

JILLIAN HMUROVIC

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824 LeBow College of Business, Drexel University
3220 Market Street, Philadelphia, PA 19104

JLH596@drexel.edu • www.jillianhmurovic.com
<https://www.lebow.drexel.edu/people/jillianhmurovic>

July 2024

POSITIONS

LeBow College of Business, Drexel University

Assistant Professor of Marketing

2021 – present

The Wharton School, University of Pennsylvania

Postdoctoral Research Fellow, Wharton Risk Management and Decision Processes Center; Operations,
Information and Decisions

2020 – 2021

EDUCATION

Ph.D., Marketing (Research Methods Minor)

Joseph M. Katz Graduate School of Business, University of Pittsburgh (Pittsburgh, PA)

M.A., Organizational Psychology

Michigan State University (East Lansing, MI)

B.A., Psychology (Spanish Minor), summa cum laude, Research-Focused Honors Program

Purdue University (West Lafayette, IN)

RESEARCH INTERESTS

Consumer Behavior, Decision Making, Technology, Social Impact

PUBLICATIONS (*DENOTES EQUAL FIRST AUTHORSHIP)

1. Goldsmith, Kelly, Jillian Hmurovic, and Cait Lambertson (2024), “Introducing the ARTS Framework: A Tool for Constructive Re-Inquiry,” *Journal of the Academy of Marketing Science*, 52, 605-9.
<https://doi.org/10.1007/s11747-023-00996-6>
2. Hmurovic, Jillian, Cait Lambertson, and Kelly Goldsmith (2023), “Examining the Efficacy of Time Scarcity Marketing Promotions in Online Retail,” *Journal of Marketing Research*, 60(2), 299-328.
<https://doi.org/10.1177/00222437221118856>
3. Patel, Mitesh S., Katherine L. Milkman, Linnea Gandhi, Heather N. Graci, Dena M. Gromet, Hung Ho, Joseph S. Kay, Timothy W. Lee, Jake Rothschild, Modupe Akinola, John Beshears, Jonathan E. Bogard, Alison Bутtenheim, Christopher F. Chabris, Gretchen B. Chapman, James J. Choi, Hengchen Dai, Craig R. Fox, Amir Goren, Matthew D. Hilchey, Jillian Hmurovic, Leslie K. John, Dean Karlan, Melanie Kim, David Laibson, Cait Lambertson, Brigitte C. Madrian, Michelle N. Meyer, Maria Modanu, Jimin Nam, Todd Rogers, Renante Rondina, Silvia Saccardo, Maheen Shermohammed, Dilip Soman, Jehan Sparks, Caleb Warren, Megan Weber, Ron Berman, Chalanda N. Evans, Seung Hyeong Lee, Christopher K. Snider, Eli Tsukayama, Christophe Van den Bulte, Kevin G. Volpp, and Angela L. Duckworth (2023), “Effect of Behavioral Nudges Delivered through Text Messages to Increase Influenza Vaccination Among Patients with an Upcoming

Primary Care Visit: A Randomized Clinical Trial,” *American Journal of Health Promotion*, 37 (3), 324-32.
<https://journals.sagepub.com/doi/abs/10.1177/08901171221131021>

