

# DANIELE MATHRAS

Assistant Professor of Marketing

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## EDUCATION

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Ph.D., Marketing, Arizona State University, 2015

M.B.A., University of Massachusetts Amherst, 2009

B.S., Business Administration, Babson College, 2003

## RESEARCH INTERESTS

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My research focuses on the role of cultural belief systems (e.g., religion, environmental beliefs, service (health care) cultures, collective cultures, celebrity culture) in shaping consumer behavior and well-being. I conduct multi-method research in important substantive domains such as health care, pro-environmental behavior, food and health, media, and vulnerable communities. Projects include collaborations with service and retail organizations (e.g., Mayo Clinic, a grocery chain).

## DISSERTATION

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### “Consumer Confessions: Implications for Self-Regulation and Well-being”

Committee Naomi Mandel (Co-Chair), Adam B. Cohen (Co-Chair), Andrea C. Morales, and Adriana Samper

Status In preparation for submission to *Journal of Consumer Research*

Abstract When consumers fail in their dieting, environmental, or budgeting goals, they may confess to friends or family about their bad behavior. My dissertation seeks to understand how consumer confession affects emotional well-being and subsequent consumer behaviors. Across six studies, I find that contrary to intuitions, confessing (vs. merely reflecting) about a past environmental transgression increases negative self-conscious emotions (guilt and shame), which motivate subsequent repentant green behaviors. Furthermore, as a result of differing religious ideologies, Catholics (vs. Non-Catholics) are most likely engage in compensatory behaviors after confessing, as means to seek forgiveness and absolution.

## PEER REVIEWED PUBLICATIONS

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Daniele Mathras, Adam B. Cohen, Naomi Mandel, and David Glen Mick (forthcoming, April 2016). **“The Effects of Religion on Consumer Behavior: A Conceptual Framework and Research Agenda,”** *Journal of Consumer Psychology*.

Søren Askegaard, Nailya Ordabayeva, Pierre Chandon, Tracy Cheung, Zuzana Chytкова, Yann Cornil, Canan Corus, Julie A. Edell Britton, Daniele Mathras, Astrid Franziska Junghans, Dorte Brogaard Kristensen, Ilona Mikkonen, Elizabeth G. Miller, Nada Sayarh, and Carolina Werle (2014). **[Moralities in food and health research](#)**, *Journal of Marketing Management*, 30 (17-18), 1800-1832. (Special issue from the 2013 Transformative Consumer Research Conference in Lille, France)

## SELECTED RESEARCH IN PROGRESS *(in descending order of completion)*

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**“Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors.”**

Adriana Samper, Daniele Mathras, Andrea C. Morales and Freeman Wu.

*Status:* Data collection completed (lab and online experiments), manuscript in preparation.

**“Transformative Service Research: Alternative Lenses for Examining the Relationship between Services and Well-being.”**

Laurel Anderson, Daniele Mathras, Amy L. Ostrom, and Mary Jo Bitner.

*Status:* Data collection completed (community action research, participatory ethnography).

**“Services as Cultural Worlds: Well-being Implications of Going Between Collective and Service Worlds.”** Laurel Anderson and Daniele Mathras.

*Status:* Data collection completed (community action research, participatory ethnography).

**“Effects of Consumer Vulnerability on Service Evaluations and Well-being Outcomes.”**

Laurel Anderson, Daniele Mathras, Richard Caselli, M.D., Denise M. Kennedy, and John P. Fasolino, M.D. (Research conducted with the Mayo Clinic).

*Status:* Patient satisfaction data collected and analyzed. Planning scenario-based experiments with the Mayo Clinic. Abstract listed in appendix. Received 2014 Transformative Consumer Research grant from the Association for Consumer Research and Sheth Foundation.

**“Confession Typologies: The Role of Religious Beliefs in Shaping Consumer Confessions.”**

Daniele Mathras.

*Status:* Data collected; coding and content analysis in progress.

**“Opting Into Confession: When and Why Consumers Turn to Confession.”**

Daniele Mathras.

*Status:* Two studies completed. Additional data collection in progress.

