

JILLIAN HMUROVIC

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September 2022

POSITIONS

LeBow College of Business, Drexel University

Assistant Professor of Marketing, September 2021 – present

The Wharton School, University of Pennsylvania

Postdoctoral Research Fellow, Wharton Risk Management and Decision Processes Center; Operations, Information and Decisions, August 2020 – August 2021

EDUCATION

Ph.D., Marketing (Research Methods Minor), 2020

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

M.A., Organizational Psychology, 2012

Michigan State University (East Lansing, MI)

B.A., Psychology (Spanish Minor), summa cum laude, Research-Focused Honors Program, 2007

Purdue University (West Lafayette, IN)

RESEARCH INTERESTS

Decision Making, Time, Technology, Social Impact

PUBLICATIONS (*Equal Authorship)

Hmurovic, Jillian, Cait Lamberton, and Kelly Goldsmith (forthcoming), “Examining the Efficacy of Time Scarcity Marketing Promotions in Online Retail,” *Journal of Marketing Research*.

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 Bittenheim, 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, Seung Hyeong Lee, Christopher K. Snider, Eli Tsukayama, Christophe Van den Bulte, Kevin G. Volpp, and Angela L. Duckworth (forthcoming), “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*.

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).

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).

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.

* AMA-EBSCO Responsible Research in Marketing Award Finalist (2021)

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.

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.

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.

UNDER REVIEW/INVITED REVISION

Goldsmith, Kelly, Jillian Hmurovic, and Cait Lamberton, “A Framework for Marketing Disruptions,” preparing for second-round revision at the *Journal of the Academy of Marketing Science*.

Hughes, Christian, and Jillian Hmurovic, “Linguistic Consistency of Political Person Brands on Social Media: A Multidimensional Framework,” under review at the *Journal of Marketing*.

MANUSCRIPTS IN PREPARATION

Hmurovic, Jillian, and Cait Lamberton, “Temporal Design of Initial Charitable Donations,” preparing for submission to the *Journal of Marketing Research*.

Hmurovic, Jillian, Cait Lamberton, and Lindsay Page, “Prompts with Punch: Timing Planning Nudges for Maximum Effectiveness,” preparing for submission to *Management Science*.

Hmurovic, Jillian, and Jeff Inman, “Power and Differential Patterns of Attribute-Level Variety Seeking,” preparing for submission to *Journal of Consumer Research*.

SELECT AWARDS AND DISTINCTIONS

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-present)
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 PRESENTATIONS (* Presenter)

“Linguistic Consistency of Political Person Brands on Twitter”

Christian Hughes and Jillian Hmurovic

- *Conference on Artificial Intelligence, Machine Learning, and Business Analytics* (Virtual; December 2021)

“Observing Others’ Point-of-Payment Prosocial Decisions”

Jillian Hmurovic and Cait Lambertson

- *Association for Consumer Research Conference* in Atlanta, GA (October 2019)

“Planning Prompt Nudges and Early-Bird Deadlines”

Jillian Hmurovic, Cait Lambertson, and Lindsay Page

- **Marketing Academic Research Colloquium (MARC)* at Georgetown University McDonough School of Business in Washington, D.C. (May 2019; *Poster*)
- **Society for Consumer Psychology Conference* in Dallas, TX (October 2018)
- **Society for Judgment and Decision Making Conference* in Vancouver, British Columbia, CA (November 2017)

“The Self-Perception Connection”

Lauren Grewal, Jillian Hmurovic, Cait Lambertson, and Rebecca Walker Reczek

- *Association for Consumer Research Conference* in Dallas, TX (October 2018)
- *Society for Consumer Psychology Conference* at APA in Denver, CO (August 2016)
- *Marketing Academic Research Colloquium (MARC)* at the University of Maryland Robert H. Smith School of Business in College Park, MD (May 2016; *Poster*)
- *Society for Consumer Psychology Conference* in St. Pete Beach, FL (February 2016; *Poster*)

“Power and Attribute-Level Variety Seeking”

Jillian Hmurovic and J. Jeffrey Inman

- **Association for Consumer Research Conference* in San Diego, CA (October 2017)

“Temporal Structure and Repeat Donations”

Jillian Hmurovic and Cait Lamberton

- **Association for Consumer Research Conference* in San Diego, CA (October 2017)

“Online Time-Based Scarcity Promotions”

Jillian Hmurovic, Cait Lamberton, and Kelly Goldsmith

- **Association for Consumer Research Conference* in Berlin, Germany (October 2016)
- **Society for Consumer Psychology Conference at APA* in Denver, CO (August 2016)
- **Marketing Academic Research Colloquium (MARC)* at University of Maryland Robert H. Smith School of Business in College Park, MD (May 2016; Poster)

“Effective Team Practices for Sustaining Reform”

Heimdal, Kristen, Erin Joyce, Mark Glasbrenner, Jillian Hmurovic, and Darby Schaaf

