

# MARIA A. RODAS

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## ACADEMIC POSITIONS

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Assistant Professor of Marketing 2019—  
University of Southern California, Marshall School of Business

## EDUCATION

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PhD in Business Administration (Marketing) May 2019  
University of Minnesota, Carlson School of Management  
Master of Business Administration May 2007  
Columbia University, Graduate School of Business  
Bachelor of Arts in Economics (*cum laude*) June 2001  
Harvard University, Harvard College

## RESEARCH

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**RESEARCH INTERESTS:** Branding, Cross-cultural Consumer Behavior, Consumer Wellbeing

## PUBLICATIONS

- Xu, Alison J., Maria A. Rodas, and Carlos J. Torelli (conditionally accepted), "Generosity without Borders: The Interactive Effect of Spatial Distance and Donation Goals on Charitable Giving," *Organizational Behavior and Human Decision Processes*.
- Rodas, Maria A. and Deborah R. John (forthcoming), "The Secrecy Effect: Secret Consumption Increases Women's Product Evaluations and Choice," *Journal of Consumer Research*.
- Rodas, Maria A., Rohini Ahluwalia, and Nicholas J Olson (2018), "A Path to More Enduring Happiness: Take a Detour from Specific Emotional Goals," *Journal of Consumer Psychology*, 28(4), 673-681.
- Torelli, Carlos J. and Maria A. Rodas (2017), "Tightness-Looseness: Implications for Consumer and Branding Research," *Journal of Consumer Psychology*, 27(3), 398-404.
- Kaikati, Andrew M., Carlos J. Torelli, Karen P. Winterich, and Maria A. Rodas (2017), "Conforming Conservatives: How Salient Social Identities Can Increase Donations," *Journal of Consumer Psychology*, 27(4), 422-434.
- Torelli, Carlos J., Maria A. Rodas, and Jennifer L. Stoner (2017), "The Cultural Meaning of Brands," *Foundations and Trends in Marketing*, 10(3), 153-214.

## MANUSCRIPTS UNDER REVIEW

- Rodas, Maria A., Deborah R. John, and Carlos J. Torelli, “Paradox Brands: Can Brands with Contradictory Meanings be More Appealing to Consumers,” revising for second round at *Journal of Consumer Research*.
- Rodas, Maria A., Deborah R. John, and Carlos J. Torelli, “Bicultural Consumers and Paradox Brands: Can Brands with Contradictory Meanings be More Appealing to Consumers,” under review at *Journal of Consumer Research* (special issue).

## SELECTED RESEARCH IN PROGRESS

- Rating and Tipping: How Five Stars Can Lead to Less Money (with Jinjie Chen and Alison J. Xu) – preparing manuscript for submission at *Journal of Marketing*.
- Keep Calm and Smell the Roses: The Differential Impact of Low and High Arousal Emotions on Consumption Outcomes (with Rohini Ahluwalia and Jinjie Chen) – preparing manuscript for submission to *Journal of Consumer Research*.
- The Self-Expanding Process of Falling in Love with a Brand (with Carlos J. Torelli) – revising for resubmission as a new manuscript to *Journal of Consumer Research*.
- Did I Do That? The Ephemeral Nature of Experiential Purchase and Its Influence on Adaptation (with Rohini Ahluwalia) – preparing manuscript for submission at *Psychological Science*.

## INVITED BOOK CHAPTERS

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- Torelli, Carlos J., Maria A. Rodas, and Doreen Shen (forthcoming), “Culture and Consumer Behavior,” *The Oxford Handbook of Culture and Organizations*.
- Torelli, Carlos J., Maria A. Rodas, and Pascale Lahoud (2017), “Culture and Consumer Behavior,” *Cross Cultural Issues in Consumer Science and Consumer Psychology: Current Perspectives and Future Directions*, Springer, Cham, 46-68.
- Torelli, Carlos J. and Maria A. Rodas (2016), “Globalization, Branding, and Multicultural Consumer Behavior,” *Routledge International Handbook of Consumer Psychology*, New York, NY, Taylor & Francis, 41-58.

## INVITED TALKS AND PRESENTATIONS

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- 2018** Marshall School of Business, University of Southern California, Los Angeles, CA
- 2018** Gies College of Business, University of Illinois at Urbana-Champaign, IL
- 2018** Darla Moore School of Business, University of South Carolina, Columbia, SC
- 2018** Tuck School of Business, Dartmouth College, Hanover, NH
- 2018** Harvard Business School, Boston, MA
- 2018** McDonough School of Business, Georgetown University, Washington, DC

**2018** Cox School of Business, Southern Methodist University, Dallas, TX  
**2018** Kellogg School of Management, Northwestern University, Evanston, IL  
**2018** University of Louisville College of Business, Louisville, KY

