

# ERICK M. MAS

Assistant Professor of Marketing

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## ACADEMIC POSITIONS

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### **Kelley School of Business, Indiana University Bloomington**

Assistant Professor of Marketing (2021 – Present)

Faculty Fellow - Institute for Environmental and Social Sustainability (2023 – Present)

### **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

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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

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

## PEER-REVIEWED PUBLICATIONS

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**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](#), [The Conversation](#)

## MANUSCRIPTS UNDER REVIEW

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

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

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

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,” under first round review in Special Issue on Disadvantaged and Vulnerable Customers at the *Journal of Service 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*.

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,” under first round review at the *Journal of Experimental Psychology: General*.

## WORKING PAPERS

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Kim, Kyu Ree, and **Erick M. Mas**, “Hands Off My Data! The Effect of Social Class on Data Sharing,” preparing for submission to the *Journal of Consumer Research*.

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

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

## RESEARCH IN PROGRESS

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**Mas, Erick M.**, and Joshua D. Dorsey, “Income Misalignment and Predatory Banking,” 11 studies collected.

Jones, Aziza C., **Erick M. Mas**, “Betting on Equity: How Justifying the System Prompts Financial Risk-Taking,” 10 studies collected.

Huang, Der-Wei, and **Erick M. Mas**, “Political Ideology and Hostile Language in Comparative Advertising,” 10 studies collected.

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

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

## RESEARCH PRESENTATIONS

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“Hands Off My Data! The Effect of Social Class on Data Sharing,”

- 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)

“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)
- *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”

- 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)

“Status or Status Quo: How Political Ideology Affects the Appeal of Really New Products”

- *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* (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)

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

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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 – 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

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### **Editorial Review Boards**

- Journal of the Association for Consumer Research - special issue on Consumer Privacy 2023 - Present

### **Journal and Conference Reviewing (Ad hoc)**

- Journal of Marketing
- Journal of Consumer Psychology
- Journal of the Academy of Marketing Science
- Journal of Public Policy & Marketing
- International Journal of Research in Marketing
- Journal of the Association for Consumer Research
- AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- Personality and Social Psychology Bulletin
- Journal of Business Research
- Journal of Retailing
- Journal of Consumer Research (trainee reviewer)
- 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

### **Winter American Marketing Association Conference 2025** (Phoenix, AZ)

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

### **American Marketing Association Consumer Behavior Special Interest Group (AMA CBSIG) Conference 2025** (Vienna, Austria)

- Session Chair – “Money Matters”

### **Society for Consumer Psychology 2023 Conference** (San Juan, PR)

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

### **Indiana University Marketing Research Camp (2022 – 2025)** – Co-Chair (Bloomington, IN)

**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?”** – 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”

**AMA 2022 Diversity Leadership Institute** – Faculty Facilitator (Bloomington, IN; June 2022)

**Behavioral Lab Manager and SONA Systems (Subject Pool) Administrator**

University of North Texas (2017 – 2019)

### **PROFESSIONAL AFFILIATIONS**

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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**

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**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**

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Fully bilingual (native speaker: English and Spanish)

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