## REFEREED BOOK CHAPTERS

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Amy L. Ostrom, Daniele Mathras, and Laurel Anderson (2014), “**Transformative Service Research: An Emerging Subfield Focused on Service and Well-Being**,” in *Handbook of Service Marketing Research*, Roland T. Rust and Ming-Hui Huang eds., Northampton, MA: Edward Elgar Publishing, Inc.

Daniele Mathras, Katherine E. Loveland, and Naomi Mandel (2013), “**Media Image Effects on the Self**,” in *Routledge Companion to Identity and Consumption*, Russell Belk and Ayalla Ruvio eds., New York, NY: Routledge.

## HONORS AND AWARDS

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- 2015 Conference Fellow, Transformative Consumer Research Conference, Religion Track, Villanova, PA
- 2014 Transformative Consumer Research Grant Recipient from the Association for Consumer Research and the Sheth Foundation (\$1,640)
- 2014 Consortium Fellow, Marketing & Public Policy Doctoral Consortium, University of Massachusetts, Amherst
- 2014 Alfred Schmidt Memorial Scholarship, Arizona State University (2014, 2013, 2011)
- 2013 Conference Fellow, Transformative Consumer Research Conference, Health & Nutrition Track, Lille, France
- 2013 Ken Coney Doctoral Student Teaching Excellence Award, Arizona State University
- 2013 Presenter, 31<sup>st</sup> Annual University of Houston Marketing Doctoral Symposium
- 2012 Ken Coney Doctoral Student Research Excellence Award, Arizona State University
- 2012 Discussant, 30<sup>th</sup> Annual University of Houston Marketing Doctoral Symposium
- 2012 ASU Doctoral Representative, Frontiers in Service Conference, College Park, MD
- 2009 Phi Kappa Phi, Beta Gamma Sigma

## REFEREED CONFERENCE PRESENTATIONS (\* denotes presenter)

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“**Going Between Worlds: Exploring the Relationships between Service Cultural Worlds, Consumer Cultural Worlds, and Societal Well-being**,” 2015 *Marketing & Public Policy Conference*, Washington, D.C., Laurel Anderson and \*Daniele Mathras (session co-chair).

“**Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors**,” 2015 *Society for Consumer Psychology Conference*, Phoenix, AZ. Adriana Samper, \*Daniele Mathras, Andrea C. Morales, and Freeman Wu.

“**The Effects of Consumer Vulnerability on Service Evaluations and Well-being Outcomes**,” 2014 *Marketing & Public Policy Conference*, Boston, MA. Laurel Anderson, \*Daniele Mathras, Richard J. Caselli, M.D., and Denise M. Kennedy.

**“Transformative Service Research: Going Between Cultural Worlds Framework,”** 2014 *Marketing & Public Policy Conference*, Boston, MA. \*Laurel Anderson, Daniele Mathras, Amy L. Ostrom, and Mary Jo Bitner.

**“The Effects of Consumer Vulnerability on Service Evaluations and Well-being Outcomes,”** 2013 *Association for Consumer Research Conference*, Chicago, IL. Laurel Anderson, \*Daniele Mathras, Richard J. Caselli, M.D., and Denise M. Kennedy.

**“Green Confessions: The Influence of Religiosity on Pro-Environmental Compensatory Consumption,”** 2013 *Association for Consumer Research Conference*, Chicago, IL, working paper session. \*Daniele Mathras, Naomi Mandel, and Adam B. Cohen.

**“Surrounded by Services: New Lenses for Examining the Influence of Services on Well-being,”** 2013 *QUIS Conference* (International Research Symposium on Service Excellence in Management), Karlstad, Sweden. Laurel Anderson, \*Daniele Mathras, Amy L. Ostrom, and Mary Jo Bitner.

**“The Dynamics of Vulnerability: Well-being in Service Failure and Recovery,”** 2012 *American Marketing Association Summer Educators’ Conference*, Chicago, IL. Laurel Anderson, \*Daniele Mathras, Richard J. Caselli, M.D., and Denise M. Kennedy.

**“Moral Budgeting: Domain-Specific Self-Regulation through Compensatory Consumption,”** 2012 *Society for Consumer Psychology Conference*, Las Vegas, NV, working paper session. \*Daniele Mathras, Naomi Mandel, Andrea C. Morales.

