

ERICK M. MAS
Assistant Professor of Marketing

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ACADEMIC POSITIONS

Muma College of Business, University of South Florida
Assistant Professor of Marketing (2026 – Present)

Kelley School of Business, Indiana University
Assistant Professor of Marketing (2021 – 2026)
Faculty Fellow - Institute for Environmental and Social Sustainability (2023 – 2026)

Owen Graduate School of Management, Vanderbilt University
Postdoctoral Fellow (2019 – 2021)

University of North Texas
Graduate Assistant and Instructor (2017 – 2019)

City College: Ft. Lauderdale, FL
Adjunct Instructor (2012 – 2016)

EDUCATION

PhD	Marketing, University of North Texas (2019)
Visiting PhD Student	Kellogg School of Management, Northwestern University (spring 2018)
MBA	Marketing, Barry University (2012)
BSBA	Marketing, University of Puerto Rico – Mayagüez (2009)

RESEARCH INTERESTS

The influence of social hierarchies, including social class, cultural knowledge, political ideology, and emotional intelligence on consumer behavior.

PEER-REVIEWED PUBLICATIONS

Miller, Megan, Marisabel Romero, and **Erick M. Mas**, “Shortcut to Beautiful: How Beauty Filters Affect Consumer Judgments,” conditionally accepted at the *Journal of Consumer Research*.

Liu, Jingshi (Joyce), Linda Court Salisbury, Alex Yao, Aylin Cakanlar, Guilherme A. Ramos, **Erick M. Mas**, C. B. Bhattacharya, Gergana Y Nenkov, Josh D. Dorsey, "Uplifting Without Overheating: Navigating the Intersection of Financial and Climate Vulnerabilities," accepted at the *Journal of Public Policy & Marketing*.

Diaz Ruiz, Carlos, Zeynep Arsel, **Erick M. Mas**, and Broderick Turner (2026), “Advertising in AI Models: How the Zero-Click Internet Threatens Free Markets and Free Speech,” [*Journal of Public Policy & Marketing*](#), 45(3), 307-309.

Mas, Erick M., Kelly L. Haws, and Kelly Goldsmith (2022) “Bringing Our Values to the Table: Political Ideology, Food Waste, and Overconsumption,” [*Journal of the Association for Consumer Research*](#), 7(3), 350-359.

Dickson, Peter, **Erick M. Mas**, Michelle Van Solt, Tessa Garcia-Collart, and Jaclyn Tanenbaum, (2022), “The Influence of Senior Management and Sales Managers on Salesperson Customer Orientation and Hard Selling Orientation,” [*Marketing Letters*](#), 33, 381–397.

*Kidwell, Blair, Virginie Lopez Kidwell, Christopher Blocker, and **Erick M. Mas** (2020), “Birds of a Feather *Feel* Together: Emotional Ability Similarity in Consumer Interactions,” [*Journal of Consumer Research*](#), 47(2), 215-236.

- *All authors contributed equally to this paper.
- Media coverage: [Vanderbilt News](#)

Rixom, Jessica M., **Erick M. Mas**, Brett A. Rixom (2020), "Presentation Matters: The Effect of Wrapping Neatness on Gift Attitudes," [*Journal of Consumer Psychology*](#), 30(2), 329-338.

- Media coverage: [Wall Street Journal](#), [Yahoo!](#), [AOL](#), [Psych Central](#), [Business Insider](#), [Vanderbilt News](#)

OTHER PUBLICATIONS

Turner, Broderick L. and **Erick M. Mas** (2025) “[AI is Not Neutral](#),” *ReVista: Harvard Review of Latin America*, Volume XXV(1).

Mas, Erick M. (2019), “[The science of gift wrapping explains why sloppy is better](#),” *The Conversation*.

MANUSCRIPTS UNDER REVIEW

Mas, Erick M., Jesper H. Nielsen, and Steve Hoeffler, “Janteloven and New Product Adoption: Political Ideology, Social Hierarchy, and Radically New Products,” invited for fourth round of review at the *Journal of Consumer Psychology*.

Rashidravary, Sahar, Matthew Thomson, and **Erick M. Mas** “Red, Blue, and the Extreme Review: The Effect of Consumer Political Orientation on Review Ratings,” invited for third round of review at the *Journal of Consumer Psychology*.

Kim, Kyu Ree, **Erick M. Mas**, and Hyeokkoo Eric Kwon, “Who Shares Their Data? Consumer Social Class and Data Sharing Decisions,” under review at the *Journal of Marketing Research*.

