

ERICK M. MAS

Assistant Professor of Marketing

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ACADEMIC POSITIONS

Kelley School of Business, Indiana University Bloomington

Assistant Professor of Marketing (Summer 2021 – 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

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, political ideology, and emotional intelligence on consumer behavior.

PEER-REVIEWED PUBLICATIONS

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

Mas, Erick M., Jesper H. Nielsen, and Steve Hoeffler, “Does Liberals’ Greater Tolerance for Ambiguity lead to Greater Adoption of Radically New Products?” under review at the *Journal of Consumer Psychology*.

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,” under review at *PNAS*.

WORKING PAPERS

Mas, Erick M., Blair Kidwell, and Aparna A. Labroo “Expensive or Refined? How Subjective Cultural Competence Induces Hedonic-Utilitarian Choice Tradeoffs,” preparing for submission to the *Journal of Consumer Research*.

Mas, Erick M., and Joshua D. Dorsey “Payday Mayday: SES-Class Misalignment and Predatory Lender Use,” preparing for submission to the *Journal of Consumer Research*.

Bae, Su Yun, Blair Kidwell, and **Erick M. Mas**, “The Dark Side of Emotional Intelligence: How Differences in Empathy Underlie Selling (vs. Customer) Orientation,” preparing for submission to the *Journal of Marketing*.

RESEARCH IN PROGRESS

Mas, Erick M. Hannah Smith, and Karen Page Winterich, “Social Hierarchies and Tipping,” 10 studies collected.

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

Kim, Kyu Ree, and **Erick M. Mas**, “Social Class and Online Data Privacy Concern,” eight studies collected.

Jones, Aziza C., **Erick M. Mas**, “Social Inequality, Unfairness, and Risk Taking,” eight studies collected.

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

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

RESEARCH PRESENTATIONS

“Expensive or Refined? How Cultural Capital 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 as Expert Advisor to participants – *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 – Social Hierarchies and Consumer Choices (University of Wisconsin, Wisconsin School of Business; January 2023)
- 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 Training

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

Journal and Conference Reviewing (Ad hoc)

- Journal of Marketing
- 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

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

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

Marketing Department Research Camp – Committee Member (Bloomington, IN)
Indiana University (2022 – 2023)

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/Latine) define or give a voice to community members.

PhD Project Annual Conference

- 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 – Invited Speaker (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

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

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