

# Derick F. Davis

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## ACADEMIC POSITIONS

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May 2016 – Present: Assistant Professor, McIntire School of Commerce, University of Virginia

July 2013 – May 2016: Assistant Professor, School of Business Administration, University of Miami (FL)

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## EDUCATION

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PhD	Marketing Pamplin School of Business, Virginia Tech	2013
MBA	College of Business and Economics, Boise State University	2006
BS	Industrial Engineering Kettering University (Formerly General Motors Institute) Minor: Statistics	2004

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## PUBLICATIONS

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### Refereed Publications:

Davis, Derick F. and Rajesh Bagchi (2018), "How Evaluations of Multiple Percentage Price Changes are Influenced by Presentation Mode and Percentage Ordering: The Role of Anchoring and Surprise," *Journal of Marketing Research*, 55(5), 655-666.

McGraw, A. Peter, Derick F. Davis, Sydney Scott, and Phillip E. Tetlock (2016), "The Price of not Putting a Price on Love," *Judgment and Decision Making*, 11 (January), 40-47.

Davis, Derick F., Rajesh Bagchi, and Lauren G. Block (2015), "Alliteration Alters: Phonetic Overlap in Promotional Messages Influences Evaluations and Choice," *Journal of Retailing*, 92 (March), 1-12 (Lead Article).

Davis, Derick F. and Paul M. Herr (2014), "From Bye to Buy: Homophones as a Phonological Route to Priming," *Journal of Consumer Research*, 40 (April), 1063-1077.

Bagchi, Rajesh, and Derick F. Davis (2012), "\$29 for 70 Items or 70 Items for \$29: How Presentation Order Affects Package Perceptions," *Journal of Consumer Research*, 39 (June), 62-73.

Herr, Paul M., Christine M. Page, Bruce E. Pfeiffer, and Derick F. Davis (2012), "Affective Influences on Evaluative Processing," *Journal of Consumer Research*, 38 (February), 833-45.

Ray, Nina M., Gary McCain, Derick F. Davis, and Tracy Melin (2006), "Lewis, Clark, and the *Corps of Discovery*: Re-enactment Event Tourism as Authentic Heritage Travel," *Leisure Studies*, 25(4), 437-54.

### **Invited Articles:**

Bagchi, Rajesh, and Derick F. Davis (2016), "The Role of Numerosity in Judgments and Decision-Making," *Current Opinion in Psychology*, 10 (August), 89-93.

### **Manuscripts Under Review:**

### **Manuscripts In Progress:**

Davis, Derick F. "Product Selection and Evaluation on Distributions vs. Ranges (working title)" in preparation to submit to the *Journal of Marketing Research*

Davis, Derick F. and Luca Cian "Sitting vs. Standing (working title)" targeting the *Journal of Marketing*

Davis, Derick F., Rajesh Bagchi, and Amar Cheema. "The If and When of Rewards" collecting all new data and targeting the *Journal of Marketing*.

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## **REFEREED CONFERENCE PRESENTATIONS**

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Derick F. Davis and Rajesh Bagchi (2015), "'18% Off the Original Price Then Another 12% off' or '12% Off Then 18% Off': How Multiple Discounts Influence Consumer Evaluations," *Association for Consumer Research, North American Conference*, (October) New Orleans.

Derick F. Davis and Paul M. Herr (2013), "Hard to Right and Easy to Bye: Priming Consequences of Reading Homophones," *The Society for Consumer Psychology Annual Winter Conference*, (February) San Antonio.

Derick F. Davis, Rajesh Bagchi, and Lauren Block (2013), "Alliteration Alters Perceptions of Product Promotions and Pricing," *The Society for Consumer Psychology Annual Winter Conference*, (February) San Antonio.

Derick F. Davis and Paul M. Herr (2012), "From Bye-Bye to Buy-Buy: Influence of Homophone Priming on Judgment and Behavior," *Association for Consumer Research, North American Conference*, (October) Vancouver.

Derick F. Davis, Rajesh Bagchi, and Lauren Block (2012), "Alliteration Alters: Its Influence in Perceptions of Product Promotions and Pricing," *Association for Consumer Research, North American Conference*, (October) Vancouver.

Derick F. Davis, Rajesh Bagchi, and Yong Kyu Lee (2012), "When to Put the Cart in Front of the Horse: How Presentation Order of Goal and Effort Information Affects Goal Pursuit," *Association for Consumer Research, North American Conference*, (October), Vancouver.

- Derick F. Davis and Kim Weaver (2012), "Interconsumer Competition: When Consumers Compete in the Marketplace for Products, Services, and Prizes," *Association for Consumer Research, North American Conference*, (October) Vancouver.
- Rajesh Bagchi and Derick F. Davis (2011), "\$29 for 70 or 70 for \$29: How Presentation Order Affects Perceptions," *Association for Consumer Research, North American Conference*, (October) St. Louis.
- Rajesh Bagchi and Derick F. Davis (2010), "\$125 for a Shovelful or \$12.50 for a Spoonful: Effects of Bundle Size, Computation Ease, and Presentation order on Consumer Perceptions," *The Society for Consumer Psychology Annual Winter Conference*, (February) Atlanta.
- Herr, Paul M., Derick F. Davis, and Xingbo Li (2011), "A Response Latency Investigation of Mental Simulation," *The Society for Consumer Psychology Annual Winter Conference*, (February) Atlanta.
- McGraw, Peter A., and Derick F. Davis (2010), "Can't Put a Price on Love: Taboo Trade-offs and the Sacred, Spendthrift Pursuit of Ordinary Products," *Behavioral Decision Research in Management Conference*, (June) Pittsburgh.
- McGraw, Peter A., and Derick F. Davis (2009), "You Can't Put a Price on Love: Taboo Trade-offs and the Spendthrift Pursuit of Sacredly-Represented Products," *Whitebox Advisors Graduate Student Conference* (April) New Haven.
- McGraw, Peter A., and Derick F. Davis (2009), "In Death and in Love: Sacred Trade-offs in the Funeral and Wedding Industries," *The Society for Consumer Psychology Annual Winter Conference*, (February) San Diego.
- Derick F. Davis and Jason B. MacDonald (2006), "Improving the Promotion of CSR Initiatives: A Framework for Understanding Stakeholder Relationships from a Dynamic Learning Perspective," *The Western Decision Sciences Institute Conference*, (April) Wiakoloa, HI.

