

RUTH POGACAR

CURRICULUM VITAE

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EMPLOYMENT

UNIVERSITY OF CALGARY

Assistant Professor of Marketing, July 2018 - present

EDUCATION

UNIVERSITY OF CINCINNATI

Ph.D., Business Administration (Marketing) 2018

UNIVERSITY OF MONTANA

MBA, with honors, 2012

UNIVERSITY OF NEW MEXICO

B.A., Linguistics and Russian, Summa Cum Laude, 2003

RESEARCH INTERESTS

My research explores the hidden influences of language on consumers, and how subtle linguistic cues relate to marketing outcomes. I am particularly interested in the effect of marketing linguistics on brand perceptions and choice. For instance, how the sound and syllable structure of a name influences consumer evaluations of warmth and purchase intentions, and how this correlates with brand success. My goal is to understand marketing elements that are outside people's awareness for the purposes of improving consumer experiences and business outcomes.

MARKETING PUBLICATIONS

Pogacar, Ruth, L. J. Shrum, and Tina M. Lowrey (2018). The Effects of Linguistic Devices on Consumer Information Processing and Persuasion: A Language Complexity × Processing Mode Framework. *Journal of Consumer Psychology*, 28(4), 689-711.

Pogacar, Ruth, Michal Kouril, Thomas P. Carpenter, and James Kellaris (2018). Implicit and Explicit Preferences for Brand Name Sounds. *Marketing Letters*, 29(2), 241-259.

Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (2016). Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation. *Journal of Marketing Research*, 53(5), 865-880.

Pogacar, Ruth, Emily Plant, Laura F. Rosulek, and Michal Kouril (2015). Sounds Good: Phonetic Sound Patterns in Top Brand Names. *Marketing Letters*, 26(4), 549-563.

CROSS-DISCIPLINARY PUBLICATIONS

Carpenter, Thomas P., Ruth Pogacar, Chris Pullig, Michal Kouril, Stephen Aguilar, Jordan LaBouff, Naomi Isenberg, and Alek Chakroff (2019). Survey-Software Implicit Association Tests: A Methodological and Empirical Analysis. *Behavior Research Methods*, 51(5), 2194–2208.

Pogacar, Ruth, Agnes Pisanski Peterlin, Nike K. Pokorn, and Timothy Pogacar (2017). Sound Symbolism in Translation: A Case Study of Character Names in Charles Dickens’s *Oliver Twist*. *Translation and Interpreting Studies*, 12(1), 137-161.

MANUSCRIPTS UNDER REVISION

Pogacar, Ruth, Justin Angle, Tina M. Lowrey, L. J. Shrum, and Frank R. Kardes. “Is Nestle a Lady?: Brand Name Linguistics Influence Gender, Warmth, and Loyalty” invited for resubmission at the *Journal of Marketing*.

MANUSCRIPTS IN PREPARATION

Pogacar, Ruth and Robert Wyer. “Round Shapes and Pointy Names.”

Pogacar, Ruth and Tom Carpenter. “Why is Erin Warmer than Darren: Names beginning with vowels Seem More Feminine and Warm than Names Beginning with Consonants.”

Carnevale, Marina, Rhonda Hadi, Ruth Pogacar, and David Luna. “Brand Names and Olfactory Cues.”

SELECTED RESEARCH IN PROGRESS

Pogacar, Ruth and Jorge Pena Marin. “Numerosity and Linguistics.”

Moorthy, Sridhar, Ruth Pogacar, and Yang Xu. “Predicting Brand Personality using Machine Learning.”

INVITED BOOK CHAPTERS

Pogacar, Ruth, Fei Gao, Alican Mecit, L. J. Shrum, and Tina M. Lowrey (forthcoming), “Language and Consumer Psychology.” In Kahle, Huber, and Lowrey (eds.), *APA Handbook of Consumer Psychology*. Washington, DC: American Psychological Association.

Pogacar, Ruth, Thomas P. Carpenter, Chad E. Shenk, and Michal Kouril (2019), “Tools and Methods for Measuring Implicit Consumer Cognition.” In Kardes, Herr, and Schwarz (eds.), *Handbook of Research Methods in Consumer Psychology*. New York: Routledge.

Pogacar, Ruth, Tina M. Lowrey, and L.J. Shrum (2017), “The Influence of Marketing Language on Brand Perceptions and Choice.” In Solomon and Lowrey (eds.), *The Routledge Companion to Consumer Behavior*. New York: Routledge.

Kardes, Frank R., Ruth Pogacar, Roseann Hassey, and Ruomeng Wu (2017), “Brand Attitude Structure.” In Solomon and Lowrey (eds.), *The Routledge Companion to Consumer Behavior*. New York: Routledge.

