

# JILLIAN HMUROVIC

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January 2025

## POSITIONS

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**Drexel University, LeBow College of Business** (Philadelphia, PA) 2021 – present  
Assistant Professor of Marketing

**University of Pennsylvania, The Wharton School** (Philadelphia, PA) 2020 – 2021  
Postdoctoral Research Fellow, Risk Management and Decision Processes Center  
Operations, Information and Decisions

## EDUCATION

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**Ph.D., Marketing (Research Methods Minor)** 2020  
University of Pittsburgh, Joseph M. Katz Graduate School of Business (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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Consumer Behavior, Decision Making, Social Impact, Technology

## PEER-REVIEWED PUBLICATIONS (\*denotes equal first authors)

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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://journals.sagepub.com/doi/10.1177/00222437221118856>
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), “A Randomized Trial of Behavioral Nudges Delivered Through Text Messages to Increase Influenza Vaccination Among Patients With an Upcoming Primary Care Visit,” *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>
  - **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>

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## **SELECT WORK UNDER REVIEW/IN PROGRESS** (\*denotes current/former PhD student)

Hughes, Christian, and Jillian Hmurovic, "Understanding How Political Person Brands' Linguistic Consistency Shapes Social Media Engagement: A Multidimensional Perspective," under 4<sup>th</sup> 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," preparing for submission to the *Journal of Consumer Psychology*.

Hmurovic, Jillian, "Temporal Design of Initial Charitable Donations," preparing for submission to the *Journal of Consumer Psychology*.

“Social Class and Patterns of Variety Seeking” (with Jeff Inman)

“More than Modality: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes through Virtual Volunteering” (with Carissa Colligan\* and Amber Epp)

“The Impact of Technology on Consumers’ Volunteering Preferences” (with Carissa Colligan\*)

“Sustainable = Inconvenient Lay Theory” (with Gabriel Gonzales)

“Talking vs. Typing: How Voice-to-Text Shapes User-Generated Content” (with Ksenia Sergueeva\*)

## **GRANTS & FUNDED PROPOSALS**

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2024 ACR-AMA Transformative Consumer Research (TCR) Research Grant (\$3,000), *Association for Consumer Research*

NSF Grant CIVIC-PG Track B: A Collect-Relay-Deliver Model for Creating Food-Secure Aging Communities (\$75,000), *National Science Foundation*

Dean’s Social Impact Grant- Virtual Volunteering (\$2,500), *LeBow College of Business, Drexel University*

Dean’s Social Impact Grant- Sustainability Lay Theory (\$2,500), *LeBow College of Business, Drexel University*

Revise and Resubmit Grant Award (\$1,000), *LeBow College of Business, Drexel University*

2018 Center for Healthcare Management Grant (\$3,000), *Joseph M. Katz Graduate School of Business, University of Pittsburgh*

2017 Dean’s Small Research Grant- Dynamic Behavioral Nudges (\$1,000), *Joseph M. Katz Graduate School of Business, University of Pittsburgh*

Marketing Science Institute Research Grant (\$4,000), *Marketing Science Institute*

2016 ACR Transformative Consumer Research (TCR) Research Grant (\$1,000), *Association for Consumer Research*

Dean’s Small Research Grant- Automatic Altruism (\$1,800), *Joseph M. Katz Graduate School of Business, University of Pittsburgh*

2015 Dean’s Small Research Grant- Ugly Produce (\$1,000), *Joseph M. Katz Graduate School of Business, University of Pittsburgh*

## **SELECT HONORS & AWARDS**

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2024 Selected Participant, Office of Faculty Advancement CANOPI, *Drexel University*