4. Milkman, Katherine L., Linnea Gandhi, Mitesh S. Patel, Heather N. Graci, Dena M. Gromet, Hung Ho, Joseph S. Kay, Timothy W. Lee, Jake Rothschild, Jonathan E. Bogard, Ilana Brody, Christopher F. Chabris, Edward Chang, Gretchen B. Chapman, Jennifer E. Dannals, Noah J. Goldstein, Amir Goren, Hal Hershfield, Alex Hirsch, Jillian Hmurovic, Samantha Horn, Dean S. Karlan, Ariella S. Kristal, Cait Lamberton, Michelle N. Meyer, Allison H. Oakes, Maurice E. Schweitzer, Maheen Shermohammed, Joachim Talloen, Caleb Warren, Ashley Whillans, Kuldeep N. Yadav, Julian J. Zlatev, Ron Berman, Chalanda N. Evans, Rahul Ladhania, Jens Ludwig, Nina Mazar, Sendhil Mullainathan, Christopher K. Snider, Jann Spiess, Eli Tsukayama, Lyle Ungar, Christophe Van den Bulte, Kevin G. Volpp, and Angela L. Duckworth (2022), “A 680,000-Person Megastudy of Nudges to Encourage Vaccination in Pharmacies,” *Proceedings of the National Academy of Sciences*, 119 (6), e2115126119. <https://www.pnas.org/doi/10.1073/pnas.2115126119>
5. Milkman, Katherine L., Mitesh S. Patel, Linnea Gandhi, Heather N. Graci, Dena M. Gromet, Hung Ho, Joseph S. Kay, Timothy W. Lee, Modupe Akinola, John Beshears, Jonathan E. Bogard, Alison Buttenheim, Christopher F. Chabris, Gretchen B. Chapman, James J. Choi, Hengchen Dai, Craig R. Fox, Amir Goren, Matthew D. Hilchey, Jillian Hmurovic, Leslie K. John, Dean Karlan, Melanie Kim, David Laibson, Cait Lamberton, Brigitte C. Madrian, Michelle N. Meyer, Maria Modanu, Jimin Nam, Todd Rogers, Renante Rondina, Silvia Saccardo, Maheen Shermohammed, Dilip Soman, Jehan Sparks, Caleb Warren, Megan Weber, Ron Berman, Chalanda N. Evans, Christopher K. Snider, Eli Tsukayama, Christophe Van den Bulte, Kevin G. Volpp, and Angela L. Duckworth (2021), “A Megastudy of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor’s Appointment,” *Proceedings of the National Academy of Sciences*, 118 (20), e2101165118. <https://www.pnas.org/doi/full/10.1073/pnas.2101165118>
6. Grewal, Lauren*, Jillian Hmurovic*, Cait Lamberton, and Rebecca Walker Reczek (2019), “The Self-Perception Connection: Why Consumers Devalue Ugly Produce,” *Journal of Marketing*, 83 (1), 89-107. <https://doi.org/10.1177/0022242918816319> *co-lead author
- 2021 AMA-EBSCO Responsible Research in Marketing Award Finalist
7. Grand, James A., Ann Marie Ryan, Neal Schmitt, and Jillian Hmurovic (2011), “How Far Does Stereotype Threat Reach? The Potential Detriment of Face Validity in Cognitive Ability Testing,” *Human Performance*, 24, 1-28. <https://doi.org/10.1080/08959285.2010.518184>
8. Morgeson, Frederick, Erich Dierdorff, and Jillian L. Hmurovic (2010), “Work Design *in Situ*: Understanding the Role of Occupational and Organizational Context,” *Journal of Organizational Behavior*, 31, 351-60. <https://doi.org/10.1002/job.642>
9. Arriaga, Ximena, Elizabeth Slaughterbeck, Nicole Capezza, and Jillian Hmurovic (2007), “From Bad to Worse: Relationship Commitment and Vulnerability to Partner Imperfections,” *Journal of Personal Relationships*, 14, 389-409. <https://doi.org/10.1111/j.1475-6811.2007.00162.x>

SELECT WORK UNDER REVIEW/IN PROGRESS

Hughes, Christian, and Jillian Hmurovic, “Understanding How Political Person Brands’ Linguistic Consistency Shapes Social Media Engagement: A Multidimensional Perspective,” under 3rd round review at the *Journal of Marketing*.

Hmurovic, Jillian, Cait Lamberton, and Lindsay Page, “Using Post-Deadline Planning Prompt Interventions to Increase Follow-Through on Early-Bird Deadline Tasks,” finalizing for submission to *Management Science*.

Hmurovic, Jillian, and Cait Lamberton, “Temporal Design of Initial Charitable Donations.”

Hmurovic, Jillian, and Jeff Inman, “Power and Differential Patterns of Attribute-Level Variety Seeking.”

Colligan, Carissa and Jillian Hmurovic, “Virtual Volunteering: Conceptualizing New Ways Consumers are Using Technology to Support Social Causes.”

