

ANASTASIYA POCHEPTSOVA

August 2010

Robert H. Smith School of Business, Department of Marketing 301.405.8342
3313 Van Munching Hall, University of Maryland apochept@rhsmith.umd.edu
College Park, MD 20742-1815 <http://www.smith.umd.edu/marketing/faculty/pocheptsova.aspx>

EMPLOYMENT Assistant Professor, 2008-present
Robert H. Smith School of Business, University of Maryland – College Park

EDUCATION Ph.D., Marketing, Yale University, School of Management (2008)
M.Phil. and M.A., Marketing, Yale University (2007)
M.A., Advertising, University of Texas at Austin (2002)
B.A. (with honors), International Relations, Kiev National University, Ukraine (2000)

HONORS & AWARDS Winner SCP-Sheth Doctoral Dissertation Award, 2006
Whitebox Advisors Doctoral Fellow, International Center for Finance, Yale 2005-06
AMA-Sheth Doctoral Consortium Fellow, 2004

RESEARCH INTERESTS Behavioral Decision Theory Goals and Consumer Preferences
Hedonic Experiences and Judgments Metacognitive Experiences

PUBLICATIONS:

a. JOURNAL ARTICLES

Pocheptsova, Anastasiya, Aparna A. Labroo and Ravi Dhar (2010), "Making Products Feel Special: When Metacognitive Difficulty Improves Product Evaluation", forthcoming, *Journal of Marketing Research*

Pocheptsova, Anastasiya and Nathan Novemsky (2010), "When Do Incidental Mood Effects Last? Lay Beliefs versus Actual Effects", *Journal of Consumer Research*, 36 (April), 992-1001

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

b. PEER REVIEWED CONFERENCE PROCEEDINGS

Anastasiya Pocheptsova, Sara Freiberg, Ravi Dhar (2010), "Food Consumption in the Presence of Others ", in *Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, Pages: 122-125

Anastasiya Pocheptsova, Aparna A. Labroo, Ravi Dhar (2009), "When Products Feel Special: Low Fluency Leads to Enhanced Desirability", in *Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 8-11.

Anastasiya Pocheptsova, Nathan Novemsky (2009), "The Effect of Context on Memory-based Judgments", in *Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 79-81.

Anastasiya Pocheptsova, Ran Kivetz, Ravi Dhar (2008), "Consumer Decisions to Rent vs. Buy", in *Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, Pages: 76-79.

Anastasiya Pocheptsova and Ravi Dhar (2006), " Mindset over Matter: The Interplay between Goals and Preferences ", in *Advances in Consumer Research* Volume 33, eds. Connie Pechmann and Linda Price, Duluth, MN : Association for Consumer Research, Pages: 424-427.

On Amir, Anastasiya Pocheptsova, Roy F. Baumeister and Ravi Dhar (2005), " Deciding Without Resources: Psychological Depletion and Choice in Context ", in *Advances in Consumer Research* Volume 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, Pages: 452-455.

PAPERS UNDER REVIEW

Pocheptsova, Anastasiya, Etkin, Jordan and Ravi Dhar (2010), "Mindset over Matter: The Interplay between Goals and Preferences", invited revision at *Journal of Consumer Research*

Etkin, Jordan, Espinoza, Francine and Anastasiya Pocheptsova (2010), "Clouds on a Sunny Day: Effect of Mood on Multiple Goal Pursuit", under review at *Journal of Consumer Research*

SELECTED WORK IN PROGRESS

Tightwad Buyers, Spendthrift Renters (with Ran Kivetz and Ravi Dhar)

Is What You Feel What They See? The Relationship between Fluency and Identity Signaling (with Ted Matherly)

Eating Together: Effect of Group Consumption on Calorie Estimates (with Ravi Dhar)

Multifinality (with Jordan Etkin and Francine Espinoza)

Metacognitive Experiences and Perceptions of Products Similarity (with Aparna Labroo and Jordan Etkin)

CONFERENCE PRESENTATIONS & INVITED TALKS

2010:

[20] Clouds on a Sunny Day: Negative Effect of Positive Emotions on Multiple Goal Pursuit (with Jordan Etkin and Francine Espinoza*), *European Association for Consumer Research Conference*, Egham, UK. Invited presentation in a symposium.

[19] Calorie Estimates in the Presence of Others (with Ravi Dhar), *Society for Consumer Psychology Conference*, St. Pete's Beach, FL. Invited presentation in a symposium.

[18] Clouds on a Sunny Day: Negative Effect of Positive Emotions on Multiple Goal Pursuit (with Jordan Etkin* and Francine Espinoza), *Society for Consumer Psychology Conference*, St. Pete's Beach, FL

[17] Is What You Feel What They See? The Relationship between Fluency and Identity Signaling (with Ted Matherly*), *Society for Consumer Psychology Conference*, St. Pete's Beach, FL

2009:

[16] Calorie Estimates in the Presence of Others (with Ravi Dhar), *Association for Consumer Research Conference*,

Pittsburgh, PA

[15] When Products Feel Special: Low Fluency Leads to Enhanced Desirability (with Aparna Labroo and Ravi Dhar), *European Marketing Academy Conference*, Nantes, France

[14] When Products Feel Special: Low Fluency Leads to Enhanced Desirability (with Aparna Labroo and Ravi Dhar), *Society for Consumer Psychology Conference*, San Diego, CA. Invited presentation in a symposium.