### Invited Presentations

- Pricing Research Camp University of Illinois (Chicago), May 2017  
 MARC Symposium University of Pittsburg, June 2017  
 University of Virginia (McIntire), 2015  
 Indiana University, 2015  
 The Ohio State University, 2015  
 University of Cincinnati, 2015  
 University of Miami, 2012  
 University of Michigan, 2012  
 University of Kansas, 2012  
 University of Georgia, 2012  
 Virginia Tech, 2011.

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## AWARDS AND HONORS

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| MSI Young Scholar, Marketing Science Institute    | 2019 |
| AMA Retail and Pricing SIG Emerging Scholar Award | 2016 |

Provost's Award (Miami)	2014	\$13,500
Pamplin Outstanding Doctoral Student (VT)	2013	\$500
Doctoral Summer Research Grant (VT)	2012	\$7,500
AMA-Sheth Consortium Fellow (VT)	2011	
College Doctoral Research Excellence Award (VT)	2011	\$500
University Fellowship (Colorado)	2009	\$656
Hart Fellowship (Colorado)	2008	\$3,000
University Fellowship (Colorado)	2008	\$734

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## TEACHING EXPERIENCE

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### **Assistant Professor (University of Virginia)** 2016-Present

Marketing Research Techniques (COMM 3330; Spring 2019)	
• Teaching Evaluations:	4.4/5.00
ICE (COMM 3020; Fall 2018)	
• Teaching Evaluations:	4.4 and 4.6/5.00 [Two Sections]
Marketing Research Techniques (COMM 3330; Spring 2018)	
• Teaching Evaluations:	4.8 /5.00
ICE (COMM 3020; Fall 2017)	
• Teaching Evaluations:	4.4 and 4.5/5.00 [Two Sections]
Marketing Research Techniques (COMM 3330; Spring 2017)	
• Teaching Evaluations:	4.2 /5.00
ICE (COMM 3020; Fall 2016)	
• Teaching Evaluations:	4.2 and 4.3/5.00 [Two Sections]

### **Assistant Professor (University of Miami)** 2013-2016

Graduate Teaching:	
Intro to Strategy, Markets, and Management (BUS632; Fall 2014)	
• Teaching Evaluations:	4.3/5.00
Undergraduate Teaching:	
Introduction to Marketing (MKT 201; Fall 2015)	
• Teaching Evaluations:	4.9, 4.8, and 4.7/5.00 [Three Sections]
Introduction to Marketing (MKT 201; Fall 2014)	
• Teaching Evaluations:	4.6, 4.3, and 4.0/5.00 [Three Sections]
Introduction to Marketing (MKT 201; Fall 2013)	
• Teaching Evaluations:	4.9, 4.6, and 4.4/5.00 [Three Sections]

### **Instructor (Virginia Tech):** 2011-2013

Marketing Research (MKTG 4154; Spring 2013)	
• Teaching Evaluations	4.60 and 4.70/5.00 [Two Sections]
Marketing Research (MKTG 4154; Fall 2011)	
• Teaching Evaluations:	4.04 and 4.37/5.00 [Two Sections]
Marketing Research (MKTG 4154; Summer 2011)	
• Teaching Evaluations:	5.00/5.00

**Instructor (University of Colorado – Boulder):** 2008

Buyer Behavior (MKTG 3250; Fall 2008)	
• Teaching Evaluations:	5.50/6.00

## RELEVANT PROFESSIONAL BACKGROUND

Advantage Sales and Marketing	2006-2007
• Category Manager (Grocery Industry)	

## PROFESSIONAL SERVICE

### Editorial Review Board Membership:

Journal of Retailing

### Ad Hoc Reviewing:

Journal of Consumer Research  
 Journal of Marketing Research  
 Journal of Marketing  
 Journal of Retailing  
 Journal of Economic Psychology  
 International Journal of Research in Marketing  
 European Journal of Marketing  
 The Association for Consumer Research North American Conference  
 The Society for Consumer Psychology Annual Winter Conference  
 European Marketing Academy Conference

### Other Service:

Working Paper Series Co-Chair ACR Atlanta (Virginia) 2019  
 Careers in Marketing Forum Moderator (Virginia) 2017  
 Marketing Research Camp Organizer (Miami) 2015  
 Academic Integrity Task Force (Miami) 2015  
 DBSA (Doctoral Business Student Association) President (CU) 2008-2009  
 DCPC (Doctoral Curriculum and Policy Committee) Student Representative (CU) 2008-2009