

RUTH POGACAR

CURRICULUM VITAE

Department of Marketing, Haskayne School of Business, University of Calgary
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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 brand name linguistics on consumer evaluations and choice, and how this correlates with brand performance. I am also interested in consumer welfare, and how differences in the way a choice is framed can bias people's decisions, how marketers and policy makers can help people make less biased choices, and the benefits for business in doing so. My goal is to understand marketing elements that are outside people's awareness for the purposes of improving consumer experience and business outcomes.

MARKETING PUBLICATIONS

Pogacar, Ruth, Justin Angle, Tina M. Lowrey, L. J. Shrum, and Frank R. Kardes (forthcoming). Is Nestlé a Lady? The Feminine Brand Name Advantage. *Journal of Marketing*.

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

Carnevale, Marina, Rhonda Hadi, David Luna, and Ruth Pogacar. “Brand Names and Olfactory Cues” invited for resubmission at the *Journal of Business Research*.

MANUSCRIPTS IN PREPARATION

Pogacar, Ruth, Robert Wyer, Tina Lowrey, and L. J. Shrum. “Round Shapes and Pointy Names.”

Pogacar, Ruth, Tom Carpenter, and Ryan Rahinel. “Ann is Warmer than Fran: Names Beginning with Vowels Convey Warmth.”

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 AND POPULAR PRESS

- “How to Make a Brand More Appealing: Give it a Feminine Name,” *The Wall Street Journal*, Lisa Ward, May 21, 2021: <https://www.wsj.com/articles/how-to-make-a-brand-more-appealing-give-it-a-feminine-name-11621620001>
- “What’s in a Name? Why Feminine-sounding Brand Names have an Advantage in the Marketplace,” *The Globe and Mail*, Liza Agrba, April 25, 2021: <https://www.theglobeandmail.com/business/rob-magazine/article-whats-in-a-name-why-feminine-sounding-brand-names-have-an-advantage-in/>
- “Shoppers are More Likely to Buy Brands with 'Feminine-sounding' Names, Researchers Find,” *The Telegraph*, Dominic Penna, February 17, 2021: <https://www.telegraph.co.uk/news/2021/02/17/shoppers-likely-buy-brands-feminine-sounding-names-researchers/>
- “Why Consumers Prefer Feminine Brand Names,” *Radio New Zealand*, February 7, 2021: <https://www.rnz.co.nz/national/programmes/sunday/audio/2018782621/why-consumers-prefer-feminine-brand-names>
- “Consumers Prefer ‘Feminine’ over ‘Masculine’ Brand Names,” *The Academic Times*, Theo Wayt, January 26, 2021: <https://academictimes.com/consumers-prefer-feminine-over-masculine-brand-names/>
- “The Subtle Power of ‘Default’ Choices,” *Fast Company*, April 9, 2017: <https://www.fastcompany.com/40403706/the-subtle-power-of-default-choices>
- “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>
- “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>

CONFERENCE PRESENTATIONS

(* presenter)

- Pogacar, Ruth, Tom Carpenter, and Ryan Rahinel (2021), “Aaron is Warmer than Darren: Names Beginning with Vowels Convey Feminine Gender and Warmth.” Paper to be presented at the Association for Consumer Research conference, virtual/Seattle.
- Mehdi, Mourali, Dallas Novakowski, Ruth Pogacar, and Neil Brigden (2021), “Optimal Algorithm Explanations for Consumer Empowerment and Firm Benefit.” Poster to be presented at the Association for Consumer Research conference, virtual/Seattle.
- Berger, Leslie, Jonathan Farrar,* Ruth Pogacar, and Lu Y. Zhang (2021), “Financial Literacy Implications of the ‘Tax-Free’ Heuristic in Tax-sheltered Savings Plans.” Paper presented at the Annual Behavioral Tax Symposium, virtual.

- Berger, Leslie, Jonathan Farrar,* Ruth Pogacar, and Lu Y. Zhang (2021), “Financial Literacy Implications of the ‘Tax-Free’ Heuristic in Tax-sheltered Savings Plans.” Paper presented at the Tax Policy Research Symposium, virtual.
- Berger, Leslie, Jonathan Farrar,* Ruth Pogacar, and Lu Y. Zhang (2021), “Financial Literacy Implications of the ‘Tax-Free’ Heuristic in Tax-sheltered Savings Plans.” Paper presented at the Canadian Academic Accounting Association conference, virtual.
- Pogacar, Ruth,* Justin Angle, Tina M. Lowrey, L. J. Shrum, and Frank R. Kardes (2020), “Is Nestle a Lady?: Brand Name Linguistics Influence Gender Associations, Warmth, and Brand Loyalty.” Paper presented at the Association for Consumer Research conference, virtual-Paris.
- 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.

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.

RESEARCH HONORS AND AWARDS

Haskayne School of Business Dean’s Research Scholar (2019, 2021)

AMA Award for Responsible Research in Marketing (2020)

AMA Sheth Consortium Fellow (2016)

Academy of Marketing Science Doctoral Symposium Fellow (2015)

Best Working Paper Award, ACR Latin America Conference (2014)

Robert Mittelstaedt Doctoral Symposium Fellow (2013, 2014)

FELLOWSHIPS AND GRANTS

Co-PI: SSHRC Insight Grant: “Consumer Acceptance of Algorithmic Decision Systems: The Role of Explanations,” (2021-2024) | \$97,000

Co-PI: University of Toronto Rotman GATE grant (2018) | \$6,500

Dean’s Fellowship, University of Cincinnati Graduate School (2016) | \$20,000

Co-PI: Transformative Consumer Research Grant (2015) | \$800

TEACHING & PEDAGOGICAL RESEARCH

UNIVERSITY OF CALGARY

Sales Management (2018, 2019)

My overall evaluation: 6.7 / 7 (Area avg: 6.0)

Strategic Marketing (2018, 2019)

My overall evaluation: 6.5 / 7 (Area avg: 5.9)

Intro to Marketing (2020)

N/A due to low online response rate

UNIVERSITY OF CINCINNATI

**Dean’s List of Teaching Excellence*

Marketing Strategy (Summer 2015*)

My overall evaluation: 7.6 / 8 (Dept. avg: 7.4)

Consumer Behavior (2013, 2014,* 2015*)

My overall evaluation: 7.8 / 8 (Dept. avg: 7.1)

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.” Presented to the Marketing Educators’ Assn., Portland.

ADVISING

Undergraduate Research Assistants:

University of Calgary: Aziz Raj (2018), Mateo Montero (2018-2019), Matthew Nakaska (2018-2021), Jayeon Ma (2020), Mary Garcia (2020)

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

TEACHING HONORS AND AWARDS

- Students’ Union Teaching Excellence Award nominee (2020)
- Graduate Student Excellence in Teaching Award, University of Cincinnati (2017)
- Dean’s List of Teaching Excellence, University of Cincinnati (2014, 2015)

ACADEMIC SERVICE

Academe

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

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

University of Calgary

Internal examiner, doctoral field of study, Zhanna Lyubykh (2020)

Faculty Orientation ad hoc committee (2020)

Faculty Hiring Committee, Marketing Area (2019)

Invited speaker at the Alliances in Marketing student group kick-off event (2019), Empower student group seminar series (2019), and Prisma student group seminar series (2018)