Jones, Aziza C., and **Erick M. Mas**, “The Meritocracy-Optimism Paradox: Economic System Justification Increases Economic Risk-Taking,” preparing for submission to the *Journal of Marketing Research*.

Dorsey, Joshua D., Umair Usman, and **Erick M. Mas**, “From Blockchain to Bankless: A Conceptual Typology and Research Agenda for Decentralized Financial Services and Financially Vulnerable Consumers,” preparing for submission to the *Journal of Public Policy & Marketing*.

Dorsey, Joshua D., and **Erick M. Mas**, “Amending Predatory Lending: The Frictionless Predation of Contemporary Credit and a Policy Design for Modern Financial Services,” preparing for submission to the *Journal of Public Policy & Marketing*.

Mas, Erick M., Blair Kidwell, and Aparna A. Labroo, “Dads, Brads, and Chads: Subjective Cultural Competence and Confirmatory Consumption,” invited for resubmission at the *International Journal of Research in Marketing*.

Kwon, Jung Eun, Ronald Paul Hill, Joshua D. Dorsey, and **Erick M. Mas**, “Hamiltonization of Black Historical Media Characters: Theoretical Implications for Consumer Psychology,” invited for resubmission at the *Journal of Consumer Psychology*.

WORKING PAPERS

Mas, Erick M., and Joshua D. Dorsey, “Payday Mayday! Income-Class Misalignment and Payday Loans,” preparing for submission to the *Journal of Consumer Research*.

Huang, Szu-chi, Samina Lutfeali, Charis X. Li, Nathan Allred, Ben Beck, Ozlem Tetik, David Faro, Gizem Ceylan, Paul Stillman, Ravi Dhar, Angela King, Loraine Lau-Gesk, Andrea Giuffredi-Kähr, Malin Pimper, Sybilla Merian, Sabrina Stöckli, Martin Natter, Luying Zhou, Marit Engeset, Sinem Acar-Burkay, Christopher Joshua Villaester, Andrea Gabrielle Lacerna, Carl Laurence Deala, John Leinard Ramos, Andris Saulītis, Vineta Silkāne, Anna Karolīna Ozola, Haiyang Yang, Bryan Bollinger, **Erick M. Mas**, Angela Y. Lee, and Leonard Lee, “Motivating Collective Action: An Open-Submission, Globally-Crowdsourced, Large-Scale Field Experiment,” preparing for submission to the *Journal of Consumer Research*.

Wendy De La Rosa, Ron Berman, Christophe Van den Bulte, Nidhi Agrawal, Adam L. Alter, Christopher J. Bechler, Jonathan E. Bogard, J. Anthony Cookson, Kylie Davis, Ayelet Fishbach, Craig R. Fox, Ayelet Gneezy, Hal E. Hershfield, Tatiana Homonoff, Aziza C. Jones, Lena Kim, John G. Lynch, Tamutswa Mahari, **Erick M. Mas**, Eesha Sharma, Jackie Silverman, Abigail B. Sussman, Patricia Torres, Stephanie M. Tully, Broderick L. Turner, Jr., Esther Uduehi, Oleg Urminsky, Adrian F. Ward, Vince Dorie, Gwen Rino, Maximilian Hell, and Eric Giannella, “Increasing Interest in Claiming a Tax Credit: Evidence from Two Large-Scale Field Experiments Among Lower-Income People,” preparing for resubmission to *Marketing Science*.

RESEARCH IN PROGRESS

Matthe, Maximilian, **Erick M. Mas**, Sokiente W. Dagogo-Jack, and Daniel M. Ringel, “All Change is Not Created Equal: How the Direction of Change in Political Views Affects Flip-Flopping Perceptions” seven studies collected.

Dagogo-Jack, Sokiente W., and **Erick M. Mas**, “Political Ideology and Belief in a Favorable Future,” six studies collected.

Mas, Erick M., Linda Court Salisbury, and Katherine N. Lemon, “Responsible, yet Profitable Banking: Sharing Credit Card Perks with Financially Vulnerable Consumers,” five studies collected.

Romero, Marisabel, Megan Miller, and **Erick M. Mas**, “The Effect of Political Ideology and Vertical versus Horizontal Orientation on Consumer Choice” five studies collected.

Huang, Der-Wei, Marisabel Romero, and **Erick M. Mas**, “Social Class and Product Ratings,” 6 studies collected.

Ferreira, Maura, and **Erick M. Mas**, “Don’t Help Me, I’m Poor!” 10 studies collected.

Ribbers, Daphne, Ke (Taylor) Lai, **Erick M. Mas**, Kelly L. Haws, “Food Waste vs. Overconsumption,” 12 studies collected.

