

MAX ALBERHASKY

Curriculum Vitae – May 2024

Assistant Professor of Marketing
California State University, Long Beach

Max.Alberhasky@csulb.edu
www.maxalberhasky.com

EDUCATION

Ph.D., Marketing, McCombs School of Business, University of Texas at Austin, 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; Social Relationships and Well-Being

PUBLICATIONS

Alberhasky, M. & Durkee, P. (2024) “Songs Tell a Story: The Arc of Narrative for Music.” *PLoS ONE*. Available [here](#).

Alberhasky, M & Raghunathan, R. (2023) “Skills Make You Happy: Why High (vs. Low) Skill Activities Make People Happier, Yet They Do Not Choose Them.” *Psychology & Marketing*. Available [here](#).

Alberhasky, M & Gershoff A.D. (2023) “Trickle Down Spending: The Role of Income Inequality on Gift Spending Decisions.” *Journal of the Association for Consumer Research*. Available [here](#).

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

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*. Available [here](#).

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*. Available [here](#).

UNDER REVIEW AND WORKS IN PROGRESS

“The Saver Stereotype: How Financial Responsibility Shapes Social Perception and Interpersonal Judgment” w/ Joe Gladstone.

“Splitting, More Wisely: Peer-to-Peer Payment Services Can Make Social Relationships More Transactional and Experiences Less Enjoyable.” w/ Amit Kumar.

“The Instrumentality of Artificial Intelligence in Interpersonal Relationships: Integration or Alienation?” w/ Erik Hermann & Scott Rick.

“Not All Add-On Fees are the Same: Consumers’ Aversion to Opaque Fees.” w/ Raj Raghunathan & Joydeep Srivastava.

“Hello, Neighbor: Interactions with Weak Ties in One’s Community Increase Prosocial Behavior” w/ Amit Kumar.

HONORS AND AWARDS

- CSU Open Access Publication Grant (2023)
 - McCombs Professional Development Award Funds (2023)
 - UT Austin Marketing Department AMA 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 at UT Austin*
 - University of Houston 37th Doctoral Consortium Fellow (2019)
 - 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)
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ORAL PRESENTATIONS

Alberhasky, M., Raghunathan, R., & Srivastava, J. (scheduled July 2024). Not All Add-On Fees are the Same: Consumers’ Aversion to Opaque Fees. *Association for Consumer Research Asia Pacific Conference*. Bali, Indonesia.

Alberhasky, M. & Gershoff, A.D. (2023). Trickle Down Spending: The Role of Income Inequality on Gift Spending Decisions. *Journal of the Association for Consumer Research*. Presented virtually for a webinar promoting the special issue on financial decision-making (Hosts: Hal Hershfield, Abigail Sussman, Oded Netzer).

Alberhasky, M. & Kumar, A. (2023). Hello, Neighbor: Interactions with Weak Ties in One's Community Can Increase Prosocial Behavior. *Association for Consumer Research*, Seattle, WA.

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. *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. & 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.

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

POSTER PRESENTATIONS

Alberhasky, M & Kumar, A. (2023). Hello, Neighbor: Interactions with Weak Ties in One's Community Increase Prosocial Behavior. *Society for Personality and Social Psychology*, Atlanta, GA.

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. & 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. *Society for Consumer Psychology*, Savannah, GA.

SERVICE

- CSULB Grade Appeal Committee Member
 - SCP Conference Reviewer (Puerto Rico 2023; Nashville 2024)
 - The Ph.D. Project – UT Austin Marketing Department Representative, Chicago 2019; Virtual Representative 2021
 - **Recruitment event to promote diversity in Business Ph.D. Programs*
 - Graduate Student Assembly Ph.D. Business School Alternative Student Representative
 - ACR Conference Volunteer, Dallas 2018
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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)
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TEACHING EXPERIENCE

Consumer Behavior

California State University Long Beach

Principles of Marketing

California State University Long Beach

University of Texas at Austin McCombs School of Business