

David DeFranza

Curriculum vitae

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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, 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*.

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**, & 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.
2. **DeFranza, David**, & Promothesh Chatterjee. How arbitrary temporal borders affect consumer perceptions of an upcoming event. *Marketing Analytics Symposium*. Sydney, Australia. May 26-27, 2022.
3. **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.
4. **DeFranza, David**, Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. *AMA Summer Academic Conference*. Virtual. August 4-6, 2021.
5. **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.
6. **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.
7. **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

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

UNIVERSITY SERVICE

2022 Reviewer, Doctoral Faculty Teaching Excellence Award, University of Utah

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