Godfrey, Zoë, **Erick M. Mas**, and Daniel Korschun "Commercial Use and Consumer Connections to Music," 4 studies collected.

RESEARCH PRESENTATIONS

“Reclaiming Marketplace Inclusion: Expanding Boundaries, Diagnosing Barriers, and Envisioning Solutions,” (Invited Panel Discussant)

- *AMA Winter Academic Conference* (Madrid, Spain; February 2026)

“Who Shares Their Data? Consumer Social Class and Data Sharing Decisions”

- University of South Florida (Tampa, FL; April 2026)
- IE Business School (Madrid, Spain; March 2026)
- University of Kentucky (Lexington, KY; November 2025)
- American University (Washington, D.C.; June 2025)
- *Tenure Project Annual Conference* (U Michigan, Ann Arbor, MI; July 2025)
- *AMA Diversity Leadership Institute* (U Illinois, Champaign, IL; June 2025)
- University of South Carolina (Columbia, SC; March 2025)
- University of Alabama (Tuscaloosa, AL; February 2025)
- Interamerican University of Puerto Rico (Arecibo, Puerto Rico; February 2025)

“Janteloven and New Product Adoption: Political Ideology, Social Hierarchy, and Radically New Products”

- Indiana University (Bloomington, IN; March 2026)
- Toulouse School of Management (Toulouse, France; February 2026)
- Nova School of Business & Economics (Lisboa, Portugal; November 2025)
- San Diego State University (San Diego, CA; October 2025)
- *Wharton Decision-Processes Seminar*, Wharton School of Business, University of Pennsylvania (Philadelphia, PA; October 2023)
- *CLICK (Cincinnati, Louisville, Indiana, Kentucky) Annual Consumer Research Conference*, University of Louisville (Louisville, KY; August 2023)
- *Tenure Project Annual Conference* (Wharton, Philadelphia, PA; July 2023)
- Ana G. Méndez University (Gurabo, PR; March 2023)
- University of Wisconsin, Wisconsin School of Business seminar series (Madison, WI; January 2023)

“Benevolent Banking: Sharing Debit/Credit Card Benefits to Alleviate Overdraft and Interest Burdens for Economically Disadvantaged Consumers”

- *ACR Annual Conference* (Washington, D.C.; October 2025)
- *AMA Marketing and Public Policy Conference* (Washington, D.C.; June 2025)

“Red, Blue, and the Extreme Review: The Effect of Consumer Political Orientation on Review Ratings”

- *ACR Annual Conference* (Washington, D.C.; October 2025)
- *AMA Winter Academic Conference* (Phoenix, AZ; February 2025)

- *AMA Winter Academic Conference* (St. Petersburg, FL; February 2024)

“Betting on Equity: How Justifying the System Prompts Financial Risk-Taking”

- *ACR Annual Conference* (Paris, France; September 2024)
- University of Wisconsin, Wisconsin School of Business – Management brownbag (Madison, WI; February 2024)

“Payday Mayday! Income-Class Misalignment and Payday Loans”

- Smeal College of Business, Pennsylvania State University (State College, PA; September, 2024)
- *Tenure Project Annual Conference* (USC, Los Angeles, CA; July 2024)
- *AMA CBSIG Conference*, WU (Vienna University of Economics and Business) (Vienna, Austria; July 2024)
- Insper Institute of Education and Research (São Paulo, Brazil; April 2024)
- West Virginia University (Morgantown, WV; April 2024)
- Indiana University (Bloomington, IN; March 2024)

“Bringing Our Values to the Table: Political Ideology, Food Waste, and Overconsumption”

- *AMA Diversity Leadership Institute* (Indiana U, Bloomington, IN; June 2022)
- Institute for Environmental and Social Sustainability Workshop: Sustainable Consumption in a Finite World (Bloomington, IN; April 2024)

“Expensive or Refined? How Subjective Cultural Competence Induces Hedonic-Utilitarian Choice Tradeoffs”

- IE Business School (Madrid, Spain; November 2023)

Contemporary Issues in Marketing: “Bringing Our Values to the Table: Political Ideology, Food Waste, and Overconsumption”

- American Marketing Association Annual International Collegiate Conference (New Orleans, LA; March 2023)

Society of Consumer Psychology Climate Change Challenge Pre-Conference – invited Expert Advisor – *SCP Annual Conference* (San Juan, PR; March 2023)

Transitioning from Coursework to Dissertation: “Status or Status Quo: How Political Ideology Affects the Appeal of Really New Products” – Kelley Ph.D. Program Seminar Series (Bloomington, IN; February 2023)

