



\*Isaac, Mathew S., Rebecca Jen-Hui Wang, Lucy Napper, and Jesseca Marsh, "To Err is Human: Bias Salience Can Help Overcome Resistance to AI in Healthcare" (forthcoming), *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2024.108402>

\*Mummalaneni, Simha, Rebecca Jen-Hui Wang, and Mathew S. Isaac, "E mail Campaigns that Suit the Candidate: Leveraging Automated Text Analysis to Increase Political Donations" (forthcoming), *Journal of Interactive Marketing*. <https://doi.org/10.1177/10949968241240453>

\*Isaac, Mathew S., Julio Sevilla, and Rajesh Bagchi (2024), "The Commission Effect: Framing Affects Perceived Magnitude of Identical Payouts," *Journal of Experimental Psychology: Applied*, 30 (1),







Isaac, Mathew S. (2016), "The Drawbacks of Rate-Your-Doctor Medical Transparency," *Missouri Medicine*, 113 (3), 90-91.

- Guest editorial, reprinted with permission from the *Wall Street Journal* (April 13, 2016 op-ed)

Brough, Aaron R. and Mathew S. Isaac (2015), "Why Real Estate Agents Should Care about Buyer Usage Intent," *Keller Center Research Report*, 8 (3), 12-16.

Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2013), "Taking the Customer's Point of View: Satisfaction or Engagement?," *Marketing Science Institute Working Paper Series [13-102]*.

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Reviewer Award, *Journal of Consumer Psychology*, 2021

Provost's Award for Excellence in Research, Scholarship, and Creative Endeavors for Tenured or Tenure Track Faculty, Seattle University, 2020-2021

Outstanding Reviewer Award, *Journal of Consumer Research*, 2020

Visiting Professor Program Fellowship, AEF (Association of National Advertisers (ANA) Educational Foundation), 2020-2021

Summer Faculty Fellowship, Seattle University, 2018

Summer Faculty Research Grant, Albers School of Business and Economics, Seattle University, 2017

The Case Centre Scholarship Recipient, 2016

Marketing Science Institute Research Grant (#4-2025) Recipient, 2016

Summer Faculty Research Grant, Albers School of Business and Economics, Seattle University, 2016

Summer Faculty Fellowship, Seattle University, 2015

Invited Faculty, Marketing Edge Professor's Institute, University of Cincinnati, 2014

Marketing Science Institute Research Grant (#13-102) Recipient, 2013

Transformative Consumer Research Grant Recipient from the Association of Consumer Research, 2013

Winner, State Farm Companies Foundation Doctoral Dissertation Award in Business (\$10,000), 2010

Fellow, Whitebox Advisors Graduate Student Conference (presenter), Yale University, 2010

Haring Symposium Fellow (presenter), Indiana University, 2009

First Place - Student Poster Award at the Society for Personality and Social Psychology (SPSP) Conference, 1 winner selected at each SPSP poster session, 2009

Graduate Management Admissions Council (GMAC) Doctoral Fellowship Award (\$13,000), 2 grants were awarded out of 24 applications, 2009

Winner, Student Tra000091s snt Re s rC43T(en-US)BDC q0.00000912 0 612 t42(9(es)-15(s)5( )] TJE

Winner, Best Paper – Marketing Track, Doctoral Colloquium at the Indian Institute of Management, Ahmedabad, India (20,000 Rs), 2009

Graduate Fellowship, Northwestern University, 2006 – 2010

Peter W. May Merit Scholarship, University of Chicago Graduate School of Business (\$10,000), 1998

Howell Murray Alumni Association Award, University of Chicago, 1996

## **INDUSTRY EXPERIENCE**

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Bain & Company, Inc. (Management Strategy Consulting)  
*Case Team Leader*

San Francisco, CA  
*January 2005 – August 2006*

ZS Associates (Sales & Marketing Consulting)  
*Manager*  
*Senior Consultant*

San Mateo, CA; Chicago/Evanston, IL  
*June 2004 – January 2005*  
*February 2001 – June 2004*

Intel Corporation (Technology)  
*Finance Intern, Systems Manufacturing Group*

Hillsboro, OR  
*June 1999 – Sept00912 1F 792 reW F2 10*







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"Harnessing Behavioral Insights for Impactful Communication Strategies," Institute for Public Relations (IPR) Online Master Class (December 2023)

"Applying Behavioral Science Insights to Communications," Prudential Financial Communications Winter Sessions, Newark, NJ (January 2023)

"Message Framing Effects in Attention, Perception, and Evaluation," Institute for Public Relations (IPR) Board of Trustees, Dallas, TX (August 2022)

"The Psychology of Acquisition: Why We Buy and Keep Products We Barely Need and Rarely Use," IslandWood Community Programs & Events, Bainbridge Island, WA (March 2022)

"The Downside of Divinity? Reputational Harm to Sectarian Universities from Overtly Religious Advertising," Seattle University Board of Trustees, Seattle, WA (September 2021)

"Marketing Tactics That Produce Real Results," Association of Professional Landscape Designers-Washington Chapter, Seattle, WA (November 2019)

"Nudges That Work: A Primer on Motivating Behavioral Change," The Country Day School Headmasters' Association, Seattle, WA (June 2019)

"The Digital Consumer," Seattle University Marketing Communications, Seattle, WA (October 2018)

"The Curious Customer and The Curious Salesperson: How Implicit Theories Influence Customer Decisions and Sales Outcomes," Google, Seattle, WA (September 2018)

"Psychological Pricing," Starbucks, Seattle, WA (August 2018)

"The Value of Market Orientation: Product Strategy and Roadmapping Training for Product Managers," Tableau Software, Seattle, WA (July 2016)

"Influencing 'Customer' Decision-Making," Cars.com Sales Support Workshop, Chicago, IL (August 2014)

"Treating Employees Like Customers: Effective Strategies for Communications and Language Use," Macy's Inc. Human Resources Workshop, Cincinnati, OH (August 2013)

"Building a Customer-Centric Organization," Cars.com Sales Support Workshop, Chicago, IL (August 2013)

"Love or Leave It: How to Negotiate for the Best Price," Sellers' Conference for Online

"A Blueprint for Sales Excellence," Cars.com Sales Operations Workshop, Chicago, IL (August 2012)

"Persuasion and Value Creation: Effective Strategies for Interacting with Decision Makers," The Doctors Company Indirect Sales Force Meeting, Napa, CA (September 2011)

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