SELECT AWARDS AND DISTINCTIONS

The Tenure Project Conference (selected participant), The Tenure Project	(2024)
LeBow College of Business Revise and Resubmit Grant Award , Drexel University	(2024)
National Center for Faculty Development & Diversity (NCFDD) Scholarship Award , NCFDD	(2023)
LeBow College of Business DEI Program Support Fund Award , Drexel University	(2023)
AMA-EBSCO Responsible Research in Marketing Award Finalist , American Marketing Association	(2021)
Matthew Joseph Emerging Scholar Award Finalist , American Marketing Association	(2019)
Fryrear Fellowship Award , University of Pittsburgh	(2019)
AMA Sheth Foundation Doctoral Consortium Fellow , American Marketing Association	(2019)
CMU Machine Learning Workshop (selected participant), Carnegie Mellon University	(2019)
Center for Healthcare Management Grant (\$3,000) , University of Pittsburgh	(2018)
Doris & Douglas Bernstein Doctoral Student Teaching Award , University of Pittsburgh	(2017)
Behavioral Insights Group (BIG) Ideas Doctoral Workshop (selected participant), Harvard University	(2017)
Marketing Science Institute Research Grant (\$4,000) , Marketing Science Institute	(2017)
Dean's Small Research Grant- Dynamic Behavioral Nudges (\$1,000) , University of Pittsburgh	(2017)
Women in the Marketing Academy (selected participant), Association for Consumer Research	(2016)
ACR PhD Travel Award (\$1,200) , Association for Consumer Research	(2016)
ACR TCR Grant (\$1,000) , Association for Consumer Research	(2016)
Dean's Small Research Grant- Automatic Altruism (\$1,800) , University of Pittsburgh	(2016)
Dean's Small Research Grant- Ugly Produce (\$1,000) , University of Pittsburgh	(2015)
Mitsubishi Fellow , University of Pittsburgh	(2015-2020)
Best Student Paper Award , Michigan Association for Industrial Organizational Psychology	(2009)
University Distinguished Fellowship , Michigan State University	(2007)
Research Focused Honors Program in Psychology , Purdue University	(2005-2007)
Outstanding Senior in Psychology Award , Purdue University	(2006)
Donald R. Ottinger Scholarship Award , Purdue University	(2006)
Thayer Scholar , Purdue University	(2004-2005)
Dean's Freshman Scholar , Purdue University	(2003-2004)
School of Liberal Arts Merit Scholarship , Purdue University	(2003-2007)
Liberal Arts Honors Program , Purdue University	(2003-2007)
Academic Honors (all semesters), Purdue University	(2003-2007)
Dean's List (all semesters), Purdue University	(2003-2007)
Academic Success Award , Purdue University	(2003)
Stone Scholarship , Purdue University	(2003)

SELECT PEER-REVIEWED CONFERENCE PRESENTATIONS (* DENOTES PRESENTER)

- Colligan, Carissa* and Jillian Hmurovic (2024), "Virtual Volunteering: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes," competitive paper will be presented at the AMA Summer Academic Conference, Boston, Massachusetts.
- Colligan, Carissa* and Jillian Hmurovic (2024), "Virtual Volunteering: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes," poster presented at the Consumer Culture Theory Conference, San Diego, California.
- Colligan, Carissa* and Jillian Hmurovic (2024), "Virtual Volunteering: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes," poster presented at the AMA Marketing and Public Policy Conference, Washington D.C.
- Colligan, Carissa* and Jillian Hmurovic (2024), "Virtual Volunteering: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes," competitive paper presented at the Society for Consumer Psychology Winter Conference, Nashville, Tennessee.