Special Session Participant: Political Ideology and Consumption: “Status or Status Quo: How Political Ideology Affects the Appeal of Really New Products” – *ACR Annual Conference* (Denver, CO; October 2022)

Invited Knowledge Forum Panelist: “Marketplace Exclusion of Financially Vulnerable Consumers” – *ACR Annual Conference* (Seattle, WA; October 2021)

Special Session Co-Chair (with Caroline Roux and Kelly Goldsmith): “The Scarcity ‘New Normal’ Scarcity and Income Inequality Post-COVID” – *Marketing and Public Policy Conference* (Washington, D.C.; July 2021)

“Social Class and Consumer Choice: The Role of Cultural Capital”:

- Harvard Business School (February 2021)
- Howard University (February 2021)
- Arizona State University (February 2021)
- North Carolina State University (January 2021)
- Indiana University (January 2021)
- Loyola University Chicago (December 2020)
- Boston University Emerging Scholars Symposium (November 2020)
- American University (Washington, D.C.; November 2020, October 2018)
- Marketing Science Institute webinar (October 2020)
- *ACR Annual Conference* (virtual; October 2020)
- *AMA Summer Conference* (virtual; August 2020)
- University of Miami (February 2020)
- Olin Business School, Washington University, St. Louis (June 2019)
- *SCP Annual Conference* (Savannah, GA; February 2019)
 - Winner of 2019 SCP Ethnic Minority Travel Scholarship
- San Jose State University (November 2018)
- *McKnight Fellows Annual Graduate Conference* (Tampa, FL; February 2017)
- *PhD Project MDSA Conference* (Atlanta, GA; August 2016)
- *Florida International University Graduate Student Research Symposium* (August 2016)

“In Search of Status: The Influence of Socioeconomic Status and Political Ideology on Product Acquisition Choices”:

- Rochester Institute of Technology (Rochester, NY; September 2019)

“Birds of a Feather *Feel* Together: Emotional Ability Similarity in Consumer Interactions”:

- *ACR North American Conference* (San Diego, CA; October 2017)
- University of Miami (March 2017)

“Consumer Responses to Partially Comparative Prices Across Product Categories”:

- *PhD Project Marketing Doctoral Students Association Conference* (San Francisco, CA; August 2017)

TEACHING EXPERIENCE

Undergraduate courses taught in face-to-face, online, and hybrid modalities:

- Marketing Research
- Retail Management
- Digital Retail Management (online)
- Consumer Behavior (face-to-face and hybrid)

- Advertising
- Sales Strategy
- Global Marketing
- Principles of Marketing
- Principles of Management
- Business Principles
- Professional Strategies

Guest lectures

- Brand Management Class
 - Social Class and Data Sharing (University of Wisconsin, Wisconsin School of Business; November 2025)
 - Income-Class Misalignment and Payday Loans (University of Wisconsin, Wisconsin School of Business; November 2024)
 - Social Hierarchies and Consumer Choices (University of Wisconsin, Wisconsin School of Business; January 2024)
- Strategic Marketing – Consumer Insights for SWOT Analysis (Interamerican University of Puerto Rico at Arecibo; September 2021)
- MBA-level Consumer Behavior class (Vanderbilt University; February 2020/2021)
- Experimental Research in Marketing Seminar
 - Experimental Economics class (Vanderbilt University; November 2019)
 - Marketing Research class (University of North Texas; April 2019)

Pedagogical Development

- Beyond Student Evaluations: Compiling Evidence of Student Learning (Bloomington, IN, March 2024)
- Beyond the Headlines: Maintaining Student Attention in a TikTok-Driven World (Bloomington, IN, February 2024)
- IU Kelley Teaching Seminar - *Basics for New Instructors* (Bloomington, IN, September 2022)
- Indiana University *Course Design Institute* (Bloomington, IN, August 2022)
- Weber State University *Action Learning Workshop for Educators* (Heber Valley, UT, May 2019)

PROFESSIONAL AND INSTITUTIONAL SERVICE

Editorial Review Boards

- Journal of Public Policy & Marketing - 2026 – Present
- Journal of the Association for Consumer Research - special issue on Consumer Privacy

Journal and Conference Reviewing (Ad hoc)

- Journal of Consumer Research
- Journal of Marketing
- Journal of Consumer Psychology

- Journal of the Academy of Marketing Science
- International Journal of Research in Marketing
- Journal of Public Policy & Marketing
- European Journal of Marketing
- Journal of Retailing
- Journal of Business Research
- Journal of the Association for Consumer Research
- John A. Howard/AMA Doctoral Dissertation Award
- AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- Personality and Social Psychology Bulletin
- Journal of Consumer Affairs
- Association for Consumer Research Conference
- Society for Consumer Psychology Conference
- American Marketing Association Academic Conference
- Academy of Marketing Science Conference
- Journal of Product & Brand Management
- European Journal of Family Business
- Social Influence
- PLOS One

