

**ANASTASIYA POCHEPTSOVA GHOSH**  
**Associate Dean, Partnerships**  
**Eller College of Management, University of Arizona**

**EDUCATION**

Ph.D. Marketing, Yale University, 2008  
M.Phil. & M.A., Marketing, Yale University, 2006  
M.A., Advertising, University of Texas at Austin, 2002  
B.A. (with honors), International Relations, Kyiv National University, Ukraine, 2000

**APPOINTMENTS**

Associate Dean, Partnerships, Eller College of Management, University of Arizona, 2023-  
Executive Director, Eller Partnerships Office, Eller College of Management, University of Arizona, 2022- 2023  
Susan and Philip Hagenah Endowed Faculty Fellow, Eller College of Management, University of Arizona, 2021 -  
Chair of the Faculty (elected), Eller College of Management, University of Arizona, 2021-2023  
Associate Professor (with tenure), Eller College of Management, University of Arizona, 2020 -  
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

**ASSOCIATE DEAN OF PARTNERSHIPS**

Serve as the primary architect for the College's corporate engagement strategy, integrating experiential learning, executive education, and applied research into a unified external-facing ecosystem. Directly oversee a multimillion-dollar portfolio (Eller Partnerships Office, Eller Executive Education, Consortium of Environmentally Resilient Business, Eller Business Research Center), managing 16 staff and 40+ interdisciplinary faculty to drive institutional reputation and financial sustainability. This integrated strategy brought in 88 new corporate and community partners in under three years, effectively diversifying the College's revenue base while building a scalable workforce development ecosystem and fostering deep cross-functional faculty collaborations.

**BOARD MEMBERSHIPS**

Board Member (appointed by Provost), Eller Executive Education, 2025-  
Board Member, Magnolia Impact Solutions, 2024-

## HONORS AND AWARDS

Eller Undergraduate Faculty Member of the Year, Eller College Dean's Council, University of Arizona, 2023

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

Dean's Service Award, 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

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

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

## ACADEMIC PUBLICATIONS

### *Academic work featured in the New York Times, the Atlantic, NPR, and Wharton Business Radio*

1. Pureum Kim<sup>§</sup>, Schneider, Gustavo<sup>§</sup>, and Anastasiya Pocheptsova Ghosh (2025), "Slacktivism in Political Participation," *Journal of Public Policy and Marketing*, 44(4), 525-541
2. Huang, Liang<sup>§</sup>, Rafay Siddiqui, and Anastasiya Pocheptsova Ghosh (2024), "Pain of Payment and Variety Seeking," *Marketing Letters*, 35(4), 533-545
3. Huang, Liang<sup>§</sup>, 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
4. Schneider, Gustavo<sup>§</sup>, 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
5. Matherly, Ted<sup>§</sup>, 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
6. Watson, Jared<sup>§</sup>, 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
7. Etkin, Jordan<sup>§</sup> and Anastasiya Pocheptsova Ghosh (2018), "When Being in a Positive Mood Increases Choice Deferral," *Journal of Consumer Research*, 45(1), 208-225
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. Matherly, Ted<sup>§</sup> and Anastasiya Pocheptsova Ghosh (2017), "Is What You Feel What They See? Prominent and Subtle Identity Signaling in Intergroup Interactions," *Journal of Behavioral Decision Making*, 30 (4), 828-842

10. 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
11. 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
12. Pocheptsova, Anastasiya, Petersen, Francine, and Jordan Etkin<sup>s</sup> (2015), "Two Birds, One Stone? Positive Mood Makes Products Seem Less Useful for Multiple-goal Pursuit," *Journal of Consumer Psychology*, 25(2), 296-303
13. 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
14. 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
15. 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

## GRANTS

1. Research and Partnerships Office Big Idea Grant for *Making Space for off-Earth Scalable Cloud Computing and Data Infrastructure* (\$250,000, Co-I), 2025-2027, in collaboration with College of Engineering, College of Science, Wyant College of Optical Sciences, and College of Behavioral and Social Sciences
2. South 32 Grant for *Asset Inventory, Gap Analysis, and Innovative Pathways* (\$300,000, Co-PI), 2024-2025, in collaboration with the College of Engineering and the College of Architecture
3. Eller College Centers Grants for projects related to consumer decision making (\$20,000, PI), 2018-2025
4. American Marketing Association, Society for Consumer Psychology, and Association for Consumer Research Grant for hosting *The Effect of Numerical Markers in Consumer Judgments* Conference (\$6600, Lead PI), 2016 and 2021
5. 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, Lead PI), 2020
6. Association for Consumer Research Transformative Consumer Research Grant for *Slacktivism in Political Participation* (\$2480, Co-PI), 2020
7. Thinking Forward Initiative (ING) Long-Term Grant for *Using Budgets to Improve Consumer Financial Decision Making* (\$19,555, Lead PI), 2019
8. Faculty Seed Grant, the University of Arizona for *Using Budgets to Improve Consumer Financial Decision Making* (\$9600, P.I.), 2019