- **Ohio Education Research Center Connect for Success Conference* in Columbus, OH (June 2014; Poster)

“Ohio Workforce Evaluation”

Kassebaum, Tina, Kathleen Carr, Josh Hawley, and Jillian Hmurovic

- **Ohio Education Research Center Connect for Success Conference* in Columbus, OH (June 2014; Poster)

“Power of Leadership Teams”

Heimdal, Kristen, Erin Joyce, Mark Glasbrenner, and Jillian Hmurovic

- *Ohio Education Research Center Connect for Success Conference* in Columbus, OH (June 2014; Poster)

“Faulted When Female: Gender-Biased Responses to Leader Failure”

Hmurovic, Jillian

- **Michigan State University Graduate Annual Conference* in East Lansing, MI (March 2011; Poster)

“Contemporary Leadership Challenges”

Hmurovic, Jillian, Tiffeny Jimenez, and Gregory Larnell

- **Michigan ACE (American Council on Education) Network for Women Leaders in Higher Education Annual Meeting* in East Lansing, MI (June 2011)

“Work Design Shapes Performance Through Learning and Development”

Hmurovic, Jillian, Frederick Morgeson, and Jennifer Nahrgang

- **Society for Industrial and Organizational Psychology Conference* in Atlanta, GA (April 2010; Poster)

“Stereotype Threat and Gendered Test Content”

Hmurovic, Jillian, Ann Marie Ryan, Neal Schmitt, and James Grand

- **Society for Industrial and Organizational Psychology Conference* in New Orleans, LA (April 2009; Poster)

“Cultural Context Shapes Leader Behavior”

Gentry, William, Frederick Morgeson, and Jillian Hmurovic

- *Society for Industrial and Organizational Psychology Conference* in New Orleans, LA (April 2009)

“Potential Detriment of Face Validity”

Grand, James, Ann Marie Ryan, Neal Schmitt, and Jillian Hmurovic

- *Society for Industrial and Organizational Psychology Conference* in New Orleans, LA (April 2009; Poster)

“Work Design and Organizational Citizenship Behavior”

Hmurovic, Jillian, Frederick Morgeson, and Jennifer Nahrgang

- **Society for Industrial and Organizational Psychology Conference* in New Orleans, LA (April 2009; Poster)

“Autonomy, Music, and self-Regulatory Replenishment”

Hmurovic, Jillian

- *Purdue University Honors Research Colloquium in West Lafayette, IN (April 2007; Poster)

“Vulnerability to Partner Imperfections”

Arriaga, Ximena, Elizabeth Slaughterbeck, Nicole Capezza, and Jillian Hmurovic

- *Annual International Association for Relationship Research (IARR) Conference* in Rethymnon, Crete (July 2006)

TEACHING EXPERIENCE

Drexel University

Instructor

Introduction to Marketing Management (2 quarters; Marketing Department undergraduate course)

Introduction to Marketing Management, Online (1 quarters; Marketing Department undergraduate course)

University of Pittsburgh

Instructor

Introduction to Marketing (2 semesters; Marketing Department undergraduate course)

*Doris & Douglas Bernstein Doctoral Student Teaching Award (2017)

Teaching Assistant

Applied Behavioral Economics (Marketing Department MBA course)

Introduction to Marketing (Marketing Department undergraduate course)

Michigan State University

Instructor

Research Measurement and Design (2 semesters; Department of Psychology undergraduate course)

Teaching Assistant

Research Measurement and Design (Department of Psychology undergraduate course)

Social Psychology (Department of Psychology undergraduate course)

Personality Psychology (Department of Psychology undergraduate course)

Purdue University

Teaching Assistant

Leadership Principles for Organizational Supervision (College of Technology undergraduate course)

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDm)

PROFESSIONAL SERVICE

Service to Marketing Field

Journal Reviewing

Journal of Marketing Research, ad-hoc reviewer (2022-present)

Journal of Consumer Research, ad-hoc reviewer (2021-present)

Journal of Consumer Research, trainee reviewer (2019)

Conference Reviewing

Association for Consumer Research (2018, 2019, 2020, 2022)
Society for Consumer Psychology (2018, 2019)
AMA Marketing and Public Policy Conference (2018-present)

Conference Volunteering

Association for Consumer Research, Berlin (2016)
Society for Consumer Psychology, Dallas (2018)

Drexel University

Marketing Department

Doctoral Student Admissions Committee (2022)

Dissertation Committees

Morgan Bale, Marketing, LeBow College of Business, Drexel University, expected 2024
Jintao Zhang, Marketing, LeBow College of Business, Drexel University, expected 2023

University of Pittsburgh

Joseph M. Katz Graduate School of Business

Treasurer, Katz Doctoral Student Organization (2017-2019)

Institutional Advancement

Alumni Impact Study (2017-2018)