Indiana University Marketing Research Camp (Bloomington, IN; 2022 – 2026)

- Co-Chair

University of Nebraska Mittelstaedt & Gentry Doctoral Symposium (Lincoln, NE; April 2026)

- Faculty Representative

American Marketing Association Doctoral Special Interest Group (AMA DocSIG) Doctoral Student Pre-Conference 2025 (Chicago, IL; August, 2025)

- PhD student mentor

Tenure Project Annual Conference 2025

- Invited panelist: Junior Faculty Panel (U Michigan, Ann Arbor, MI; July 2025)

AMA Diversity Leadership Institute – Faculty Facilitator

- University of Illinois Urbana Champaign (Champaign, IL; June 2025)
- Indiana University (Bloomington, IN; June 2022)

Transformative Consumer Research Conference 2025 (Washington, D.C.; June 2025)

- Track Co-Chair – “Climate and Economic Disparities: Understanding the Link Between Financial and Climate Vulnerability”
- Pre-Conference Webinar Host

Winter American Marketing Association Conference 2025 (Phoenix, AZ; February 2025)

- Track Co-Chair – Vulnerability and Consumer Well-being Track

American Marketing Association Consumer Behavior Special Interest Group (AMA CBSIG) Conference 2024 (Vienna, Austria)

- Session Chair – “Money Matters”

Society for Consumer Psychology 2023 Conference (San Juan, PR; March 2023)

- Social Co-Chair
- SCP Educational Webinar Series Organizer and Host

Marketing Ethnic Faculty Association (MEFA) Annual Conference – Panel organizer and moderator “AI & Emerging Technology in Research” (San Francisco, CA; August 2023)

La Casa/Latino Cultural Center & Kelley Office of Diversity Initiatives (KODI) Presents “What’s in the Name?” (Bloomington, IN; October 2023) – Invited panelist discussing inclusive language and how names/labels (e.g., Latino/Latina/Latinx/Latiné) define or give a voice to community members.

PhD Project Annual Conference

- Marketing Breakout Panel (Chicago, IL; March 2025)
- “Why I did PhD in Marketing” invited speaker (virtual; December 2024)
- “Path to PhD” – Application Bootcamp invited speaker (virtual; October 2024)
- “Path to PhD” invited speaker (virtual; October 2023)
- Marketing Doctoral Student Association (MDSA) invited mock interviewer and job market panelist (San Francisco, CA; August 2023)
- Marketing Doctoral Student Association (MDSA) invited panelist: “Setting up for Success: First-Year Orientation” (virtual; June 2023)
- University Sponsor Representative and invited panelist (Chicago, IL; March 2023)
- University Sponsor Representative (Chicago, IL; November 2022)

AMA 2023 International Collegiate Conference (New Orleans, LA; March 2023)

- Panelist: “Diversity in Marketing”
- Speaker: “Contemporary Issues in Marketing”

Behavioral Lab Manager and SONA Systems (Subject Pool) Administrator
University of North Texas (2017 – 2019)

PROFESSIONAL AFFILIATIONS

IU Kelley School of Business Institute for Environmental and Social Sustainability
PhD Project – Marketing Doctoral Student Association (MDSA)
Marketing Ethnic Faculty Association (MEFA)
Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)

American Marketing Association (AMA)
Academy of Marketing Science (AMS)

PROFESSIONAL INDUSTRY EXPERIENCE

Digital Account Manager: Dell Inc., DHL, Genworth Financial, and Intuit Inc. accounts
Ion Interactive: Boca Raton, FL (2013 – 2014)

Account Manager: Greater Fort Lauderdale Convention & Visitors Bureau account
Starmark International: Ft. Lauderdale, FL (2013)

Account Supervisor: Party City and TBC, Corp. (NTB/Tire Kingdom) accounts
Zimmerman Advertising, an Omnicom agency: Ft. Lauderdale, FL (2010 – 2013)

SKILLS AND CERTIFICATIONS

Fully bilingual (native speaker: Spanish and English)
SPSS statistics software
Photoshop photo editing software
Qualtrics survey software
Linguistic Inquiry and Word Count (LIWC) – qualitative analysis software
SONA Subject Pool Software
Canvas/Blackboard Instructional Software
Google Analytics (Advanced course completed)
Mental Health First Aid from National Council for Mental Wellbeing