

David DeFranza

Curriculum vitae
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EDUCATION

- Ph.D., Business Administration (Marketing), David Eccles School of Business, University of Utah. *Expected May 2022*
- 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

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*.

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**, Pronobesh Banerjee, & Promothesh Chatterjee. The influence of dialectical reasoning on Amazon product reviews. *8th Pan IIM World Management Conference*. Virtual. December 16-18, 2021.
2. **DeFranza, David**, Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. *AMA Summer Academic Conference*. Virtual. August 4-6, 2021.
3. **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.
4. **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.
5. **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**, 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. Virtual. June 4, 2021.
2. **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. Virtual. October 2, 2020.

TEACHING EXPERIENCE

Consumer Insight and Analytics (Undergraduate), University of Utah Fall 2020

PROFESSIONAL SERVICE

Ad-Hoc Reviewing

Applied Psychology: Health and Well-Being, Journal of Consumer Research, Journal of Medical Virology (Public Policy)

UNIVERSITY SERVICE

- 2021 Member, David Eccles 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

PROFESSIONAL AFFILIATIONS

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

RELATED SKILLS

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