

ERICK M. MAS

Postdoctoral Fellow at Vanderbilt University

Owen Graduate School of Management | Vanderbilt University
401 21st Avenue South | Nashville, TN 37203
Tel.: (787) 232-6128 | Email: Erick.Mas@Vanderbilt.edu
ErickMas.com | [Vanderbilt Profile](#) | [LinkedIn](#)

ACADEMIC POSITIONS

Owen Graduate School of Management, Vanderbilt University

Postdoctoral Fellow (Fall 2019 – Present)

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)
BA	Marketing, University of Puerto Rico – Mayagüez (2009)

RESEARCH INTERESTS

The influence of social class, political ideology, and emotional intelligence on consumer preference and choice.

PEER-REVIEWED PUBLICATIONS

*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).

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: [Yahoo!](#) [AOL Psych Central](#) [Business Insider](#) [The Conversation](#)

MANUSCRIPTS UNDER REVIEW

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,” under 2nd review at the *Journal of Business Research*.

Dickson, Peter, Erick M. Mas, Michelle Van Solt, Tessa Garcia-Collart, and Jaclyn Tanenbaum, “The Influence of Senior Management and Sales Managers on Salesperson Customer Orientation and Hard Selling Orientation,” under 1st review at *Marketing Letters*.

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 *Journal of Personality and Social Psychology*.

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*.

Mas, Erick M., Kelly L. Haws, and Kelly Goldsmith “Eating More to Save the Planet? Political Ideology, Food Waste, and Overconsumption,” preparing manuscript for submission to the *Journal of Consumer Psychology*.

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*.

RESEARCH IN PROGRESS

Mas, Erick M., Kelly L. Haws, and Kelly Goldsmith “Waste versus Overconsumption,” four studies collected.

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,” three 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

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

- Presented at *AMA Summer Conference* (webinar, August 2020)
- Presented at the University of Miami (Miami, FL, February 2020)
- Presented at Olin Business School, Washington University, 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)

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

- Presented at Sunders College of Business in Rochester Institute of Technology (Rochester, NY, September 2019)

“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

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

Guest lectures

- MBA-level Consumer Behavior class (Vanderbilt University, February 2020)
- Experimental Research in Marketing Seminar
 - Experimental Economics class (Vanderbilt University, November 2019)
 - Marketing Research class (University of North Texas, April 2019)

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

PROFESSIONAL SERVICE

Journal and Conference Reviewing (Ad hoc)

- Journal of Consumer Research (trainee reviewer)
- Journal of the Academy of Marketing Science
- Journal of the Association for Consumer Research
- Association for Consumer Research Conference
- Society for Consumer Psychology Winter Conference
- American Marketing Association Winter Academic Conference
- Academy of Marketing Science Conference
- Journal of Product & Brand Management
- European Journal of Family Business
- Social Influence
- PLOS One

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

SKILLS AND CERTIFICATIONS

SPSS
SONA
Qualtrics
Photoshop
Blackboard/Canvas
Google Analytics (Advanced)
Fully bilingual (English and Spanish)

REFERENCES

Blair Kidwell
Professor of Marketing
G. Brint Ryan College of Business, University of North Texas
blair.kidwell@unt.edu

Kelly Goldsmith
Associate Professor of Marketing
Owen Graduate School of Management, Vanderbilt University
kelly.goldsmith@vanderbilt.edu

Kelly L. Haws
Anne Marie and Thomas B. Walker, Jr. Professor of Marketing
Owen School of Management, Vanderbilt University
kelly.haws@vanderbilt.edu

Aparna A. Labroo
Professor of Marketing
Kellogg School of Management, Northwestern University
a-labroo@kellogg.northwestern.edu

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*.

Economic constraints associated with lower social class tend to evoke a proximal focus, which can increase preferences for immediately-enjoyable hedonic products. However, we posit that lower class consumers lack not only economic but also *cultural capital*—i.e., internalized knowledge, tastes, and behaviors reflecting cultural competence. Salient constraints on cultural capital can instead increase focus on making choices that reaffirm a low cultural capital identity. These choices include more utilitarian choices. Across seven studies (N = 1343), we find low class consumers prefer utilitarian to hedonic products (studies 1a-1b), particularly when their cultural capital is salient (studies 2-3b). Practical and functional utilitarian choices are consistent with low class consumers’ identities providing them self-affirmation. Thus, low class consumers shift to hedonic choices when primed with identity growth (vs. reaffirmation) goals (study 4). Study 5 presents additional confirmatory evidence using an ecologically-valid field study. For policy makers we offer an important practical insight—reminding low class consumers of their cultural rather than economic constraints to reduce frivolous consumption and increase practical choices.

