RUTH POGACAR
CURRICULUM VITAE

Department of Marketing, Haskayne School of Business, University of Calgary
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EMPLOYMENT

UNIVERSITY OF CALGARY
Associate Professor of Marketing, July 2023 – Present
Assistant Professor of Marketing, July 2018 – July 2023

EDUCATION

UNIVERSITY OF CINCINNATI
Ph.D., Business Administration 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 influences of language on consumers, and how subtle linguistic cues alter marketing outcomes. For instance, how brand name linguistics affect consumers' evaluations and choices, and how this correlates with brand performance. I am also interested in consumer welfare, for instance how marketers and policy makers can help people achieve positive outcomes, and the benefits for business in doing so. My goal is to understand the language and ethics of marketing to improve consumer experiences and business returns.

FELLOWSHIPS AND GRANTS

University of Calgary Haskayne CHAIR Fellowship in Naming and Brands (2024 - 2029) | $50,000
PI: SSHRC Insight Development Grant, "Consumer Responses to Names: Implications and Applications," (2022-2025) | $69,000
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) | "Brand Name Genders" $6,500
Dean's Fellowship, University of Cincinnati Graduate School, (2016) | $20,000
Co-PI: Transformative Consumer Research Grant, (2015) | $800

RESEARCH HONORS AND AWARDS

Haskayne School of Business Dean's Research Scholar (2019, 2021, 2023)
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)

JOURNAL PUBLICATIONS

Marketing Language

1. Carnevale, Marina, Rhonda Hadi, David Luna, and Ruth Pogacar (2023), "Follow Your Nose When it Sounds Right: How Brand Names Influence Consumer Responses to Product Scents," *Journal of Business Research*, (157), 113578.

2. Pogacar, Ruth, Justin Angle, Tina M. Lowrey, L. J. Shrum, and Frank R. Kardes (2021), "Is Nestlé a Lady? The Feminine Brand Name Advantage," *Journal of Marketing*, 85(6), 101-117.

3. 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.

4. 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.

5. 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.

Consumer Well-Being and Decision-Making

6. Mourali, Mehdi, Dallas Novakowski, Ruth Pogacar, and Neil Brigden (2025), "Public Perception of Accuracy-Fairness Trade-offs in Algorithmic Decisions in the United States," *PloS one*.

7. Mourali, Mehdi, Dallas Novakowski, Ruth Pogacar, and Neil Brigden (2024), "Post Hoc Explanations Improve Consumer Responses to Algorithmic Decisions," *Journal of Business Research,* 114981.

8. Pogacar, Ruth, Neil Brigden, Emily Plant, Frank Kardes, and James Kellaris (2023), "The Reference Dependence Roots of Inaction Inertia: A Query Theory Account," *PloS one*, 18(3): e0282876.

9. 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.

Cross-Disciplinary

10. Berger, Leslie, Jonathan Farrar, Ruth Pogacar, and Lu Zhang (2023), "Tax-Free": Investigating How a Heuristic in the TFSA Name Biases Savings Preferences for the RRSP," *Canadian Tax Journal*, *71*(1), 1-32

11. 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.

12. 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.

SELECT WORK IN PROCESS

Pogacar, Ruth, Ryan Rahinel, and David Sidhu, "Everybody Wants to Buy a Vowel: Sonorous Sounds Increase Perceived Warmth," manuscript in preparation for the *Journal of Marketing Research*.

Pogacar, Ruth, Jinhee Huh, Ricky Bhatti, and Michal Kouril, "The Semantic-Sensory Framework and Name Lingo Analysis App: A Science-Based Guide for Brand Naming," manuscript in preparation for the *Journal of Marketing*.

Oliveira Santos, João, Cristina Mendonça, Ruth Pogacar, Michal Kouril, Tomohiro Hara, Emerson Araújo Do Bú, and Sara Hagá, "Implicit Association Tests for All: Using iatgen for Non-English and Offline Samples," manuscript under review at *PLOS One*.

Pogacar, Ruth, Tina Lowrey, L. J. Shrum, and Robert Wyer, "Curvy Shapes, Sharp Names, and Brand Gender: Asymmetric Congruence Effects on Masculine and Feminine Products," manuscript in preparation for the *Journal of Consumer Psychology*.

INVITED BOOK CHAPTERS

Pogacar, Ruth, Alican Mecit, L. J. Shrum, Braden Simpson, and Tina M. Lowrey (forthcoming), "Language," In Spangenberg and Spangenberg (eds.), *Handbook of Social Psychology and Consumer Behavior*, Northampton: Edward Elgar Publishing.

Pogacar, Ruth, Fei Gao, Alican Mecit, L. J. Shrum, and Tina M. Lowrey (2022), "Language and Consumer Psychology," In Kahle, Huber, and Lowrey (eds.), *APA Handbook of Consumer Psychology*, (pp. 451–470), 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*, (pp. 160–182), 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*, (pp. 263–275), 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*, (pp. 243–259), New York: Routledge.