## TEACHING

### COURSES

#### *Executive Education*

Executives in Government (University of Arizona), 2024

Mini MBA for Pharma (University of Arizona and Dignity Health), 2023

#### *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 STUDENT ADVISING

#### *Dissertation Chair or Co-Chair:*

Jordan Etkin (University of Maryland, 2013); placement: Duke University

- winner of the 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, 2024); placement: University of North Dakota

#### *Dissertation Committee Member:*

Ajay Abraham (University of Maryland, 2015), Tom Kim (University of Maryland, 2016), Li Huang (University of South Carolina, 2017), John Yi (University of Arizona, 2020), Matt Farmer (University of Arizona, 2021)

## **SERVICE**

### *Editorial Board:*

Journal of Consumer Psychology (2024-current)

Marketing Letters (2023- current)

### *Reviewer:*

- Journal of Consumer Research, Journal of Marketing Research, 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), Netherlands Organization for Scientific Research, University of Arizona Research Innovation and Impact Grants

## **CONFERENCES AND SCHOLARLY PRESENTATIONS**

### *INVITED TALKS*

IMD, Lausanne, Switzerland, 2025

Credit Union Research Workshop, University of Wisconsin-Madison (Virtual), 2023

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

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

Columbia Science Review (Virtual), 2020

University of Tennessee, TN, 2021

ING Bank Think Forward Annual Summit (Virtual), 2020

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

Eller College Interdisciplinary Research Workshop, Tucson, AZ, 2019

ASU/AU Symposium, University of Arizona, 2018

MIS Seminar, University of Arizona, 2019

University of Arizona, Tucson, AZ, 2016

Johns Hopkins University, Baltimore, MD, 2015

Indiana University, Bloomington, IN, 2015

University of California, Riverside, CA, 2015

Emory University, Atlanta, GA, 2015

University of South Carolina, Columbia, SC, 2015

Georgetown University, Washington DC, 2015

Design for Action Conference, Washington DC, 2014

Yale Center for Consumer Insights Conference, New Haven, CT, 2014

Behavioral Action Design Group, Deloitte, Washington DC, 2013

D.C. Marketing Colloquium, George Mason University, Washington DC, 2013

European School of Management and Technology, Berlin, Germany, 2011

Kellogg School of Management, Northwestern University, Evanston, IL, 2011

Katholieke Universiteit Leuven, Leuven, Belgium, 2007  
University of Washington, St.Louis, MO, 2007  
The University of Maryland, College Park, MD, 2007  
Carnegie Mellon University, Pittsburgh, PA, 2007  
MIT, Boston, MA, 2007  
Penn State University, State College, PA, 2007  
The University of Miami, Miami, FL, 2007  
University of Chicago, Chicago, IL, 2007

## *CONFERENCES*

### *Co-Chair:*

- Society for Consumer Psychology Doctoral Consortium (2022, Nashville, TN)
- Numerical Cognition SCP & AMA Co-Sponsored Conference (2021, Tucson, AZ)
- Numerical Cognition ACR Sponsored Conference (2017, USC, Columbia, SC)
- Summer Decision Making Symposium (2012, New York, NY)
- Mid-Atlantic Academic Research Colloquium (2012, UMD, Washington, DC)
- Whitebox Advisors Conference (2006, Yale University, New Haven, CT)

### *Invited Faculty Fellow:*

- Early Career Panel, Association for Consumer Research (2022, Denver, CO)
- The Haring Doctoral Symposium (2015, Indiana University, IN)
- The American Marketing Association Sheth Doctoral Consortium (2014, Northwestern University)
- The Association for Consumer Research Doctoral Consortium (2014, Baltimore, MD)

### *Presenter:*

*Over 60+ presentations in international academic conferences, including:*

- Academic Research Colloquium for Financial Planning
- Association for Consumer Research Conference
- A Big Difference for Behavioral Change Conference
- Behavioral Decision Research in Management Conference
- Boulder Summer Conference on Consumer Financial Decision Making
- European Marketing Academy Conference
- Marketing Science Conference
- Society for Consumer Psychology
- Society for Judgment and Decision Making Annual Meeting
- Theory+Practice in Marketing Conference