Selected Participant, The Tenure Project Conference, *The Tenure Project*

- 2023 Selected Participant, Office of Faculty Advancement CANOPI, *Drexel University*  
 NCFDD Scholarship Award, *National Center for Faculty Development & Diversity*  
 DEI Program Support Award, *LeBow College of Business, Drexel University*
- 2021 AMA-EBSCO Responsible Research in Marketing Award Finalist, *American Marketing Association*
- 2019 Matthew Joseph Emerging Scholar Award Finalist, *American Marketing Association*  
 Fryrear Fellowship Award, *Joseph M. Katz Graduate School of Business, University of Pittsburgh*  
 AMA Sheth Foundation Doctoral Consortium Fellow, *American Marketing Association*  
 Selected Participant, CMU Machine Learning Workshop, *Tepper School of Business, Carnegie Mellon University*
- 2017 Doris & Douglas Bernstein Doctoral Student Teaching Award, *Joseph M. Katz Graduate School of Business, University of Pittsburgh*  
 Selected Participant, Behavioral Insights Group (BIG) Ideas Workshop, *Harvard University*
- 2016 ACR Ph.D. Student Travel Award, *Association for Consumer Research*
- 2015-20 Mitsubishi Fellowship, *Joseph M. Katz Graduate School of Business, University of Pittsburgh*
- 2009 Best Student Paper Award, *Michigan Association for Industrial Organizational Psychology*
- 2007 University Distinguished Fellowship, *Michigan State University*

### **SELECT PEER-REVIEWED CONFERENCE PRESENTATIONS** (\* denotes presenter)

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1. Colligan, Carissa\* and Jillian Hmurovic (2024), “Virtual Volunteering: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes,” paper presented at the *American Marketing Association Conference*, Boston, MA.
2. 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, CA.
3. 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.
4. Colligan, Carissa\* and Jillian Hmurovic (2024), “Virtual Volunteering: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes,” paper presented at the *Society for Consumer Psychology Conference*, Nashville, TN.
5. Hughes, Christian\* and Jillian Hmurovic (2021), “Human-Brands on Twitter: Linguistic Consistency of Social Media Content,” paper presented at the *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Virtual.
6. Hmurovic, Jillian and Cait Lambertson\* (2019), “Waiting and Watching: The Effects of Observing Others’ Point-of-Payment Prosocial Decisions,” paper presented at the *Association for Consumer Research Conference*, Atlanta, GA.

7. 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.
8. Hmurovic, Jillian\*, Cait Lamberton, and Lindsay Page (2018), "Prompts for Procrastinators: Identifying Post-Deadline Teachable Moments," paper presented at the *Society for Consumer Psychology Conference*, Dallas, TX.
9. 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 Conference*, Vancouver, B.C., Canada.
10. Grewal, Lauren\*, Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2018), "The Self-Perception Connection: Why Consumers Devalue Unattractive Produce," paper presented at the *Association for Consumer Research Conference*, Dallas, TX.
11. 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," paper presented at the *Society for Consumer Psychology Conference*, Denver, CO.
12. 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, MD.
13. 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 Conference*, St. Pete Beach, FL.
14. Hmurovic, Jillian\* and Jeff Inman (2017), "Get on My Level: Power and Differential Patterns of Attribute-Level Variety Seeking," paper presented at the *Association for Consumer Research Conference*, San Diego, CA.
15. Hmurovic, Jillian\* and Cait Lamberton (2017), "Does Repeating Prompt Retreating? How the Structure of Initial Charitable Contributions Impacts the Magnitude of Subsequent Support," paper presented at the *Association for Consumer Research Conference*, San Diego, CA.
16. Hmurovic, Jillian\*, Kelly Goldsmith, and Cait Lamberton (2016), "When Exploding Deals Create Competitive Consumers: The Consequences of Time-Based Scarcity Appeals," paper presented at the *Association for Consumer Research Conference*, Berlin, Germany.
17. Hmurovic, Jillian\*, Kelly Goldsmith, and Cait Lamberton (2016), "When Exploding Deals Create Competitive Consumers: The Consequences of Time-Based Scarcity Appeals," paper presented at the *Society for Consumer Psychology Conference*, Denver, CO.
18. 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, MD.
19. 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 *Ohio Education Research Center Connect for Success Conference*, Columbus, OH.
20. Kassebaum, Tina\*, Kathleen Carr, Josh Hawley, and Jillian Hmurovic\* (2014), "2013 Workforce Study: Ohio Early Learning & Development Programs," poster presented at the *Ohio Education Research Center Connect for Success Conference*, Columbus, OH.
21. 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 *Ohio Education Research Center Connect for Success Conference*, Columbus, OH.
22. 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 Conference*, East Lansing, MI.
23. Hmurovic, Jillian\*, Tiffeny Jimenez\*, and Gregory Larnell\* (2011), "The Ties that Bind: Social Networks and Contemporary Leadership Challenges," presented at the *Michigan American Council on Education (ACE) Network for Women Leaders in Higher Education Conference*, East Lansing, MI.