Mas, Erick M., Kelly L. Haws, and Kelly Goldsmith “Eating More to Save the Planet? Political Ideology, Food Waste, and Overconsumption,” preparing manuscript for submission to the *Journal of Consumer Psychology*.

Among the complex issues related to food decision making are the potential for both overconsumption and waste of portions of one’s food, and yet these have rarely been considered together. We examine a factor previously related to environmental concern, that is, political ideology, to examine tradeoffs between wasting and overconsuming. Across three studies, we find that liberals tend to increase intended consumption when tradeoffs between food waste and overconsumption are made salient. In contrast, the salience of waste or obesity are less likely to directly influence the consumption tendencies of conservatives. We present initial evidence of this effect as well as some insights about the underlying guilt dynamics. We discuss the practical implications of these findings as well as interesting avenues for future research.

Mas, Erick M., and Angela Y. Lee “Your Politics are Harming the Environment,” preparing manuscript for submission to *Nature*.

We explore how political identity influences views toward climate change and willingness to engage in sustainable consumption practices. Four experiments provide convergent evidence that liberal consumers are unwavering in their willingness to go green, whereas conservatives are generally more reluctant. We demonstrate three conditions under which conservatives may be persuaded. First, framing the problem as “global warming” (vs. the politically charged “climate change” or “carbon emissions”) increased conservatives’ willingness to go green. Second, global

warming messages published in a liberally slanted news source (New York Times) were more persuasive for conservatives than a conservative news source (Fox News). Third, conservatives were more persuaded by messages highlighting security (vs. benevolence) threats. Taken together, our data suggest that making conservatives' political identity salient leads to more identity-consistent beliefs, attenuating message persuasiveness. Thus, to encourage conservatives to go green, we recommend presenting effects of "global warming" as a security threat and avoiding political identity-relevant cues or references.

***Kidwell, Blair, Virginie Lopez Kidwell, Christopher Blocker, and Erick M. Mas, "Birds of a Feather *Feel* Together: Emotional Ability Similarity in Consumer Interactions," Forthcoming at the *Journal of Consumer Research*. (*All authors contributed equally to this paper).**

The authors introduce *emotional ability similarity* to explain consumer satisfaction in interactions with frontline sales and service employees and other consumers beyond the effects of traditional relational variables in the similarity–attraction paradigm. Four studies examine how and why similar abilities for using emotional information between two people promote relational success in marketplace exchanges. We find that when interacting with others, consumers who exchange nonverbal information with their partners experience (dis)similarity in their emotional ability (EA). Similar dyads who rely on expressive (high-high EA pairs) or inexpressive (low-low EA pairs) emotion norms experience significantly greater satisfaction in their interactions than consumers with dissimilar norms (high-low EA pairs). Together, these findings advance the understanding of consumer relationships and satisfaction by establishing EA similarity as a new avenue for consumer research.

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.

While gift-givers typically wrap gifts prior to presenting them, little is known about the effect of how the gift is wrapped on recipients' expectations and attitudes toward the gift inside. We propose that when recipients open a gift from a friend, they like it less when the giver has wrapped it neatly as opposed to sloppily and we draw on expectation disconfirmation theory to explain the effect. Specifically, recipients set higher (lower) expectations for neatly (sloppily)-wrapped gifts, making it harder (easier) for the gifts to meet these expectations, resulting in contrast effects that lead to less (more) positive attitudes toward the gifts once unwrapped. However, when the gift-giver is an acquaintance, there is ambiguity in the relationship status and wrapping neatness serves as a cue about the relationship rather than the gift itself. This leads to assimilation effects where the recipient likes the gift more when neatly wrapped. We assess these effects across three studies and find that they hold for desirable, neutral, and undesirable gifts, as well as with both hypothetical and real gifts.