

ERICK M. MAS

Postdoctoral Scholar at Vanderbilt University

G. Brint Ryan College of Business | University of North Texas
1155 Union Circle #311160 | Denton, TX 76203-5017
Tel.: (787) 232-6128 | Email: Erick.Mas@unt.edu | [UNT Profile](#) | [LinkedIn](#)

ACADEMIC POSITIONS

Owen Graduate School of Management, Vanderbilt University

Postdoctoral Scholar (Fall 2019 – Present)

EDUCATION

PhD Marketing, University of North Texas (2019)
Fellowship Kellogg School of Management at Northwestern University (spring 2018)
MBA Marketing, Barry University (2012)
BA Business/Marketing, University of Puerto Rico – Mayaguez (2009)

RESEARCH INTERESTS

The influence of socioeconomic status, political ideology, emotions, and emotional ability on consumer preference and choice

MANUSCRIPTS UNDER REVIEW

Kidwell, Blair, Christopher Blocker, Virginie Lopez Kidwell, and Erick M. Mas, “Birds of a Feather *Feel* Together: Emotional Ability Similarity in Consumer Interactions,” Invited 3rd round review at the *Journal of Consumer Research*.

Rixom, Jessica, Erick M. Mas, and Brett Rixom, "Presentation Matters: The Effect of Beautiful and Sloppy Wrapping Styles on Gift Attitude," Under 2nd round review at the *Journal of Consumer Psychology*.

Mas, Erick M., and Blair Kidwell “In Search of Status: The Influence of Socioeconomic Status and Political Ideology on Product Acquisition Choices,” Under 1st round review at the *Journal of the Association for Consumer Research*.

WORKING PAPERS

Mas, Erick M., Blair Kidwell, and Aparna A. Labroo “Social Class and Consumer Choice: The Role of Cultural Capital,” 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 Business Studies*.

Dickson, Peter, Michelle Van Solt, Tessa Garcia-Collart, Jaclyn Tanenbaum, and Erick M. Mas, “The Influence of Senior Management and Sales Managers on Salesperson Customer Orientation and Hard Selling Orientation.”

RESEARCH IN PROGRESS

Mas, Erick M., and Angela Y. Lee “Your Politics are Harming the Environment,” four studies completed.

Mas, Erick M., Blair Kidwell, and Neal Roese “To Buy or Not to Buy: The Influence of Subjective Social Class on Consumer Desire for Product Permanence,” five studies completed.

RESEARCH PRESENTATIONS

“Social Class and Consumer Choice”:

- Presented at *Olin Business School Professional Development Workshop* in Washington University in St. Louis (St. Louis, MO, June 2019)
- Presented at *SCP Annual Conference* (Savannah, GA, February 2019)
 - Winner of 2019 SCP Ethnic Minority Travel Scholarship
- Presented at San Jose State University (San Jose, CA, November 2018)
- Presented at American University (Washington, D.C., October 2018)
- Presented at *McKnight Fellows Annual Graduate Conference* (Tampa, FL, February 2017)
- Presented at *PhD Project Marketing Doctoral Students Association Conference* (Atlanta, GA, August 2016)
- Presented at *FIU Graduate Student Research Symposium* (Miami, FL, August 2016)

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

- Presented at the *ACR North American Conference* (San Diego, CA, 2017)
- Presented at the University of Miami (Miami, FL, March 2017)

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

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

TEACHING EXPERIENCE

Weber State University *Action Learning Workshop for Educators* (Heber Valley, UT, May 2019)

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

- Digital and B&M Retailing Management
- Consumer Behavior
- Advertising
- Global Marketing
- Principles of Marketing
- Sales Strategy
- Business Principles
- Principles of Management
- Professional Strategies

PROFESSIONAL SERVICE

Journal and Conference Reviewing (Ad hoc)

- Journal of Consumer Research (trainee reviewer)
- Association for Consumer Research Conference
- Society for Consumer Psychology Winter Conference
- AMA Winter Academic Conference
- European Journal of Family Business
- Social Influence

Behavioral Lab Manager and SONA Systems (Subject Pool) Administrator

University of North Texas (2017 – 2019)

PROFESSIONAL AFFILIATIONS

PhD Project Marketing Doctoral Student Association (MDSA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

Academy of Marketing Science (AMS)

PROFESSIONAL EXPERIENCE

Adjunct Instructor

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

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. (Tire Kingdom) accounts
Zimmerman Advertising (an Omnicom agency): Ft. Lauderdale, FL (2010 – 2013)