24. Hmurovic, Jillian\*, Frederick Morgeson, and Jennifer Nahrgang (2010), "Work Design and Performance: Learning and Development as a Mediator," poster presented at the *Society for Industrial and Organizational Psychology Conference*, Atlanta, GA.
25. Hmurovic, Jillian\*, Ann Marie Ryan, Neal Schmitt, and James Grand (2009), "Sensitivity or Stereotype Threat? Effects of Gendered Test Content," poster presented at *Society for Industrial and Organizational Psychology Conference*, New Orleans, LA.
26. Gentry, William\*, Frederick Morgeson, and Jillian Hmurovic (2009), "How the Cultural Context Shapes Leader Behavior and Performance," paper presented at the *Society for Industrial and Organizational Psychology Conference*, New Orleans, LA.
27. 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 *Society for Industrial and Organizational Psychology Conference*, New Orleans, LA.
28. Hmurovic, Jillian\*, Frederick Morgeson, and Jennifer Nahrgang (2009), "Linking Diverse Work Design Features to OCB and Absenteeism," poster presented at the *Society for Industrial and Organizational Psychology Conference*, New Orleans, LA.
29. Hmurovic, Jillian\* (2007), "Self-Regulatory Replenishment: The Impact of Autonomy and Music Choice," poster presented at *Purdue University Honors Research Colloquium*, West Lafayette, IN.
30. Arriaga, Ximena, Elizabeth Slaughterbeck, Nicole Capezza\*, and Jillian Hmurovic (2006), "From Bad to Worse: Relationship Commitment and Vulnerability to Partner Imperfections," paper presented at the *International Association for Relationship Research (IARR) Conference*, Rethymnon, Crete, Greece.

## **TEACHING EXPERIENCE** (\* denotes teaching assistant)

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DREXEL UNIVERSITY (Department: Marketing)

### **Undergraduate**

- Introduction to Marketing Management; (BSBA Required Course), 2021-current
- Introduction to Marketing Management (Online); (BSBA Required Course), 2021-current

### **Graduate**

- Consumer Well-Being; (MBA elective), planned for AY 2025-2026

UNIVERSITY OF PITTSBURGH (Department: Marketing)

### **Undergraduate**

- Introduction to Marketing; (BSBA Required Course), 2017-2018
- \*Introduction to Marketing (*Teaching Assistant*); (BSBA Required Course), 2016-2019

### **Graduate**

- \*Applied Behavioral Economics (*Teaching Assistant*); (MBA elective), 2017

MICHIGAN STATE UNIVERSITY (Department: Psychology)

### **Undergraduate**

- Research Design and Measurement; (BA Required Course), 2010-2011
- \*Research Design and Measurement (*Teaching Assistant*); (BA Required Course), 2009-2010
- \*Social Psychology (*Teaching Assistant*); (BA Elective Course), 2009
- \*Personality Psychology (*Teaching Assistant*); (BA Elective Course), 2008

PURDUE UNIVERSITY (Department: Organizational Leadership and Supervision)

### **Undergraduate**

- \*Leadership Principles (*Teaching Assistant*); (BS Elective Course), 2007

## 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 (SJDM)  
Association for Women in Science (AWIS)

## STUDENT ADVISING

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### **Ph.D. Students** (graduation year, first placement)

Carissa Anthony, Marketing, Drexel University (co-chair; expected 2027)

### **Ph.D. Dissertation Committee Member** (graduation year, first placement)

Youngdai Won, Marketing, Drexel University (2025, Fairfield University)  
Ksenia Sergueeva, Marketing, Drexel University (2024, SUNY New Paltz)  
Morgan Bale, Marketing, Drexel University (2024, Brigham Young University)  
Jintao Zhang, Marketing, Drexel University (2023, Texas A&M International University)