[13] When Products Feel Special: Low Fluency Leads to Enhanced Desirability (with Aparna Labroo and Ravi Dhar), *UMD Marketing Camp*, College Park, MD. Invited presentation.

2008:

[12] When Products Feel Special: Low Fluency Leads to Enhanced Desirability (with Aparna Labroo and Ravi Dhar), *Association for Consumer Research Conference*, San Francisco, CA. Invited presentation in a symposium.

[11] When Do Incidental Mood Effects Last? Lay Beliefs versus Actual Effects (with Nathan Novemsky), *Association for Consumer Research Conference*, San Francisco, CA

[10] Mindset over Matter: The Interplay between Goals and Preferences (with Ravi Dhar), *Society for Consumer Psychology Conference*, New Orleans, LA.

2007:

[9] The Effect of Context and Real-Time Evaluations on Memory-based Hedonic Judgments, *Faculty of Business and Economics Seminar, Katholieke Universiteit Leuven*, Leuven, Belgium

[8] The Mere Luxury Effect (with Aparna Labroo and Ravi Dhar), *Society for Judgment and Decision Making Conference*, Long Beach, CA

[7] Consumer Decisions to Rent vs. Buy (with Ran Kivetz and Ravi Dhar), *Association for Consumer Research Conference*, Memphis, TN

2006:

[6] The Effect of Context and Real-Time Evaluations on Memory-based Hedonic Judgments, *Society for Consumer Psychology Conference*, Orlando, FL. Invited presentation for the SCP Doctoral Dissertation Award.

[5] Deciding Without Resources: Psychological Depletion and Choice in Context (with On Amir*, Ravi Dhar and Roy Baumeister), *Behavioral Decision Research in Management Conference*, Santa Monica, CA

[4] Deciding Without Resources: Psychological Depletion and Choice in Context (with On Amir, Ravi Dhar and Roy Baumeister), *Society for Judgment and Decision Making Conference*, Toronto, CA

2005:

[3] Mindset over Matter: The Interplay between Goals and Preferences (with Ravi Dhar) *Association for Consumer Research Conference*, San Antonio, TX. Invited presentation in a symposium.

[2] Deciding Without Resources: Psychological Depletion and Choice in Context (with On Amir*, Ravi Dhar and Roy Baumeister), *Society for Consumer Psychology Conference*, St. Pete's Beach, FL

2004:

[1] Deciding Without Resources: Psychological Depletion and Choice in Context (with On Amir*, Ravi Dhar and Roy Baumeister), *Association for Consumer Research Conference*, Portland, OR. Invited presentation in a symposium.

**TEACHING
EXPERIENCE**

Instructor, “Marketing Management”, MBA Core, University of Maryland, Spring 2009, 2010

Instructor, “Topics in Consumer Decision Making”, Yale College, Spring 2008

**PROFESSIONAL
SERVICE**

Reviewing:

Ad hoc Reviewer for *Journal of Consumer Research*, *Journal of Marketing Research*, *Emotion*

Association for Consumer Research (2010, 2009), Working Paper Submissions Reviewer

European Marketing Academy Conference (2010), CB Track Reviewer

Society for Judgment and Decision-making (2009), Poster Judge

Conference and Symposia Organization:

Program Committee, Society for Consumer Psychology Conference, 2010

Symposium Co-Chair, Beyond Positive Affect: Behavioral Consequences of Fluency

Experiences, *Society for Consumer Psychology Conference*, St. Pete’s Beach, FL, 2010

Symposium Chair, The Role of Emotions in Self-Control Dilemmas, *Association for Consumer Research Conference*, Pittsburgh, PA, 2009

Symposium Chair, Novel Approaches to Understanding Context Effects in Choice and Judgment, *Association for Consumer Research Conference*, San Francisco, CA, 2008

Symposium Co-chair, The Effect of Mindsets on Consumer Self-Regulation and Choice, *Society for Consumer Psychology Conference*, New Orleans, LA, 2008

Symposium Chair, Consumption Over Time: Predictions of Future Use and Value, *Association for Consumer Research Conference*, Memphis, TN, 2007

Co-Chair of the *Second Annual Whitebox Advisors Graduate Students Conference*, Yale, June 2006

**UNIVERSITY
SERVICE**

Co-chair of the 4-schools (CMU, Pitt, PennState and UMD) Symposium Committee, 2010-2012

Faculty Champion for MBA Program, 2010-2012

Organizer, Behavioral Group Research Meetings, Marketing Department, 2008- Present

Organizer, Marketing Department eLab (Virtual survey laboratory), 2008- Present

**STUDENT
SUPERVISION**

Jordan Etkin, 2nd paper committee, 2009-2010

Francine Espinoza, Ted Matherly, PhD Graduate Research Assistantship, 2009

Jackie DiStasi, Diana Rojas, Marketing Research Internship 2009-2010

Shari King, MBA Graduate Research Assistantship, 2009-2010

Jenny Zheng, Smith IT Fellow, 2009-2010

Bronwyn Glynn, Kristie Tinchiric , Marketing Research Internship 2008-2009

Sara Freiberg, Senior Thesis, Yale University, 2008-2009

**PROFESSIONAL
AFFILIATIONS**

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making