- Hughes, Christian* and Jillian Hmurovic (2021), "Human-Brands on Twitter: Linguistic Consistency of Social Media Content," presented at the Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Virtual.
- Hmurovic, Jillian and Cait Lamberton* (2019), "Waiting and Watching: The Effects of Observing Others' Point-of-Payment Prosocial Decisions," presented as a part of a special session at the Association for Consumer Research Conference, Atlanta, Georgia.
- Hmurovic, Jillian*, Cait Lamberton, and Lindsay Page (2019), "Prompts with Punch: Timing Planning Nudges for Maximum Effectiveness," poster presented at the Marketing Academic Research Colloquium, Washington D.C.
- Hmurovic, Jillian*, Cait Lamberton, and Lindsay Page (2018), "Prompts for Procrastinators: Identifying Post-Deadline Teachable Moments," competitive paper presented at the Society for Consumer Psychology Winter Conference, Dallas, Texas.
- Hmurovic, Jillian*, Cait Lamberton, and Lindsay Page (2017), "Prompts for Procrastinators: Identifying Post-Deadline Teachable Moments," poster presented at the Society for Judgement and Decision Making Annual Meeting, Vancouver, Canada.
- Grewal, Lauren*, Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2018), "The Self-Perception Connection: Why Consumers Devalue Unattractive Produce," presented as a part of a special session at the Association for Consumer Research Conference, Dallas, Texas.
- Grewal, Lauren, Jillian Hmurovic*, Cait Lamberton, and Rebecca Walker Reczek (2016), "When Beauty Isn't Skin Deep: Cosmetic Contagion and Consumers' Aversion to Ugly Foods," competitive paper presented at the Society for Consumer Psychology Summer Conference, Denver, Colorado.
- Grewal, Lauren*, Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2016), "When Beauty Isn't Skin Deep: Cosmetic Contagion and Consumers' Aversion to Ugly Foods," poster presented at the Marketing Academic Research Colloquium, College Park, Maryland.
- Grewal, Lauren*, Jillian Hmurovic*, Cait Lamberton, and Rebecca Walker Reczek (2016), "When Beauty Isn't Skin Deep: Cosmetic Contagion and Consumers' Aversion to Ugly Foods," poster presented at the Society for Consumer Psychology Winter Conference, St. Pete Beach, Florida.
- Hmurovic, Jillian* and Jeff Inman (2017), "Get on My Level: Power and Differential Patterns of Attribute-Level Variety Seeking," competitive paper presented at the Association for Consumer Research Conference, San Diego, California.
- Hmurovic, Jillian* and Cait Lamberton (2017), "Does Repeating Prompt Retreating? How the Structure of Initial Charitable Contributions Impacts the Magnitude of Subsequent Support," competitive paper presented at the Association for Consumer Research Conference, San Diego, California.
- Hmurovic, Jillian*, Kelly Goldsmith, and Cait Lamberton (2016), "When Exploding Deals Create Competitive Consumers: The Consequences of Time-Based Scarcity Appeals," competitive paper presented at the Association for Consumer Research Conference, Berlin, Germany.
- Hmurovic, Jillian*, Kelly Goldsmith, and Cait Lamberton (2016), "When Exploding Deals Create Competitive Consumers: The Consequences of Time-Based Scarcity Appeals," competitive paper presented at the Society for Consumer Psychology Summer Conference, Denver, Colorado.
- Hmurovic, Jillian*, Kelly Goldsmith, and Cait Lamberton (2016), "When Exploding Deals Create Competitive Consumers: The Consequences of Time-Based Scarcity Appeals," poster presented at the Marketing Academic Research Colloquium, College Park, Maryland.
- Heimdal, Kristen*, Erin Joyce, Mark Glasbrenner, Jillian Hmurovic*, and Darby Schaaf (2014), "Sustaining Reform: Effective Race to the Top (RttT) Transformation Team Practices," poster presented at the Annual Ohio Education Research Center Connect for Success Conference, Columbus, Ohio.