## SERVICE TO UNIVERSITY AND SCHOOL

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### DREXEL UNIVERSITY

- Marketing Department Doctoral Student Admissions Committee (2021-Present)
- Marketing Department Head Search Committee (2024-2025)
- Marketing Department Ph.D. Candidacy Assessment Research Paper Evaluator (2022, 2023)
- Marketing Department Ph.D. Candidacy Assessment Exam Evaluator (2022)
- LeBow Behavioral Lab (LBL) Faculty Advocate and Pilot Program Lead (2021- Present)
- LeBow AACSB Accreditation Peer Review Team Visit Faculty Panelist (2025)
- LeBow Undergraduate Recruitment Accepted Student Course Shadowing Faculty Volunteer (2023)
- LeBow Inaugural DEI Speaker Series Talk and Student Reception Faculty Representative (2022)
- Drexel Faculty and Staff Writing Group Member and Facilitator (2024-Present)
- Neurodivergent Faculty and Staff Colleague Resource Group (CRG) Member (2024-Present)
- Drexel Women Faculty Association Member (2022-Present)
- Social Sciences and Humanities Research Committee (SSHRC) Member (2022-Present)

### UNIVERSITY OF PITTSBURGH

- Joseph M. Katz Graduate School of Business Doctoral Student Organization Treasurer (2016-2017)
- Office of Institutional Advancement Alumni Impact Study Research Consultant (2017-2018)

### MICHIGAN STATE UNIVERSITY

- Office of the Provost, NSF Institutional Transformation ADVANCE Grant (ADAPP; Advancing Diversity through Alignment of Policies and Practices) Research Associate (2009-2011)

## SERVICE TO FIELD

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### **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

### **Ad-hoc Competition, Award, and Conference Reviewing**

Association for Consumer Research Conference (ACR)  
Society for Consumer Psychology Conference (SCP)  
AMA Marketing and Public Policy Conference (MPPC)  
Society for Judgment and Decision Making Conference (SJDM)  
AMA Consumer Behavior Special Interest Group Conference (CBSIG)  
European Association for Consumer Research Conference (EACR)  
AMA DocSIG Mathew Joseph Emerging Scholar Award Judge (2024)  
SJDM Conference Student Poster Award Judge (2022-Present)

### **Conference Volunteering**

Society for Consumer Psychology Conference (2018)  
Association for Consumer Research Conference (2016)

### **Community-Building**

The Tenure Project Conference Participant (2024)  
SCP DEI Committee Job Market Buddy Mentoring Program Faculty Mentor (2024)  
AMA DocSIG's JMR Scholarly Insights Initiative Faculty Contributor (2023)  
Designing a Career in the Marketing Academy Member (DCMA) (2016-Present)

## **SELECT MEDIA COVERAGE**

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- The Conversation (2024), [How 'Sad' Bananas Could Help Tackle Food Waste](#)
- CBS News Philadelphia (2023), [How to Avoid Scams on Cyber Monday](#)
- Philadelphia Inquirer (2023), [Black Friday Shoppers Haven't Returned to Philly Malls. Will This Year Be Different?](#)
- The Atlantic (2023), [Fall's Vaccine Routine Didn't Have to Be This Hard](#)
- Philadelphia Inquirer (2022), [Many Philly Retailers Started Black Friday Sales Weeks Early, Hoping 'Buzz' Will Drive Demand](#)
- Psychology Today (2022), [How Couples Learn to Live With Each Other's Flaws](#)
- The Conversation (2021), [Why Lotteries, Doughnuts and Beer Aren't The Right Vaccine 'Nudges'](#)
- USA Today (2021), [Text Messages May Boost Vaccination Rates, Study Says](#)
- The Washington Post (2021), [These Are the Text Messages That Get People to Take Vaccines](#)
- Medium (2018), [Food \(Waste\) Fight: Combating Global Food Waste with Unorthodox Solutions](#)
- Forbes (2018), [How Can Retailers Keep Ugly Produce Out Of Trash? Paying You A Compliment Helps, Study Finds](#)