PRACTITIONER PUBLICATIONS

- “How to Nudge Your Customers Without Pushing Them Away,” *Harvard Business Review*, October 28, 2016: <https://hbr.org/2016/10/how-to-nudge-your-customers-without-pushing-them-away>
- “Managing Defaults: Transparency and Consumer Protection,” *American Marketing Association Scholarly Insights*, November 2016: <https://www.ama.org/resources/Pages/managing-defaults.aspx>
- “Default Choices Have Big Impact, but how to Make Sure They’re Used Ethically?” *The Conversation*, April 3, 2017: <https://theconversation.com/default-choices-have-big-impact-but-how-to-make-sure-theyre-used-ethically-65852>
- “The Subtle Power of “Default” Choices,” *Fast Company*, April 4, 2017 (reprinted from *The Conversation*): <https://www.fastcompany.com/40403706/the-subtle-power-of-default-choices>

CONFERENCE PRESENTATIONS

(* presenter)

- Carpenter, Thomas P.,* Chris Pullig, Ruth Pogacar, and Michal Kouril (2019), “Can survey-based Implicit Association Tests (IATs) replace reaction-time software for attitude/bias research?” Paper presented at the Society for Personality and Social Psychology preconference, Portland.
- Carnevale, Marina,* Rhonda Hadi, Ruth Pogacar, and David Luna (2019), “The Influence of Olfactory Cues on Consumer Preferences: The Moderating Role of Brand Names.” Paper presented at the Society for Consumer Psychology conference, Savannah.
- Pogacar, Ruth,* Justin Angle, Tina M. Lowrey, L. J. Shrum, and Frank R. Kardes (2019), “Is Nestle a Lady?: Brand Name Linguistics Influence Gender Associations, Warmth, and Brand Loyalty.” Paper presented at the Society for Consumer Psychology conference, Savannah.
- Moorthy, Sridhar, Ruth Pogacar, Samin Khan and Yang Xu * (2018), “Is Nike Female? Predicting Brand Name Gender Across Product Categories.” Poster presented at the Conference on Empirical Methods in Natural Language Processing, Brussels.
- Johnston, Bailey J., Thomas P. Carpenter,* Ruth Pogacar, and Joseph W. Walker (2018), “Action Tendencies, not Attributions: The Role of Self-Theories in Guilt-Proneness, and Shame-Proneness.” Poster presented at the Society for Personality and Social Psychology conference, Atlanta.
- Carnevale, Marina,* Rhonda Hadi, Ruth Pogacar, and David Luna (2017), “Follow Your Nose When it Sounds Right: How Brand Names Moderate the Influence of Olfactory Cues on Consumer Preferences.” Paper presented at the Association for Consumer Research conference, San Diego.
- Pogacar, Ruth,* Frank R. Kardes, and Mary Steffel (2017), “Debiasing Inaction Inertia to Encourage Retirement Savings.” Paper presented at AMA Marketing and Public Policy, Washington DC.
- Pogacar, Ruth,* Mary Steffel, and Frank R. Kardes (2017), “Debiasing Default Effects.” Poster presented at the AMA Marketing and Public Policy conference, Washington DC.
- Steffel, Mary,* Elanor F. Williams, and Ruth Pogacar (2017), “Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation.” Paper presented at the Society for Personality and Social Psychology conference, San Antonio.

- Carpenter, Thomas P., Chris Pullig, Ruth Pogacar, Michal Kouril, Naomi Isenberg*... (2017), "Measuring Implicit Cognition in Qualtrics with iatgen: A Free, User-Friendly Tool for Building Survey-Based IATs." Poster presented at the Society for Personality and Social Psychology conference, San Antonio.
- Steffel, Mary,* Elanor F. Williams, and Ruth Pogacar (2016), "Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation." Paper presented at the Society for Judgment and Decision Making preconference data blitz, Boston.
- Carpenter, Thomas P.,* Chris Pullig, Ruth Pogacar, Jordan LaBouff, Michal Kouril, Naomi Isenberg, and Alek Chakroff (2016), "Measuring Impulsive Consumer Cognition: A New Package For Implicit Association Tests (IATs) in Qualtrics." Paper presented at the American Psychological Association Society for Consumer Psychology division, Denver.
- Carpenter, Thomas P.,* Chris Pullig, Ruth Pogacar, Jordan LaBouff, Michal Kouril, Naomi Isenberg, and Alek Chakroff (2016), "iatgen: A free, user-friendly package for Implicit Association Tests in Qualtrics." Poster presented at the APA Society for Consumer Psychology division, Denver.
- Pogacar, Ruth,* Karen Machleit, and James Kellaris (2015), "The Effect of Subjective Abundance on Prosocial Behavior." Poster presented at the Assn for Consumer Research Asia-Pacific, Hong Kong.
- Steffel, Mary, Elanor F. Williams, Ruth Pogacar,* and Ana Figueras (2015), "Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation." Paper presented at the Assn. for Consumer Research Asia-Pacific conference, Hong Kong.
- Pogacar, Ruth,* Karen Machleit, and James Kellaris (2015), "The Influence of Life Abundance and Financial Abundance on Higher Order Goals." Poster presented at the Association for Consumer Research conference, New Orleans.
- Steffel, Mary, Elanor F. Williams, and Ruth Pogacar* (2015), "Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation." Paper presented at the Society for Judgment and Decision Making conference, Chicago.
- Steffel, Mary, Elanor F. Williams, and Ruth Pogacar* (2015), "Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation." Paper presented at the Subjective Probability, Utility, and Decision Making conference, Budapest.
- Steffel, Mary,* Elanor F. Williams, Ruth Pogacar, and Ana Figueras (2015), "Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation." Paper presented at the Behavioral Science & Policy conference, New York.
- Steffel, Mary,* Elanor F. Williams, Ruth Pogacar, and Ana Figueras (2015), "Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation." Paper presented at the Association for Psychological Science conference, New York.
- Pogacar, Ruth,* Mary Steffel, Elanor F. Williams, and Ana Figueras (2014), "Do Defaults Work When They're Disclosed? Effectiveness And Perceived Ethicality of Disclosed Defaults." Paper presented at the American Marketing Association Summer conference, San Francisco.

