**Matejas Mackin**

Marketing Department

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**EDUCATION**

**Northwestern University**

Ph.D., Marketing, Kellogg School of Management Expected 2025

M.S., Marketing, Kellogg School of Management Expected 2021

**University of California, Santa Barbara**

B.A., Economics 2020

B.S., Psychological and Brain Sciences 2020

**RESEARCH UNDER REVIEW**

**Mackin, M.** and Roese, N. J. “Ideological poking: Why consumers use outgroup-offending products”, submitted to the *Journal of Consumer Psychology*.

**RESEARCH IN PROGRESS**

**Mackin, M.,** Spelman, T., Finkel, E. J., and Roese, N. J. Slippery slope thinking increases perceived outgroup threat.

**Mackin, M.** and Silver, I. Harnessing ingroup disagreement to dampen outgroup animosity.

**Mackin, M.** and Roese, N. J. Liberals generate more additive episodic counterfactuals and conservatives generate more subtractive episodic counterfactuals.

**Mackin, M.** and Carpenter, G. Why are some brands able to remain inimitable? Status as an explanation for competitive advantage.

**Mackin, M\*.,** Spelman, T\*., and Waytz, A., In a hypothetical world: The effects of imaginative thinking on support for progressive policies.

Grabke, J\*., Jia, J\*., **Mackin, M\*.,** