

## **ANASTASIYA POCHEPTSOVA GHOSH**

Eller College of Management, University of Arizona

[anastasiya@arizona.edu](mailto:anastasiya@arizona.edu)

### **EDUCATION**

Ph.D. Marketing, Yale University, 2008

M.Phil. & M.A. Marketing, Yale University, 2006

M.A. Advertising, the University of Texas at Austin, 2002

B.A. (with honors) International Relations, Kyiv National University, Ukraine, 2000

### **ACADEMIC EXPERIENCE**

Associate Dean, Partnerships, Eller College of Management, University of Arizona, 2023-  
Susan and Philip Hagenah Endowed Faculty Fellow, Eller College of Management, University of  
Arizona, 2021 -

Associate Professor (with tenure), Eller College of Management, University of Arizona, 2020 -  
Executive Director of Eller Partnerships Office, Eller College of Management, University of  
Arizona, 2022-2023

Assistant Professor, Eller College of Management, University of Arizona, 2017-2020

Assistant Professor, Darla Moore School of Business, University of South Carolina, 2015 - 2017

Kilts Visiting Faculty Fellow, Booth School of Business, University of Chicago, 2011

Visiting Faculty Fellow, European School of Management, Berlin, Germany, 2011

Assistant Professor, R.H. Smith School of Business, University of Maryland, 2008 - 2015

### **HONORS AND AWARDS**

Eller Undergraduate Faculty Member of the Year (Upper Division), *Eller College Dean's Council*,  
University of Arizona, 2023

Marketing Department Teaching Award, *Eller College of Management*, University of Arizona, 2022

Co-Chair of the Society for Consumer Psychology Doctoral Consortium, 2022

Faculty Fellow at Early Career Panel, *Association for Consumer Research*, 2022

Inclusive Leadership Institute, *Office of Diversity and Inclusion*, University of Arizona, 2021-2022

Dean's Service Award, *Eller College of Management*, University of Arizona, 2021

High Impact Leadership Program, *Eller College of Management*, University of Arizona, 2021

Lincoln Financial Best Paper Award at the annual *Academic Research Colloquium for Financial  
Planning* and Related Disciplines, 2021

Consumer Behavior Special Interest Group Research in Practice Award, *American Marketing  
Association*, 2020

Successful Scholars Fellow, *Provost Office*, University of Arizona, 2018-2019

Faculty Fellow at the Haring Doctoral Symposium, Indiana University, 2015

Faculty Fellow at the American Marketing Association Sheth Doctoral Consortium, Northwestern University, 2014

Faculty Fellow at the Association for Consumer Research Doctoral Consortium, 2014

College Teaching Award, R H. Smith School of Business, University of Maryland, 2011

Doctoral Dissertation Award, Winner, *Society for Consumer Psychology* 2007

## PUBLICATIONS

### *Book Chapter:*

Labroo, Aparna A. and Anastasiya Pocheptsova (2017), “What Makes Tomorrow’s Gain Worth Today’s Pain? Cognitive, Motivational, and Affective Influences in Consumers’ Self-control Dilemmas,” *International Handbook of Consumer Psychology*, Eds. C. Jansson-Boyd & M. Zawisza, Taylor & Francis, London, UK, pp. 447-466

### *Journal Articles:*

1. Huang, Liang, Rafay Siddiqui, and Anastasiya Pocheptsova Ghosh (2023), “Pain of Payment and Variety Seeking,” *Marketing Letters*, forthcoming
2. Huang, Liang, Ghosh Pocheptsova, Anastasiya, Li, Ruouou, and Elise Ince (2020), “Pay Me with Venmo: Effect of Service Providers Decisions to Adopt P2P Payment Methods on Consumer Evaluations,” *Journal of Association for Consumer Research*, 5(3), 271-281
3. Schneider, Gustavo, and Anastasiya Pocheptsova Ghosh (2020), “Should We Trust Front-of-Package Labels? How Food and Brand Categorization Influence Healthiness Perception and Preference,” *Journal of Association for Consumer Research* 5(2), 149-161
4. Matherly, Ted, Ghosh Pocheptsova, Anastasiya and Yogesh Joshi (2019), “The Freedom of Constraint: How Perceptions of Time Limitations Alleviate Guilt from Two-Phase Indulgent Consumption,” *Journal of Association of Consumer Research*, 4(2), 147- 159
5. Watson, Jared, Ghosh Pocheptsova, Anastasiya, and Michael Trusov (2018), “Swayed by the Numbers: The Consequences of Displaying Product Review Attributes,” *Journal of Marketing*, 82(6), 109-131
6. Etkin, Jordan, and Anastasiya Pocheptsova Ghosh (2018), “When Being in a Positive Mood Increases Choice Deferral,” *Journal of Consumer Research*, 45(1), 208-225
7. Matherly, Ted, and Anastasiya Pocheptsova Ghosh (2017), “Is What You Feel What They See? Prominent and Subtle Identity Signaling in Inter-Group Interactions,” *Journal of Behavioral Decision Making*, 30 (4), 828-842
8. Vonach, Andrew, Vohs, Kathleen D., Ghosh Pocheptsova, Anastasiya, and Roy F. Baumeister (2017), “Ego Depletion Induces Mental Passivity: Behavioral Effects Beyond Impulse Control,” *Motivation Science*, 3(4), 321-336 (lead article)
9. Labroo, Aparna A. and Anastasiya Pocheptsova (2016), “Metacognition and Consumer Judgment: Fluency is Pleasant, but Disfluency Ignites Interest,” *Current Opinion in Psychology*, 10 (August), 154-159

10. Pocheptsova, Anastasiya, Petersen, Francine, and Jordan Etkin (2015), “Two Birds, One Stone? Positive Mood Makes Products Seem Less Useful for Multiple-goal Pursuit,” *Journal of Consumer Psychology*, 25(2), 296-303
11. Pocheptsova, Anastasiya, Aparna A. Labroo and Ravi Dhar (2010), “Making Products Feel Special: When Metacognitive Difficulty Improves Product Evaluation,” *Journal of Marketing Research*, 47 (6), 1059-1069
12. Pocheptsova, Anastasiya, and Nathan Novemsky (2010), “When Do Incidental Mood Effects Last? Lay Beliefs versus Actual Effects,” *Journal of Consumer Research*, 36 (2), 992-1001
13. Pocheptsova, Anastasiya, Amir, On, Dhar, Ravi, and Roy F. Baumeister (2009), “Deciding without Resources: Psychological Depletion and Choice in Context,” *Journal of Marketing Research*, 46(3), 344-355

#### *Papers Under Review or Revision*

1. Pureum Kim, Schneider, Gustavo, and Anastasiya Pocheptsova Ghosh, “Slacktivism in Political Participation,” revising for 3rd round review at *Journal of Public Policy and Marketing*
2. Alicia Johnson, Ghosh Pocheptsova, Anastasiya and Bikram Ghosh, “Paychecks Frequency and Consumers Budgeting,” under review at *Journal of Academy of Marketing Science*
3. Bikram Ghosh, Wei Chen, Ghosh Pocheptsova, Anastasiya and Karen Xie, “Student Loan Forbearance and Consumer Financial Decision-Making: Evidence from COVID-19 CARES Act,” under review at *Management Science*
4. Huang, Liang and Anastasiya Pocheptsova Ghosh, “Dynamic Budget Monitoring: When Access to Budget Feedback Leads to Increase in Spending,” under review at *Journal of Marketing*
5. Jared Watson and Anastasiya Pocheptsova Ghosh, “Ratings or Reviews: The Effects of Aggregate and Disaggregate Product Information in Product Evaluations,” invited resubmission at *Journal of Marketing*

## GRANTS

Center for Healthcare Innovation and Management Grant for *Consumer Financial Vulnerability and Health* (\$1200, Co-Pi Sydni Do), 2022

American Marketing Association CBSIG Grant for hosting *The Effect of Numerical Markers in Consumer Judgments* Conference, (\$2600, Co-PIs: Elise Ince and Rajesh Bagchi), 2021

Society for Consumer Psychology Boutique Conference Grant for hosting *The Effect of Numerical Markers in Consumer Judgments* Conference, (\$2500, Co-PIs: Elise Ince and Rajesh Bagchi), 2021

Center for Healthcare Innovation and Management Grant for *Social Connectedness and Compliance with Mask Mandates* (\$2800, Co-Pi Jennifer Savary), 2021

Research, Innovation and Impact Grant, the University of Arizona for *Effects of Social, Behavioral, and Informational Factors in Adherence to Face Covering Guidelines* (\$35,000, Co-PIs: Jennifer Savary, Laura Brandimarte, Ricardo Valerdi, and Jeff Stone), 2020

Association for Consumer Research Transformative Consumer Research Grant for *Slacktivism in Political Participation* (\$2480, Co-PIs: Gustavo Schneider and Pureum Kim), 2020  
McGuire Center for Entrepreneurship Grant for *Self-signaling Through Discretionary Spending*, (\$2000, Co-PI: Pureum Kim), 2020  
Thinking Forward Initiative (ING) Long-Term Grant for *Using Budgets to Improve Consumer Financial Decision Making* (\$19555, Co-PI: Liang Huang), 2019  
Faculty Seed Grant, the University of Arizona for *Using Budgets to Improve Consumer Financial Decision Making*, (\$9600, P.I.), 2019  
Eller College Research Grants (~\$10000, P.I.), 2018-2022

## **TEACHING**

### ***COURSES***

#### ***Executive Education***

Marketing for Pharma (University of Arizona)

Marketing Research for Pharma (University of Arizona)

#### ***MBA (full-time, part-time, online)***

Brand Management (University of Arizona)

Innovations in Health Care Marketing (University of Arizona)

Marketing Communications (University of South Carolina, University of Maryland)

Marketing Core (University of Maryland)

MBA Practicum Faculty Advisor, (University of Arizona, University of Maryland)

#### ***Undergraduate***

Brand Management (University of Arizona)

Marketing Communications (University of South Carolina, University of Maryland)

Decision-Making Seminar (Yale College)

#### ***Doctoral***

Field Experiments in Judgment and Decision Making (University of Arizona)

Judgment and Decision Making (University of South Carolina, University of Arizona)

Experimental Design (University of South Carolina)

#### ***Doctoral Advising***

*Dissertation Chair or Co-Chair:*

Jordan Etkin (University of Maryland, 2012); placement: Duke University

Winner of Association for Consumer Research Early Career Award, 2021

Christopher Ling (University of South Carolina, 2017); placement: B.E. Works Consulting

Jared Watson (University of Maryland, 2018); placement: New York University

Taehoon Park (University of South Carolina, 2019); placement: Florida Gulf Coast University

Liang Huang (University of Arizona, 2021); placement: Tsinghua University

Winner of Fordham University's annual "Consumer Financial Well-Being (CFWB) Emerging Scholar Competition" 2021

Runner up for the Society for Judgment and Decision-Making Poster Award, 2018

Pureum Kim (University of Arizona, ongoing)

*Dissertation Committee Member:*

John Yi (University of Arizona, 2020)

Matt Farmer (University of Arizona, 2021)

*Other Doctoral Student Mentorship:*

Alicia Johnson, Doctoral student at University of Arkansas; currently: University of Massachusetts

Gustavo Schneider, Doctoral student at University of South Carolina, currently: Salisbury University

Ted Matherly, Doctoral student at University of Maryland; currently: Northeastern University

**SERVICE (last 5 years)**

*INTERNAL*

*University of Arizona:*

Session Leader at the Inclusive Leadership Institute, Office of Diversity and Inclusion, 2022-2023

Inclusive Facilitator, Office of Diversity and Inclusion, 2022-2023

Mentor for the Steps in Scholar Journey Program, Faculty Affairs, Office of the Provost, 2022, 2023

Chair of Committee on Adapting to the New Normal, Campus Re-Entry Task Force, Office of the Provost, 2020

*Eller College:*

Chair of the Faculty and Chair of the College Advisory Committee, 2020-2023

Task Force for Business Analytics Program 2022

Dean Search Committee, 2021-2022

College AIB Budget Committee, 2021-2022

Search Committee for Marketing Director, 2022

Undergraduate Studies Committee, 2017-2020

*Marketing Department:*

Chair, Tenure Track Hiring Committee, 2022-2023

Tenure and Promotion Committee, 2022-2023

Doctoral Committee, 2020-2021, 2023-  
IRB Representative, 2020-2021, 2023-  
Research Committee (Chair 2020-2021), 2017-2021, 2023-  
Chair of Undergraduate Committee, 2017-2020

### *EXTERNAL*

#### *Conference Organizer:*

Society for Consumer Psychology Doctoral Consortium Co-Chair (2022, Nashville, TN)  
Numerical Cognition SCP & AMA Co-Sponsored Conference (2021, U.A., Tucson, AZ)

#### *Program Committee Member:*

Society for Consumer Psychology  
Association for Consumer Research  
Association for Consumer Research Asia-Pacific Conference

