

# JILLIAN HMUROVIC

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## POSITIONS

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### **LeBow College of Business, Drexel University**

Assistant Professor of Marketing, September 2021 – present

### **The Wharton School, University of Pennsylvania**

Postdoctoral Fellow, Wharton Risk Management and Decision Processes Center, August 2020 – August 2021

## EDUCATION

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### **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

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Decision Making, Time, Technology, Social Impact

## PUBLICATIONS (\*Equal Authorship)

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Milkman, Katherine et al. (2021), “A Mega-Study 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.

Grand, James, 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 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

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- Hmurovic, Jillian, Cait Lamberton, and Kelly Goldsmith, “Bricks, Clicks, and Clocks: Understanding the Applicability of Time-Based Scarcity Promotions to Online Marketing,” preparing for third-round revision at the *Journal of Marketing Research*.
- Milkman, Katherine et al. (2021), “A 680,000-Person Megastudy of Nudges to Compel Vaccination in Pharmacies,” preparing for second-round revision at the *Proceedings of the National Academy of Sciences*.
- Hmurovic, Jillian, Cait Lamberton, and Kelly Goldsmith, “A Framework for Marketing Disruptions,” preparing for revision at the *Journal of the Academy of Marketing Science*.

## MANUSCRIPTS IN PREPARATION

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

## SELECT RESEARCH IN PROGRESS

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- Linguistic Consistency of Human-Brands on Twitter with Christian Hughes
- Temporal Inferences and Prosocial Decisions with Cait Lamberton
- Time Horizons and Flood Insurance Renewal with Howard Kunreuther
- Unanticipated Costs and Delays in Disaster Recovery with Carolyn Kousky and Helen Wiley
- Social Scarcity and Joint Consumption with Eugenia Wu

## SELECT AWARDS AND DISTINCTIONS

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- 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)

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- Jillian Hmurovic** and Cait Lambertson\* (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 Lambertson, and Lindsay Page (2019), "Prompts with Punch: Timing Planning Nudges for Maximum Effectiveness," poster presented at the Marketing Academic Research Colloquium, Washington D.C.
- Grewal, Lauren\*, **Jillian Hmurovic**, Cait Lambertson, 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.
- Hmurovic, Jillian\***, Cait Lambertson, 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 Lambertson, 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.
- 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 Lambertson (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 Lambertson (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 Lambertson (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.
- Grewal, Lauren, **Jillian Hmurovic\***, Cait Lambertson, 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.

- 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.
- 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.
- 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\***, Tiffeny Jimenez\*, and Gregory Larnell\* (2011), “The Ties that Bind: Social Networks and Contemporary Leadership Challenges,” presented at the Annual Michigan American Council on Education (ACE) Network for Women Leaders in Higher Education Conference, East Lansing, Michigan.
- 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\***, Frederick Morgeson, and Jennifer Nahrgang (2010), “Work Design and Performance: Learning and Development as a Mediator,” poster presented at the 25<sup>th</sup> 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 24<sup>th</sup> 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 24<sup>th</sup> 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 24<sup>th</sup> 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 24<sup>th</sup> 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’s Annual 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

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### 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

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American Marketing Association (AMA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDMM)

American Psychological Association (APA)

Phi Beta Kappa

## PROFESSIONAL SERVICE

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### Service to Marketing Field

#### *Journal Reviewing*

Journal of Consumer Research, ad hoc reviewer (2021)

Journal of Consumer Research, trainee reviewer (2019)

#### *Conference Reviewing*

Association for Consumer Research (2018, 2019, 2020)

Society for Consumer Psychology (2018, 2019)

AMA Marketing and Public Policy Conference (2018, 2019, 2020, 2021)

#### *Conference Volunteering*

Association for Consumer Research, Berlin (2016)

Society for Consumer Psychology, Dallas (2018)

### Service to University of Pittsburgh

#### *Internal Service*

Treasurer, Katz Doctoral Student Organization (2017-2019)

*External Service*

Office of Institutional Advancement, Alumni Impact Study (2017-2018)