## INVITED PRESENTATIONS

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**“The Effects of Consumer Vulnerability on Service Evaluations and Well-being Outcomes,”** Laurel Anderson, \*Daniele Mathras, Richard J. Caselli, M.D., and Denise M. Kennedy. Presented at the Mayo Clinic Patient Experience Committee meeting, Scottsdale, AZ (June 2014).

**“Green Confessions: The Moderating Influence of Religiosity on Pro-environmental Compensatory Consumption,”** \*Daniele Mathras, Naomi Mandel, and Adam B. Cohen. Presented at the 31<sup>st</sup> Annual University of Houston Marketing Doctoral Symposium, Houston, TX (April 2013).

## RESEARCH ASSISTANTSHIP

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### Arizona State University

- 2012 – 2013      Manager, Marketing Behavioral Lab: managed six undergraduate lab assistants, coordinated six waves of research each semester, recruited 500+ students during per wave to participate in lab studies for extra credit.
- 2010 – 2011      Graduate Assistant, Marketing Behavioral Lab

## TEACHING EXPERIENCE

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### ARIZONA STATE UNIVERSITY

<u>Course Taught</u>	<u>Date</u>	<u>Overall Rating</u>
Essentials of Marketing (Online) – Undergraduate	Summer 2015	TBD
Consumer Behavior – Undergraduate	Summer 2013	6.8 out of 7.0
Marketing Research – Undergraduate	Summer 2012	6.3 out of 7.0
Marketing Research – Undergraduate	Summer 2011	6.3 out of 7.0

### Teaching Assistant

Marketing Management – MBA (PharmaSim)	Spring 2015	--
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Interests      My teaching interests include (but are not limited to) courses at all levels in marketing research, consumer behavior, marketing management, integrated marketing communications, services marketing, retail marketing, marketing for sustainability, and entertainment marketing.

### Professional Development

2010      Certificate of Completion from the Center for Learning and Teaching Excellence at Arizona State University: Teaching Large Classes – Keeping Students Engaged module; Get Students Reading – Tips for Increasing Student Reading and Retention module; and Classroom Management – Syllabus Design module

## SERVICE

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### Professional Committee Service

2012 – 2014      Mayo Clinic Patient Experience Committee

### Publication Review Service

2014, 2013, 2011      Trainee reviewer for the *Journal of Consumer Research*  
 2015, 2014      Ad-hoc reviewer for the *Journal of Business Research*  
 2011      Ad-hoc reviewer for the *Journal of Marketing Management*

### Conference Service

2015, 2013, 2012      Reviewer, Association for Consumer Research Conference  
 2015      Volunteer, Society for Consumer Psychology Conference in Phoenix, AZ

2015	Reviewer, Marketing & Public Policy Conference
2014	Reviewer, American Marketing Association (AMA) and American Collegiate Retailing Association (ACRA) Conference
2014, 2013	Reviewer, American Marketing Association Winter Conference
2012	Reviewer, Society for Consumer Psychology Conference
2012	Reviewer, American Marketing Association Summer Conference
2011	Doctoral Student Volunteer, Society for Consumer Psychology Conference in Atlanta, GA

## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research  
 Society for Consumer Psychology  
 American Marketing Association

## SELECTED INDUSTRY EXPERIENCE

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2009 – 2010	<i>Seed to Shelf: Marketing for Sustainability</i> , Marketing Associate, Amherst, MA. Marketing and social media strategy consulting for natural foods companies.
2009 – 2010	<i>The Lisa Ekus Group, LLC</i> , Operations and Marketing Associate, Hatfield, MA. Marketing, PR, and contract negotiations for chefs and cookbook authors at a top culinary agency.
2006 – 2007	<i>Warner Bros. Interactive Entertainment</i> , Senior Marketing Coordinator, Burbank, CA. Marketing, Brand Management, and PR for global videogame franchises including <i>Harry Potter</i> and <i>Superman</i> .
2003 – 2006	<i>Nelvana Communications</i> , Sales and Merchandising Coordinator, West Hollywood, CA. Marketing, PR, Licensing, Merchandising, and Broadcast Sales for internationally renowned, classic animated properties (e.g., <i>Babar</i> , <i>The Berenstain Bears</i> ).
Summer 2002	<i>PUMA North America</i> , International Brand Management Intern, Westford, MA. Integrated marketing communication of footwear product lines for online and brick-and-mortar retail outlets.