PRACTITIONER PUBLICATIONS AND POPULAR PRESS

"The 'tax-free trap': How a simple phrase skews Canadians' savings choices," *The Conversation*, July 2024: link

"The Feminine Advantage," *Harvard Business Review*, Idea Watch: Sept.-Oct. 2021: link

"How to Make a Brand More Appealing: Give it a Feminine Name," *The Wall Street Journal*, Lisa Ward, May 21, 2021: link

"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: link

"Shoppers are More Likely to Buy Brands with 'Feminine-sounding' Names, Researchers Find," *The Telegraph*, Dominic Penna, February 17, 2021: link

"Why Consumers Prefer Feminine Brand Names," *Radio New Zealand*, February 7, 2021: link

"The Subtle Power of 'Default' Choices," *Fast Company*, April 9, 2017: link

"Default Choices Have Big Impact, but how to Make Sure They're Used Ethically?" *The Conversation*, April 3, 2017: link

"How to Nudge Your Customers Without Pushing Them Away," *Harvard Business Review*, October 28, 2016: link

CONFERENCE PRESENTATIONS   (* presenter)

Mehdi, Mourali, Dallas Novakowski, Ruth Pogacar, and Neil Brigden* (2024), "Perceptions of Accuracy-Fairness Tradeoffs in Algorithmic Decisions." Poster presented at the Association for Consumer Research conference, Paris.

Mehdi, Mourali, Dallas Novakowski, Ruth Pogacar, and Neil Brigden* (2024), "Post Hoc Explanations and Consumer Response to Algorithmic Decisions." Paper presented at the Society for Consumer Psychology conference, Nashville.

Mehdi, Mourali, Dallas Novakowski*, Ruth Pogacar, and Neil Brigden (2021), "Post Hoc Explanations and Consumer Response to Algorithmic Decisions." Paper presented at the Association for Consumer Research conference, Denver.

Pogacar, Ruth*, Tom Carpenter, and Ryan Rahinel (2021), "Aaron is Warmer than Darren: Names Beginning with Vowels Convey Feminine Gender and Warmth." Paper 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 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.

TEACHING & PEDAGOGICAL RESEARCH

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" in the Proceedings of the *Marketing Educators' Assn*.

UNIVERSITY OF CALGARY
   Intro to Marketing for non-business majors   *Online*
      2020*, 2021*, 2022, 2023, 2024   My evaluation: 6.45 / 7
   Intro to Marketing for business majors 2023   My evaluation: 6.46 / 7
   Sales Management 2019, 2020   My evaluation: 6.96 / 7
   Strategic Marketing 2018, 2019   My evaluation: 6.97 / 7

UNIVERSITY OF CINCINNATI   *Dean's List of Teaching Excellence*
   Marketing Strategy 2015*   My evaluation: 7.6 / 8
   Consumer Behavior 2013, 2014,* 2015*   My evaluation: 7.8 / 8

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

To the Field
Reviewer:
> SSHRC Insight Development Multidisciplinary Social Sciences committee (2024)

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

Invited Talks:
> "I'd Like to Buy a Vowel: How Macro Sound Categories Signal Brand Warmth," Wilfrid Laurier Lazardis Marketing Research Seminar (February 2024)

To Future Scholars
Thesis Examiner:
> External, Masters committee, Gurinder Grewal, University of Lethbridge (2022)
> External, Doctoral committee, Ella Karat, University of Massachusetts Lowell (2022 - 2024)
> Internal, Masters committee, Jenelle Morgan, University of Calgary (2021)
> Internal, Doctoral committee, Zhanna Lyubykh, University of Calgary (2020 - 2022)

Neutral Chair:
> Zahra Jamshidi, Entrepreneurship doctoral thesis defense
> Yan Ma, Accounting doctoral thesis defense

To the University
Haskayne School of Business:
> Tenure and Promotion Committee (2023 - 2024)
> PhD Advisory Committee (2024)
> Faculty Hiring Committee, Haskayne Cluster Hire (2023)
> Student Appeal Committee (2022)
> Faculty Orientation ad hoc committee (2020)
> Faculty Hiring Committee, Special Position for Andrew Hayes (2020)

Marketing Area:
> Interim Area Chair, Marketing (2024)
> Faculty Hiring Committee, Marketing Area (2019)

To Students
Faculty Advisor to student group: Alliances in Marketing (2022 - 2023)
Alliances in Marketing student group event speaker (2019)
PrismA student group seminar series (2018)

To the Community
Invited speaker:
    Alberta University of the Arts communication design class (2021)
    Empower seminar series (2019, 2023)
Empower entrepreneurship project judge (2024)

ADVISING

Research Assistants:
    University of Cincinnati (2016): Ripinka Patil (now an assistant professor), Mengyu Zhang
    University of Calgary: Aziz Raj (2018), Mateo Montero (2018 – 2019), Matthew Nakaska
    (2018 – 2021), Jayeon Ma (2020), Mary Garcia (2020), Tianna Kirtley (2021 – 2022), Jaime
    Li (2022); Daro Mrakpor (2022); Supreet Mann (2022 – 2023); Rica Bandigas (2022 –
    2024); Vianna Aiello (2022 – 2024); Brad Brunton (2022 – 2024); Emily Tran (2023 –
    2024); Jace Huang (2022 – 2024); Ricky Bhatti (2022 –); Valeria Garcia-Palma (2023 –
    2024); Sherry Huang (2024); Jannice Wong (2024); Jasmine Dang (2024 - 2025); Amelia
    Maus (2025 –)

Summer Research Mentee: Valeria Garcia Palma (May 2024 - Sep. 2024), awarded a Program
    for Undergraduate Research Experience (PURE) studentship of $7,500; project: "Consumer
    Responses to Names"