

Max Alberhasky

Curriculum Vitae

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University of Texas at Austin

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Marketing Department

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Austin, TX 78705

EDUCATION

Ph.D., Marketing, McCombs School of Business, University of Texas at Austin, expected 2023

M.S., Marketing, McCombs School of Business, University of Texas at Austin, 2019

B.S., Psychology, University of Arizona, 2015

RESEARCH INTERESTS

Consumer behavior

Financial decision making

Happiness and well-being

PUBLICATIONS

Wardley, M & **Alberhasky, M.** (2021) “Framing Zero: Why Losing Nothing is Better Than Gaining Nothing.” *Journal of Behavioral and Experimental Economics*

Sadeghiyeh, H., Wang, S., Kylo, H., **Alberhasky, M.**, Kellohen, K., Savita, S & Wilson, R. (2020) “On the Psychology of the Psychology Subject Pool: An Exploratory Test of the Good Student Effect” *Journal of Individual Differences*

Sadeghiyeh, H., Wang, S., **Alberhasky, M.**, Kylo, H., Shenhav, A & Wilson, R. (2020) “Temporal Discounting Correlates with Directed Exploration but not with Random Exploration” *Nature Scientific Reports*

WORKING PAPERS/WORKS IN PROGRESS

“A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable” w/ Amit Kumar

“Trickle Down Spending: Relative Income Effects on Consumer Spending in Social Relationships” w/ Andrew Gershoff

“Community Interactions and Prosocial Behavior” w/ Amit Kumar

“Cancel Culture: Antecedents and Consequences” w/ Tami Kim, Luca Cian & Vanessa Patrick-Ralhan

“Opaque Fee Aversion: How Retailers Charging Non-Transparent Fees Can Mitigate Negative Backlash from Consumers” w/ Raj Raghunathan

HONORS AND AWARDS

UT Austin Marketing Department Sheth Consortium Fellow (2022)

McCombs-Provost Ph.D. Research Funds Grant (2021, 2022)

University of Texas at Austin Graduate Continuing Fellowship (2021)

**Awarded to the top 2% of Ph.D. students at the University*

University of Texas at Austin Professional Development Award (2021)

SPSP Complimentary Preconference Registration Award (2021)

**Awarded to the top 3 working papers in topic area*

Fred Moore Assistant Instructor Award for Teaching Excellence (2020)

**Awarded to the top 2 assistant instructors each year in the business school*

University of Texas at Austin Graduate School of Business Fellowship (2018, 2019, 2020)

Bonham Research Funds (2018, 2019, 2020, 2021)

Cooper Fellowship (2019)

Jastrow Fellowship (2017)

Kaplan Scholarship (2014)

Arizona Excellence Scholarship (2011)

PROCEEDING PUBLICATIONS AND PRESENTATIONS

Alberhasky, M. & Kumar, A. (2022). A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable. *Society for Consumer Psychology*, Presented Virtually.

Alberhasky, M & Gershoff, A. (2021). Trickle Down Spending: Relative Income Effects on Consumer Spending in Social Relationships. *Association for Consumer Research*, Presented Virtually.

Alberhasky, M & Gershoff, A. (2021). Trickle Down Spending: Relative Income Effects on Consumer Spending in Social Relationships. *Trans-Atlantic Doctoral Conference*, Hosted by London Business School, Presented Virtually.

Alberhasky, M. & Kumar, A. (2021). A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable. *Society for Personality and Social Psychology*, Presented Virtually.

Alberhasky, M. & Kumar, A. (2020). A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable. *Society for Judgment and Decision Making*, Presented Virtually.

Alberhasky, M. & Kumar, A. (2020). A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable. *Association for Psychological Science*, Presented Virtually.

Alberhasky, M. & Kumar, A. (2020). A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable. *Society for Consumer Psychology*, Huntington Beach, CA.

Alberhasky, M. & Raghunathan, R. (2019). Why High (vs. Low) Skill Activities Make Consumers Happier, yet They Don't Choose Them. *University of Houston Doctoral Symposium*, Houston, TX.

Alberhasky, M. & Raghunathan, R. (2019). Why High (vs. Low) Skill Activities Make Consumers Happier, yet They Don't Choose Them. *Society for Consumer Psychology*, Savannah, GA.

Wardley, M. & **Alberhasky, M. (2019).** Framing Zero: When Losing Nothing is Better Than Gaining Nothing. *Society for Consumer Psychology*, Savannah, GA.

INVITED TALKS

University of Virginia Darden School of Business (2021, brown bag talk)

SERVICE

Graduate Student Assembly Ph.D. Business School Alternative Student Representative

ACR Conference Volunteer, Dallas 2018

The Ph.D. Project – UT Austin Marketing Department Representative, Chicago 2019; Virtual Representative 2021

**Recruitment event to promote diversity in Business Ph.D. Programs*

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)

Society for Personality and Social Psychology (SPSP)

TEACHING EXPERIENCE

Instructor:

Principles of Marketing (UG)

University of Texas at Austin, Fall 2019

Course rating: 4.9/5

Instructor rating: 5.0/5

Guest Lectures

Principles of Marketing (UG, 2020), *Topic:* Ethics and Social Responsibility

The Science of Good Business (UG and MBA, 2019), *Topic:* Time, Money and Happiness

Teaching Assistantships:

Customer Analytics and Database Marketing (UG)

Professor Rex Du

University of Texas at Austin, Spring 2022

Analytical Tools for Marketing Decisions (UG)

Professor Vijay Mahajan

University of Texas at Austin, Fall 2021

Consumer Behavior in a Digital World (UG)

Professor Adrian Ward

University of Texas at Austin, Spring 2021

Business to Business Marketing (UG)

Professor Ben Bentzin

University of Texas at Austin, Fall 2020

The Science of Good Business (MBA)

Professor Amit Kumar

University of Texas at Austin, Spring 2020

Creativity and Leadership (MBA)

Professor Raj Raghunathan

University of Texas at Austin, Spring 2019

Marketing Management (MBA)

Professor Andrew Gershoff

University of Texas at Austin, Fall 2018

Principles of Marketing (UG)

Professor Steve Brister, Professor Sebastian Hohenberg

University of Texas at Austin, Fall 2017, Spring 2018

RELEVANT COURSEWORK

Social Media Text Analysis

James W. Pennebaker

Consumer Behavior I

Julie Irwin

Consumer Behavior II

Susan Broniarczyk

Advanced Inferential Statistics

Greg Hixon

Marketing Strategy

Raji Srinivasan

Research Methods in Marketing

Raghunath Rao

Learning and Memory

Michael Domjan

Theory and Explanation in Social Psychology

Bertram Gawronski

Social Psychology, Self and Identity

William Swann Jr.

Marketing Models

Ty Henderson

REFERENCES

Amit Kumar (Advisor)

Assistant Professor of Marketing and Psychology

University of Texas at Austin

Email: Amit.Kumar@mcombs.utexas.edu

Raj Raghunathan

Zale Centennial Professor of Marketing

University of Texas at Austin

Email: Raj.Raghunathan@mcombs.utexas.edu

Andrew Gershoff

Marketing Department Chair

University of Texas at Austin

Email: Andrew.Gershoff@mcombs.utexas.edu

Tami Kim

Assistant Professor of Marketing

University of Virginia

Email: KimT@arden.virginia.edu