## **CONFERENCE PRESENTATIONS**

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- Maria A. Rodas and Deborah R. John, "The Secrecy Effect: Secret Consumption Polarizes Product Evaluations," Association for Consumer Research, Atlanta, 2018.
- Alison J. Xu, Maria A. Rodas, and Carlos Torelli, "Generosity without Borders: The Interactive Effect of Spatial Distance and Donation Goals on Charitable Giving," Association for Consumer Research, Atlanta, 2018.
- Maria A. Rodas and Carlos J. Torelli, "Brand Complexity's Impact on Product Liking and Consumer's Sense of Self," Association for Consumer Research, San Diego, 2017.
- Maria A. Rodas and Rohini Ahluwalia, "The Differential Impact of Low and High Arousal Emotions on Consumption Outcomes," Association for Consumer Research, San Diego, 2017.
- Maria A. Rodas, Michael J. Barone, and Carlos J. Torelli, "Thicker than Water: The Influence of Familism on Consumer Response to Brand Extensions," Association for Consumer Research, San Diego, 2017.
- Maria A. Rodas and Carlos J. Torelli, "Cross-Cultural Issues in Emotional Relationships with Products and Brands," Summer American Marketing Association, San Francisco, 2017, session chair and organizer.
- Yuquin Ren, Carlos J. Torelli, and Maria A. Rodas, "Global Versus Local: Understanding Cultural Differences on Facebook Business Pages," China Summer Workshop on Information Management, Nanjing, China, 2017.
- Maria A. Rodas and Carlos J. Torelli, "The Rise of the Complex Brand: Brand Complexity's Impact on Product Liking and Consumers' Sense of Self," Winter American Marketing Association, Orlando, 2017.
- Maria A. Rodas, Carlos J. Torelli, and Shirley Y.Y. Cheng, "The Untouchables: The Sacredness of Brand Logos," Association for Consumer Research, Berlin, Germany, 2016.
- Rodas, Maria A. and Carlos J. Torelli, "The Self-Expanding Process of Falling in Love with a Brand," Brands & Brand Relationships Conference, Toronto, 2016.
- Rodas, Maria A. and Carlos J. Torelli, "The Self-Expanding Process of Falling in Love with a Brand," Association for Consumer Research, New Orleans, 2015, session chair and organizer.
- Torelli, Carlos J., Rohini Ahluwalia, and Maria A. Rodas, "Salient Cultural Identities and Consumer Relationships with Culturally Symbolic Brands," Association for Consumer Research, New Orleans, 2015, session chair and organizer.

- Torelli, Carlos J. and Maria A. Rodas, “Brand Sacredness and Its Downstream Consequences,” Society for Consumer Psychology, Phoenix, 2015.
- Rodas, Maria A. and Carlos J. Torelli, “Self-Expansion in Consumer-Brand Relationships,” Society for Consumer Psychology, Phoenix, 2015.
- Torelli, Carlos J., Yuquin Ren, and Maria A. Rodas, “Global Versus Local: Understanding Cultural Differences on Facebook Business Pages,” Winter American Marketing Association, San Antonio, 2015, session chair and organizer.
- Torelli, Carlos J. and Maria A. Rodas, “Brand Sacredness and Its Cultural Underpinnings,” Association for Consumer Research, Baltimore, 2014.

## **TEACHING**

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### **University of Southern California**

Consumer Behavior (Undergrad), Spring 2020

### **University of Minnesota**

Principles of Marketing (Undergrad), Fall 2016

Rating: 5.7/6

Recommend instructor to other students: 96%

Principles of Marketing (Undergrad), Spring 2016

Rating: 5.8/6

Recommend instructor to other students: 99%

Principles of Marketing (Undergrad), Spring 2016

Rating: 5.8/6

Recommend instructor to other students: 99%

Guest Lecturer, Brand Strategy (MBA), Spring 2017, 2018, 2019

## **SERVICE TO UNIVERSITY AND PROFESSIONAL ORGANIZATIONS**

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- Reviewer:
  - Association for Consumer Research conference
  - American Marketing Association’s Summer and Winter conferences
  - Society for Consumer Psychology conference
- PhD Student Recruitment, The PhD Project Annual Conference, Chicago (2017)
- Organizer, PhD Summer Research Camp, University of Minnesota (2017)
- Organizer, Multidisciplinary Academic Research Summit, Carlson School of Management, University of Minnesota (2016-2017)
- Student Advisory Committee, Carlson School of Management PhD Program (2015-2017)
- Manager, Research Subject Pool, University of Minnesota (2015-2016)
- Organizer, PhD “Brown Bag” Presentation Series, University of Minnesota (2015-2016)

## **AWARDS AND HONORS**

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- ACR-Sheth Foundation Dissertation Grant in Cross-Cultural Consumer Research, 2018

- AMA Matthew Joseph Emerging Scholar Award, 2018
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2017
- Carlson School Dissertation Fellowship, University of Minnesota, 2017
- Vaile Graduate Fellowship for Excellence in Research, University of Minnesota, 2017
- Lieberman Graduate Fellowship for Excellence in Teaching, University of Minnesota, 2017
- Promising Young Scholar Research Excellence Award, The PhD Project, 2017
- AMA Foundation Valuing Diversity Scholarship, 2016
- PhD Student Excellence in Teaching Award, University of Minnesota, 2016
- Haring Symposium Best Discussant Award, University of Indiana, 2016
- Henrickson Summer Fellowship, University of Minnesota, 2015
- Council of Graduate Students Conference Travel Grant, University of Minnesota, 2015
- Distinction of “High Pass” on written preliminary exam, University of Minnesota, 2015
- Sheth Foundation Winter AMA Doctoral Travel Fellowship, AMA Foundation, 2015
- Travel Fellowship, University of Minnesota, 2014-2018
- McNamara Women’s Fellowship, University of Minnesota, 2013-2018
- Beta Gamma Sigma Membership, 2007
- Dean’s List, Graduate School of Business, Columbia University, 2006-2007
- Rudolph F. Barth Scholarship, Graduate School of Business, Columbia University, 2005-2007
- Graduated *cum laude*, Harvard College, 2001

## AFFILIATIONS

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Association for Consumer Research  
 Society for Consumer Psychology  
 American Marketing Association  
 The PhD Project, Marketing Doctoral Student Association

## PROFESSIONAL EXPERIENCE

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Marketing Manager	2006—2013
General Mills, Minneapolis, MN	
Wm. Wrigley Jr. Co., Chicago, IL	
Colgate-Palmolive, New York, NY	
Management and Marketing Consultant	2001—2005
The Monitor Group (now Monitor Deloitte), Cambridge, MA	