanced Analytics and Big Data (MSc), University College Dublin	Summer 2023

Undergraduate

Consumer Insights and Analytics, University of Utah	Fall 2020

PROFESSIONAL SERVICE

2020- Instuctor, The Carpentries coding and data science workshops for researchers

Ad-Hoc Reviewing

Applied Psychology, Journal of Consumer Research

Conference Reviewing

AMA Summer Academic Conference, AMA Winter Academic Conference, Society for Consumer 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

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

2022-	Society for Personality and Social Psychology
2021-	Institute for Operations Research and the Management Sciences (INFORMS)
2021-	American Marketing Association (AMA)
2020-	Association for Psychological Science (APS)
2019-	Society for Consumer Psychology (SCP)

RELATED SKILLS

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