

JILLIAN HMUROVIC

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POSITIONS

The Wharton School, University of Pennsylvania

Postdoctoral Fellow, Wharton Risk Management and Decision Processes Center, August 2020 - present

EDUCATION

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

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

Dissertation: “Temporally Designing the Consumer Experience: Three Essays Examining the Influence of Time Architecture on Consumer Behavior”

M.A., Organizational Psychology, 2012

Michigan State University (East Lansing, MI)

Thesis: “Faulted When Female? Gender-Biased Causal Attributions and Penalties in Response to Leader Failure”

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

Purdue University (West Lafayette, IN)

Thesis: “Self-Regulatory Replenishment: The Impact of Autonomy and Music Choice”

RESEARCH INTERESTS

Decision Making, Time Architecture, Technology, Inference-Making, Social Impact

PUBLICATIONS

Milkman, Katherine et al., (2021), “A Mega-Study of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor’s Appointment,” forthcoming at the *Proceedings of the National Academy of Sciences*.

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. Previously appeared as Marketing Science Institute Research Report 18-123-08.

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.

* denotes equal authorship

UNDER REVIEW/INVITED REVISION

Hmurovic, Jillian, Cait Lamberton, and Kelly Goldsmith, “Time’s Out: Examining the Effectiveness of Contemporary Online Scarcity Promotions?” invited revision at the *Journal of Marketing Research*.

Hmurovic, Jillian, and Cait Lamberton, “Temporal Design of Initial Charitable Donations,” under review at the *Journal of Consumer Research*.

MANUSCRIPTS IN PREPARATION

Hmurovic, Jillian, Cait Lamberton, and Lindsay Page, “Prompts with Punch: Timing Planning Nudges for Maximum Effectiveness,” finalizing for submission to the *Journal of Consumer Research*.

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

SELECT RESEARCH IN PROGRESS

Hmurovic, Jillian, and Cait Lamberton, “Watching and Waiting: The Effects of Observing Others’ Point-of-Payment Prosocial Decisions”

Hmurovic, Jillian, “Time Architecture: A Conceptual Framework for Integrating Time into Consumer Experiences”

Hughes, Christian*, and Jillian Hmurovic*, “Human-Brands on Twitter: Linguistic Consistency in Social Media Content Generation”

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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)

- 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 Lambertson (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 25th 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 24th 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 24th 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 24th 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 24th 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

University of Pittsburgh

Instructor

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

2018 Course Evaluation: 4.90/5.00

2017 Course Evaluation: 4.88/5.00 *Doris & Douglas Bernstein Doctoral Student Teaching Award

(Historical Course Average: 3.88/5.00)

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 (SJDMM)
- American Psychological Association (APA)
- Phi Beta Kappa

DOCTORAL COURSEWORK

Consumer Behavior I	Cait Lamberton
Consumer Behavior II	Nicole Verrochi Coleman
Topics in Consumer Behavior*	Jeff Galak
Market Behavior Research	J. Jeffrey Inman
Human Judgment and Decision Making*	Alex Imas
Behavioral Economics*	George Loewenstein
Foundations of Social Psychology	John Levine
Marketing Strategy	Vanitha Swaminathan
Marketing Models	Ramaswamy Venkatesh
Experimental Design	Clement Stone
Applied Analysis of Variance	P.J. Grosse
Applied Regression Analysis	Feifei Ye
Applied Multivariate Analysis	Feifei Ye
Hierarchical Linear Modeling	Feifei Ye
Research Methods in Behavioral Science*	Taya Cohen
Advanced Topics in Research Design	Lindsay Page

* denotes course taken at Carnegie Mellon University

PROFESSIONAL SERVICE

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)