#### *Editorial Board*

Marketing Letters

#### *Ad Hoc Reviewer:*

Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Behavioral Decision Making, Management Science, Organizational behavior and Human Decision Processes, Journal of Operations Management, Journal of Experimental Social Psychology, Emotion, International Journal of Research in Marketing, Journal of Association for Consumer Research, Journal of Public Policy & Marketing, Decision Science, Journal of Economic Psychology, Journal of Interactive Marketing; Society for Consumer Psychology Doctoral Dissertation Competition, Alden G. Clayton Doctoral Competition (MSI), Society for Judgment and Decision Making Annual Meeting, Marketing, and Public Policy Conference, Society for Consumer Psychology Conference, Association for Consumer Research Conference, European Marketing Academy Conference, American Marketing Association Conference, Netherlands Organization for Scientific Research, University of Arizona Research Innovation and Impact Grants

### **INVITED TALKS (last 5 years)**

#### *Effects of Social, Behavioral, and Informational Factors in Adherence to Face Covering Guidelines*

ASU/AU Symposium, Arizona State University, Virtual, 2021

COVID-19 Symposium, The University of Arizona Health Science Center, Virtual, 2020

#### *Herd Mentality and Consumer Psychology*

Panel at Columbia Science Review, Virtual, 2020

#### *Using Budgets to Improve Consumer Financial Decision-Making*

University of Tennessee, 2021

ING Bank Think Forward Annual Summit, 2020

Yale Center for Consumer Insights Conference, New Haven, CT, 2019

Eller College Interdisciplinary Research Workshop, Tucson, AZ, 2019  
*Swayed by the Numbers: The Consequences of Displaying Product Review Attributes*  
ASU/AU Symposium, University of Arizona, 2018  
MIS Seminar, University of Arizona, 2019

## **CONFERENCE PRESENTATIONS (last 5 years)**

### 2022

Consumer Budget Management in the Age of Information Access  
*Society for Consumer Psychology Winter Conference*  
*Association for Consumer Research Conference*  
Effects of Social, Behavioral, and Informational Factors in Adherence to Face Covering Guidelines  
*Society for Consumer Psychology Winter Conference*  
Small Donor Political Activism  
*Association for Consumer Research Conference*

### 2021

Consumer Budget Management in the Age of Information Access  
*Academic Research Colloquium for Financial Planning*  
Knowledge Forum: Marketplace Inclusion of Financially Vulnerable Consumers  
*Association for Consumer Research Conference (Co-Chair)*  
Effects of Social, Behavioral, and Informational Factors in Adherence to Face Covering Guidelines  
*Association for Consumer Research Conference*  
Estimating the Cost of Adding an Unplanned Purchase to the Basket Price  
*Association for Consumer Research Conference*  
Attractive but Unintelligent: Children and Adults Differ in Belief about Trait Correlation  
*Society for Consumer Psychology Winter Conference*

### 2020

Knowledge Forum: Political Consumption  
*Association for Consumer Research Conference (Co-Chair)*  
Dynamic Budget Monitoring: Nudging Consumers to Spread out Their Spending over Time  
*A Big Difference for Behavioral Change Conference*  
*Society for Science of Motivation Annual Conference* (canceled due to COVID-19)  
Pay Me with Venmo: Mental Accounting of Payment Methods  
*Association for Consumer Research*  
*Society for Consumer Psychology Winter Conference*  
Why Are Reviews of Experiential Purchases Less Credible?  
*Association for Consumer Research*

## 2019

How Spending Categorization Impacts Budget Optimism

*Boulder Summer Conference on Consumer Financial Decision Making*

Dynamic Budget Monitoring: Nudging Consumers to Spread out Their Spending over Time

*Theory+Practice in Marketing Conference*

*Boulder Summer Conference on Consumer Financial Decision Making (poster)*

Renting Alone? Relationship Status and Differential Appeal of Acquisition Modes

*Association for Consumer Research Conference*

Ratings or Reviews: The Effects of Aggregate and Disaggregate Product Information in Product Evaluations

*Association for Consumer Research Conference*

Political Participation via Consumer Purchasing Power

*Society for Consumer Psychology Winter Conference*

*Association for Consumer Research Conference*

## 2018

How Spending Categorization Impacts Budget Optimism

*Society for Judgment and Decision Making Annual Meeting*

*Association for Consumer Research Conference (special session co-chair)*

Cumulative versus Discrete Budget Tracking: Nudging Consumers to Spread out Their Spending over Time

*Association for Consumer Research Conference*

*Society for Judgment and Decision Making Annual Meeting (poster), Runner Up for the Best Poster Award*