

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)
BS	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., Blair Kidwell, and Aparna A. Labroo “Cultural Capital and Consumer Choice,” under review at the *Journal of Marketing 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,” invited for resubmission at the *Journal of Personality and Social Psychology*.

WORKING PAPERS

Mas, Erick M., and Angela Y. Lee “Political Identity and Green Behavior: When Conservatives Pay Heed to Advice from the Fake News,” preparing manuscript for submission to *Nature*.

Mas, Erick M., and Blair Kidwell “In Search of Status: The Influence of Socioeconomic Status and Political Ideology on Product Acquisition Choices,” preparing manuscript for submission to the *Journal of Consumer Research*.

Aguirre-Rodriguez, Alexandra, Jessica Rixom, Adriana M. Bóveda-Lambie, and Erick M. Mas “Consumer Response to Foreign Brand’s Culturally Adapted Products: An Intercultural Accommodation Approach,” preparing manuscript for submission to the *Journal of International Marketing*.

RESEARCH IN PROGRESS

Mas, Erick M., Kelly Goldsmith, and Kelly L. Haws “Marketing Transparency and Optimal resource allocation” four studies collected.

Mas, Erick M., Steve Hoeffler, and Jesper H. Nielsen “Political Ideology and Radically New Products,” six studies collected.

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

Mas, Erick M. and Kelly Goldsmith “Is it Scarcity or Class? When and Why the Scarcity Mindset and Low Social Class Have a Divergent Effect on Selfish and Prosocial Behaviors,” one study collected.

RESEARCH PRESENTATIONS

Special Session: 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)

Co-Chaired Special Session: “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 (September 2019)

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

- *ACR North American Conference* (San Diego, CA; 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

- 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 SERVICE

Journal and Conference Reviewing (Ad hoc)

- Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of the Association for Consumer Research
- International Journal of Research in Marketing
- Journal of Business Research
- 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 – Social Co-Chair (San Juan, PR)

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

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