- Kassebaum, Tina*, Kathleen Carr, Josh Hawley, and Jillian Hmurovic* (2014), “2013 Workforce Study: Ohio Early Learning & Development Programs,” poster presented at the Annual Ohio Education Research Center Connect for Success Conference, Columbus, Ohio.
- Heimdal, Kristen*, Erin Joyce, Mark Glasbrenner, and Jillian Hmurovic (2013), “The Power of Teams: An OERC Study of Leadership Teams in the Ohio Appalachian Collaborative (OAC),” presented at the Annual Ohio Education Research Center Connect for Success Conference, Columbus, Ohio.
- Hmurovic, Jillian* (2011), “Faulted When Female? Gender-Biased Causal Attributions and Penalties in Response to Leader Failure,” poster presented at the Michigan State University Graduate Annual Conference, East Lansing, Michigan.
- Hmurovic, Jillian*, Tiffeny Jimenez*, and Gregory Larnell* (2011), “The Ties that Bind: Social Networks and Contemporary Leadership Challenges,” presented at the Michigan ACE (American Council on Education) Network for Women Leaders in Higher Education Annual Meeting, East Lansing, Michigan.
- Hmurovic, Jillian*, Frederick Morgeson, and Jennifer Nahrgang (2010), “Work Design and Performance: Learning and Development as a Mediator,” poster presented at the 25th Annual Meeting of the Society for Industrial and Organizational Psychology, Atlanta, Georgia.
- Hmurovic, Jillian*, Ann Marie Ryan, Neal Schmitt, and James Grand (2009), “Sensitivity or Stereotype Threat? Effects of Gendered Test Content,” poster presented at 24th Annual Conference of the Society for Industrial and Organizational Psychology, New Orleans, Louisiana.
- Gentry, William*, Frederick Morgeson, and Jillian Hmurovic (2009), “How the Cultural Context Shapes Leader Behavior and Performance,” presented as part of a symposium session at the 24th Annual Conference of the Society for Industrial and Organizational Psychology, New Orleans, Louisiana.
- Grand, James*, Ann Marie Ryan, Neal Schmitt, and Jillian Hmurovic (2009), “Saving Face (Validity)? The Potential Detriment of Context-Specific Testing,” poster presented at the 24th Annual Conference of the Society for Industrial and Organizational Psychology, New Orleans, Louisiana.
- Hmurovic, Jillian*, Frederick Morgeson, and Jennifer Nahrgang (2009), “Linking Diverse Work Design Features to OCB and Absenteeism,” poster presented at the 24th Annual Conference of the Society for Industrial and Organizational Psychology, New Orleans, Louisiana.
- Hmurovic, Jillian* (2007), “Self-Regulatory Replenishment: The Impact of Autonomy and Music Choice,” poster presented at Purdue University Honors Research Colloquium, West Lafayette, Indiana.
- Arriaga, Ximena, Elizabeth Slaughterbeck, Nicole Capezza*, and Jillian Hmurovic (2006), “From Bad to Worse: Relationship Commitment and Vulnerability to Partner Imperfections,” presented at the Annual International Association for Relationship Research (IARR) Conference, Rethymnon, Crete.

TEACHING EXPERIENCE

Drexel University (Department of Marketing)

- Introduction to Marketing Management; (undergraduate) 2021-current
- Introduction to Marketing Management (Online); (undergraduate) 2021-current

University of Pittsburgh (Department of Marketing)

- Introduction to Marketing; (undergraduate)
- *Doris & Douglas Bernstein Doctoral Student Teaching Award (2017)
- Introduction to Marketing (Teaching Assistant); (undergraduate)
- Applied Behavioral Economics (Teaching Assistant); (MBA)

Michigan State University (Department of Psychology)

Research Measurement and Design; (undergraduate)
Research Measurement and Design (Teaching Assistant); (undergraduate)
Social Psychology (Teaching Assistant); (undergraduate)
Personality Psychology (Teaching Assistant); (undergraduate)

Purdue University (Department of Technology Leadership & Innovation)

Leadership Principles (Teaching Assistant); (undergraduate)

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDJM)

PROFESSIONAL SERVICE

Marketing Field**Ad Hoc Journal Reviewing**

Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
Psychology & Marketing
Marketing Letters
Journal of Retailing
Journal of Interactive Marketing
Journal of Consumer Research, trainee

Conference Reviewing

AMA Consumer Behavior Special Interest Group Conference (CBSIG)
Society for Judgment and Decision Making Conference (SJDJM)
European Association for Consumer Research Conference (EACR)
Association for Consumer Research Conference (ACR)
Society for Consumer Psychology Conference (SCP)
AMA Marketing and Public Policy Conference (MPPC)

Conference Volunteering

Society for Consumer Psychology Conference
Association for Consumer Research Conference

Drexel University**LeBow College of Business**

Marketing Department Doctoral Student Admissions Committee

Dissertation Committees

Carissa Anthony, Marketing PhD, Drexel University (expected 2026) *co-chair
Youngdai Won, Marketing PhD, Drexel University (expected 2025)
Ksenia Sergueeva, Marketing PhD, Drexel University (expected 2024), joined SUNY New Paltz
Morgan Bale, Marketing PhD, Drexel University (expected 2024), joined Brigham Young University
Jintao Zhang, Marketing PhD, Drexel University (graduated 2023), joined Texas A&M International University

University of Pittsburgh

Joseph M. Katz Graduate School of Business

Katz Doctoral Student Organization, Treasurer

Institutional Advancement

Alumni Impact Study

Michigan State University

Office of the Provost

NSF Institutional Transformation ADVANCE Grant, Research Associate

Advancing Diversity through the Alignment of Policies and Practices