

MAX ALBERHASKY

Curriculum Vitae – August 2026

Max.Alberhasky@csulb.edu

CURRENT POSITION

Assistant Professor of Marketing

California State University, Long Beach

2023-present

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

Hermann, E. & Alberhasky, M. (2025) “The Trusted Partner for Financial Decision Making: Romantic Partner or AI?” *Computers in Human Behavior*. Available [here](#).

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

“Personalities That Pay: The Relationship Between Personality and Income”. Second-round revise and resubmit at the *Journal of Research in Personality*.

“Saving and Spending as Social Signals: How Financial Behavior Stereotypes Shape Interpersonal Evaluation” w/ Joe Gladstone & Ada Aka. Under review at the *Journal of Consumer Psychology*.

“What Am I Paying For? Fee-Label Non-Transparency and Consumer Distrust” w/ Raj Raghunathan, Joydeep Srivastava, & Lingzhi Yu. Under review at the *International Journal of Research in Marketing*.

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

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

HONORS AND AWARDS

- Best Conference Theme Award, Society for Consumer Psychology (2026)
- Ukleja Center for Ethical Leadership Pedagogical Stipend for Ethics Across the Curriculum (2025)
- 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)

ORAL PRESENTATIONS

Kumar, A. & Alberhasky, M. & (2026). Hello, Neighbor: Interactions with Weak Ties in One's Community Increase Prosocial Behavior. *Association for Consumer Research*. Chicago, IL.

Kumar, A. & Alberhasky, M. & (2026). Hello, Neighbor: Interactions with Weak Ties in One's Community Increase Prosocial Behavior. *Society for Consumer Psychology*. San Diego, CA.

Alberhasky, M., Raghunathan, R., & Srivastava, J. (2025). Not All Add-On Fees are the Same: Consumers' Aversion to Opaque Fees. *Association for Consumer Research Latin America Conference*. São Paulo, Brazil.

Alberhasky, M., Raghunathan, R., & Srivastava, J. (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, Raghunathan, R., & Srivastava, J. (2025). Add-On Fees Are Not All the Same: Consumers' Aversion to Opaque Fees. *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.

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.

TEACHING EXPERIENCE

Consumer Behavior – highest instructor evaluation (6.0/6, Fall 2024, CSULB)

California State University Long Beach

Principles of Marketing – highest instructor evaluation (5.0/5, Fall 2019, UT Austin)

California State University Long Beach

University of Texas at Austin McCombs School of Business

SERVICE

- SCP Job Market Mentorship Program (Mentor)
- Member, Advanced Placement (AP) Personal Finance Curriculum Development Working Group, contributing to the design of national high school course standards and instructional materials

- CSULB Marketing Department AACSB Assessment Coordinator
- CSULB Marketing Department Search Committee (2025)
- ACR Conference Reviewer
- SCP Conference Reviewer
- Ad Hoc Reviewer: *Personality and Social Psychology Bulletin, Psychology & Marketing, PLoS ONE, Psychology of Music*
- Undergraduate Honors Thesis Research Mentor
 - *Mentee was selected for the University Honors Program best thesis award
- CSULB RTP Policy Taskforce Committee Member
- CSULB Grade Appeal Committee Member
- 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

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)