

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

EXPERIENCE

Associate Dean, Partnerships, Eller College of Management, University of Arizona, 2023-
Executive Director of Eller Partnerships Office, Eller College of Management, University of
Arizona, 2022- 2023
Chair of the Faculty, Eller College of Management, University of Arizona, 2021-2023
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 -
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, 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
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

RESEARCH EXPERTISE

Judgment and decision-making, self-control, affect, information processing
Financial industry and fintech, online retail, political consumerism
Lab and field experiments, behavioral interventions

PUBLICATIONS

1. Pureum Kim, Schneider, Gustavo, and Anastasiya Pocheptsova Ghosh (2025), "Slacktivism in Political Participation," *Journal of Public Policy and Marketing*, accepted
2. Huang, Liang, Rafay Siddiqui, and Anastasiya Pocheptsova Ghosh (2024), "Pain of Payment and Variety Seeking," *Marketing Letters*, 35(4), 533-545
3. 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
4. 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
5. 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
6. 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
7. Etkin, Jordan, and Anastasiya Pocheptsova Ghosh (2018), "When Being in a Positive Mood Increases Choice Deferral," *Journal of Consumer Research*, 45(1), 208-225
8. 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
9. 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)

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 (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, Ajay Abraham and Roselina Ferraro (2012), “The Effect of Mobile Use on Pro-Social Behavior,” *Rotman Magazine*, Fall, 111-113
14. 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
15. 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
16. 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 AND SELECT WORKING PAPERS

- Johnson Anastasiya, Ghosh, Anastasiya Pocheptsova, Ghosh, Bikram, Wendy De La Rosa, W., “How Consumers Pay Frequency Affects their Budget Setting,” under revision for 2nd round review at *Journal of Consumer Psychology*
- Galbreth, Michael R., Ghosh, Anastasiya Pocheptsova, and Ghosh, Bikram, “Optimal Pricing and Return Policy for a Favored Product: The Role of Consumer Cognitive Sophistication,” under review at *Marketing Science*
- 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*
- Huang, Liang, and Anastasiya Pocheptsova Ghosh, “Dynamic Budget Monitoring: When Access to Budget Feedback Leads to Increase in Spending”
- Schneider, Gustavo, Ted Matherly, Jennifer Savary, and Anastasiya Pocheptsova Ghosh, “‘HOPE’ Shirts and ‘MAGA’ Hats: When and Why Consumers Choose Conspicuous Campaign Contributions”
- Chen, Wei, Ghosh Anastasiya Pocheptsova, Ghosh, Bikram, and Xie, Karen, “Dark Side of Student Debt Forbearance”
- Ghosh Anastasiya Pocheptsova, and Ghosh, Bikram, “Generative AI, Search Influence, and Product Disclosure”

GRANTS

1. South 32 Grant with College of Engineering and College of Architecture for *Asset Inventory, Gap Analysis, and Innovative Pathways* (\$300,000, Co-PI), 2024- 2025
2. American Marketing Association CBSIG Grant for hosting *The Effect of Numerical Markers in Consumer Judgments* Conference (\$2600, Lead PI), 2021
3. Society for Consumer Psychology Boutique Conference Grant for hosting *The Effect of Numerical Markers in Consumer Judgments* Conference (\$2500, Lead PI), 2021
4. Center for Healthcare Innovation and Management Grant for *Social Connectedness and Compliance with Mask Mandates* (\$2800, Co-PI), 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. McGuire Center for Entrepreneurship Grant for *Self-signaling Through Discretionary Spending*, (\$2000, Co-PI), 2020
8. Thinking Forward Initiative (ING) Long-Term Grant for *Using Budgets to Improve Consumer Financial Decision Making* (\$19555, Lead PI), 2019
9. Faculty Seed Grant, the University of Arizona for *Using Budgets to Improve Consumer Financial Decision Making*, (\$9600, P.I.), 2019
10. Eller College Research Grants (\$12500, P.I.), 2018-2024
11. Association for Consumer Research Conference Grant for hosting *The Effect of Numerical Markers in Consumer Judgments* Conference, (\$1500, Lead PI), 2016
12. Moore School Research Grants, University of South Carolina, (\$5000, P.I.), 2015 - 2016

INSTITUTIONAL SERVICE

University of Arizona:

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

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

Eller College:

Chair of the College Advisory Committee, Eller College of Management, University of Arizona, 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
IRB Representative, 2020-2021, 2023-
Research Committee (Chair 2020-2021), 2017-2021
Chair of Undergraduate Committee, 2017-2020

SERVICE UNIVERSITY OF SOUTH CAROLINA

Ph.D. Committee, 2016-2017
Faculty Senate, 2015-2017

SERVICE UNIVERSITY OF MARYLAND

Co-Chair of Smith School Behavioral Lab 2014-2015
Decision Science Field Committee 2012-2015
Initiator and Organizer of Behavioral Group Brownbag 2008-2015
Mid-Atlantic Academic Research Colloquium (MARC) Liaison 2011-2015
Faculty Recruiting Committee 2014
Ph.D. Admissions Committee 2012, 2015
MBA Program Committee 2010-2012

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

Tae-hoon 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)