Pogacar, Ruth,* Emily Plant, and Laura Felton Rosulek (2014), “Brand Name Biases: Attributes Selected For (And Against) by Name Inventors.” Poster presented at the American Marketing Association Summer Educators’ conference, San Francisco.

Pogacar, Ruth,* Mary Steffel, Elanor F. Williams, & Ana Figueras (2014) “Do Defaults Work When They’re Disclosed? Effectiveness and Perceived Ethicality of Disclosed Defaults.” Poster presented at the Association for Consumer Research conference, Baltimore.

Pogacar, Ruth,* Emily Plant, and Laura Felton-Rosulek (2013), “Invented vs. Inherited Brand Names: What’s the Difference?” Paper presented at the Assn for Consumer Research conference, Barcelona.

Mohr, Jakki, Ruth Pogacar,* and Emily Plant (2013), “Establishing Knowledge of Careers in Marketing at the Lower Division: A Strategy to Set Expectations and Influence Motivations for Choosing Marketing as a Major.” Paper presented at the Marketing Educators’ Assn. conference, Portland.

Pogacar, Ruth,* Emily Plant, and Laura Felton Rosulek (2012), “What’s in a Name?: Distributions of Plosives, Fricatives, and Vowels in Top Brand Names.” Poster presented at the American Marketing Association Summer Educators’ conference, Chicago.

TEACHING

UNIVERSITY OF CALGARY

Sales Management (Fall 2018, 2019, Winter 2019) My overall evaluation: 6.7 / 7 (Area avg: 6.0)
Strategic Marketing (Fall 2018, 2019, Winter 2019) My overall evaluation: 6.5 / 7 (Area avg: 5.9)

UNIVERSITY OF CINCINNATI

**Dean’s List of Teaching Excellence Summer 2014 & 2015*

Marketing Strategy (Summer 2015) My overall evaluation: 7.6 / 8 (Dept. avg: 7.4)
Consumer Behavior (Summer 2013, 2014, Spr 2015) My overall evaluation: 7.8 / 8 (Dept. avg: 7.1)

ADVISING

Mentor for Undergraduate Research Assistants

University of Calgary: Aziz Raj (2018), Mateo Montero (2018-2019), Matthew Nakaska (2018-2019), Jayeon Ma (2020), Mary Garcia (2020)

University of Cincinnati: Mengyu Zhang (2016), Ripinka Patil (2016; now a doctoral student)

PROFESSIONAL DEVELOPMENT

Harvard Center for Public Leadership BIG Ideas Doctoral Workshop (2016)
Meta-Analysis Summer Workshop, Texas Tech Institute for Measurement (2016)
Journal of Consumer Research Trainee Reviewer (with Mary Steffel, 2015)
Robert Mittelstaedt Doctoral Symposium Discussant (2013)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
American Marketing Association (AMA)

ACADEMIC SERVICE

Ad hoc reviewer for the *Journal of Consumer Research*, *Journal of Retailing*, *Marketing Letters*, and *Journal of Business Research*

Ad hoc reviewer for the *Association for Consumer Research Conference*, *Society for Consumer Psychology Conference*, *La Londe Conference*, and *Public Policy and Marketing Conference*

New Faculty Orientation ad hoc committee (2020)

Tenure Track Faculty Hiring Committee, Marketing Area, University of Calgary (2019)

HONORS AND AWARDS

AMA-EBSCO Award for Responsible Research in Marketing, with M. Steffel and E. Williams (2020)

Students' Union Teaching Excellence Award nominee (2020)

Haskayne School of Business Dean's Research Scholar (2019)

Rotman GATE grant, with Sridhar Moorthy & Yang Xu (2018)

Graduate Student Excellence in Teaching Award, University of Cincinnati (2017)

AMA Sheth Consortium Fellow (2016)

Graduate School Dean's Fellowship, University of Cincinnati (2016)

ACR Transformative Consumer Research Grant, with Mary Steffel and Elanor Williams (2015)

Academy of Marketing Science Doctoral Symposium Fellow (2015)

Best Working Paper Award, Assn. for Consumer Research Latin America Conference (2014)

Robert Mittelstaedt Doctoral Symposium Fellow (2014)

REFERENCES

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Donald E. Weston Professor of Marketing
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