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ANA MARTINOVICI

Website: <https://anamartinovici.com/>

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ACADEMIC POSITIONS

- 2018 - present Assistant Professor
 Department of Marketing Management
 Rotterdam School of Management, Erasmus University
- 2017 Visiting Scholar (Faculty Sponsor: Tulin Erdem)
 Leonard N. Stern School of Business, New York University

EDUCATION

- 2014 - 2019 PhD in Marketing, Tilburg University
- 2013 - 2014 Research Master in Business (Track: Marketing), Tilburg University
- 2012 - 2013 Master in Econometrics and Mathematical Economics, Tilburg University

RESEARCH INTERESTS

The role of attention in decision making processes. Eye-movements as observed measurements of latent attention processes. Dynamic Bayesian models. Data protection and ethical use of data. Reproducibility and open science practices.

PUBLICATIONS

- Martinovici, A., Pieters, R., & Erdem, T. (2023). Attention Trajectories Capture Utility Accumulation and Predict Brand Choice. *Journal of Marketing Research*, <https://doi.org/10.1177/00222437221141052>
- Speer, S.P.H., Martinovici, A., Smidts, A. Boksem, M.A.S. "The acute effects of stress on dishonesty are moderated by individual differences in moral default". *Scientific Reports* 13, 3984 (2023). <https://doi.org/10.1038/s41598-023-31056-2>

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

Loenneker, H.D., E.M. Buchanan, A. Martinovici, M.A. Primbs, M.M. Elsherif, B.J. Baker, L.A. Dudda, D.F. Đurđević, K. Mišić, H.K. Peetz, J. P. Röer, L. Schulze, L. Wagner, J.K. Wolska, C. Kührt, and E. Pronizius, “We don’t know what you did last summer. On the importance of transparent reporting of reaction time data pre-processing”. Under review at *Cortex*. Preprint, materials, and link to the GitHub repo available at: <https://osf.io/reqat/>

Ana Martinovici, Rik Pieters, and Ralf van der Lans. “Attention, Attribute Importance, and Brand Choice”.

SELECTED WORK IN PROGRESS

“Good Practices for Reproducible Eye-tracking Research” – single-author project

“Donation Appeals – Quantifying the Importance of Factors that Drive Charitable Giving” - with Alexander Genevsky

“EEG Many Pipelines”. (<https://www.eegmanypipelines.org/>). I participated in this project together with Antonio Schettino and Sebastian Speer.

AWARDS, HONORS & GRANTS

Netherlands eScience Center Fellowship for my project on “Good Practices for Eye-tracking Research Software”, 2022-2023, (3000 EUR and 36 hours of eScience Center expertise)

Alden G. Clayton Doctoral Dissertation Proposal Competition, 2017, Honorable Mention (1500 USD)

AMA-Sheth Foundation Doctoral Consortium Fellow, University of Iowa, 2017

Marketing Science Doctoral Consortium Fellow, USC, 2017

Arie Kapteyn Travel Grant, Rik Pieters Arie Kapteyn Professor of Economics and Management, Tilburg University, 2017 (Total Scholarship: 5293 EUR)

CentER Scholarship, Tilburg University, 2013-2014 (Total Scholarship: 5000 EUR)

CONFERENCE PRESENTATIONS AND WORKSHOPS

“GitFun: Introduction to git and GitHub”

EUR Share Your Knowledge Week 2023 and 2022

“Open Science Workflow: Open Data, Code, Materials” (with Aurelie Lemmens)
EUR/ERIM Research Transparency Campaign, 2022

“Utility Accumulation During Decision Making: Attention Trajectories Predict Brand Choice”
Marketing Science, 2021

“How Attention Reveals *Why* Consumers Choose *What When*”
Marketing Science, 2017 and 2020
Marketing Dynamics, 2016.

“Introduction to Git(Hub)”
Society for the Improvement of Psychological Science, 2021
Open Science Community Rotterdam, 2020

INVITED TALKS

HU Berlin, Workshop on “Transparency and Consumer Behavior”, 2022

Process Tracing in Judgement & Decision Making Seminar Series, 2022

European Marketing Academy (EMAC) Consumer Behaviour Special Interest Group Seminar Series, 2022

Columbia University, PAMLab, 2021

Erasmus University, RSM, 2017

Vrije Universiteit Amsterdam, 2017

University of Groningen; 2017

University of Amsterdam, 2017

Erasmus University, ESE, 2017

TEACHING EXPERIENCE

Instructor

2021 – present Analyzing Digital Footprints, Erasmus University

2019 – present Digital Footprints of Consumer Preferences, Erasmus University

2018 – present Master Thesis Coach, Erasmus University

2015 – 2017 Master Thesis Advisor, Tilburg University

Guest Lecturer

- 2019 Modern Applied Statistics, Erasmus University
- 2016 Experimental Research, Tilburg University

Teaching Assistant

- 2016 – 2017 Experimental Research, Tilburg University
- 2014 – 2015 Marketing Models, Tilburg University
- 2013 – 2016 Conjoint Analysis, Tilburg University

EXPERTISE

Bayesian estimation: Structural Equation Models, Hierarchical Models, Choice Models
Computer language and software: R, Stan (rstan, cmdstan), git, make, Matlab, C++, Mplus
Eye tracking studies: Experimental design, Implementation in Tobii software, Data processing

INDUSTRY EXPERIENCE

2010 – 2012

Company: Avon
Role: Sales Analyst

2007 – 2010

Company: Hewlett-Packard
Role: Sales Strategy and Planning Analyst