Other Doctoral Student Mentorship:

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

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

Francine Espinosa, Doctoral student at the University of Maryland, currently: HEC Lausanne

Ted Matherly, Doctoral student at the University of Maryland, currently Tulane University

CONFERENCE AND SEMINAR SERIES ORGANIZER

Society for Consumer Psychology Doctoral Consortium Co-Chair (2022, Nashville, TN)

Numerical Cognition SCP & AMA Co-Sponsored Conference (2021, U.A., 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)

OTHER ACADEMIC SERVICE

INTERNATIONAL CONFERENCE PROGRAM COMMITTEE MEMBER:

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

EDITORIAL BOARD

- Journal of Consumer Psychology (2024-current), Marketing Letters (2023- current)

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, Marketing Letters
- 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

Student Loan Forbearance and Consumer Financial Decision-Making: Evidence from COVID-19 CARES Act

Credit Union Research Workshop, University of Wisconsin-Madison, 2023

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
Positive Affect and Choice Trade-offs
 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
Consumer Decisions to Buy vs. Rent
 Design for Action Conference, Washington DC, 2014
 Yale Center for Consumer Insights Conference, New Haven, CT, 2014
The Interplay between Incidental Emotions and Consumer Preferences
 Behavioral Action Design Group, Deloitte, Washington DC, 2013
 D.C. Marketing Colloquium, George Mason University, Washington DC, 2013
Understanding Multi-sensory Experiences in Embodied Cognition
 European School of Management and Technology, Berlin, Germany, 2011
 Kellogg School of Management, Northwestern University, Evanston, IL, 2011
When Do Incidental Mood Effects Last? Lay Beliefs versus Actual Effects
 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

PAPERS IN REFEREED CONFERENCE PROCEEDINGS OR PROGRAMS

2022

Consumer Budget Management in the Age of Information Access

Society for Consumer Psychology Winter Conference

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

Society for Consumer Psychology Winter 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

2017

The Impact of Pain of Payment on Variety Seeking

Association for Consumer Research Conference

2016

Compensatory Cognition Effect

Society for Consumer Psychology Conference on Identity and Consumption

2015

Swayed Away by Numbers: When Consumers Overweight the Review Counts

Marketing Science Conference

Association for Consumer Research Conference

Too Attractive to Pass: Effect of Redemption Windows

Society for Consumer Psychology Winter Conference

Marketing Science Conference

2014

Too Attractive to Pass: Effect of Redemption Windows

Association for Consumer Research Conference

2013

When Being Happy Makes Choice Harder

Society for Consumer Psychology Winter Conference

Association for Consumer Research Conference

2012

When Goals Act as Blinders: The Interplay between Goals and Preferences

Association for Consumer Research Conference

The "Cell" -ish Effects of "Self"-Phone Usage

Society for Consumer Psychology Winter Conference

Winning Through Conflict: When Goal Conflict Increases Motivation

Behavioral Decision Research in Management

2011

Winning Through Conflict: When Goal Conflict Increases Motivation

Winter Decision-Making Symposium

Association for Consumer Research Conference

Lethargic Mind: Consuming Fat-Rich Foods Reduces Mental Agility

Association for Consumer Research Conference, Symposium Co-Chair

Summer Decision-Making Symposium

Conquering Conflict: Multifinal Means in Multiple Goals Pursuit

Association for Consumer Research Conference

The "Cell" -ish Effects of "Self"-Phone Usage

Association for Consumer Research Conference

2010

Clouds on a Sunny Day: Negative Effect of Positive Emotions on Multiple Goal Pursuit

Association for Consumer Research Conference, Symposium Co-Chair

European Association for Consumer Research Conference

Society for Consumer Psychology Winter Conference, Symposium Co-chair

Is What You Feel What They See? The Relationship between Fluency and Identity Signaling

Association for Consumer Research Conference

Society for Consumer Psychology Winter Conference

Calorie Estimates in the Presence of Others

Society for Consumer Psychology Winter Conference

2009

Calorie Estimates in the Presence of Others

Association for Consumer Research Conference. Symposium Chair

When Products Feel Special: Low Fluency Leads to Enhanced Desirability

European Marketing Academy Conference

Society for Consumer Psychology Winter Conference

2008

When Products Feel Special: Low Fluency Leads to Enhanced Desirability

Association for Consumer Research Conference.

When Do Incidental Mood Effects Last? Lay Beliefs versus Actual Effects

Association for Consumer Research Conference. Symposium Chair

Mindset over Matter: The Interplay between Goals and Preferences

Society for Consumer Psychology Winter Conference, Symposium Co-chair

2007

The Mere Luxury Effect

Society for Judgment and Decision-Making Conference

Consumer Decisions to Rent vs. Buy

Association for Consumer Research Conference. Symposium Chair.

2006

The Effect of Context and Real-Time Evaluations on Memory-based Hedonic Judgments

Society for Consumer Psychology Winter Conference. Invited presentation for the SCP Doctoral Dissertation Award.

Deciding Without Resources: Psychological Depletion and Choice in Context

Society for Judgment and Decision-Making Conference

2005

Mindset over Matter: The Interplay between Goals and Preferences

Association for Consumer Research Conference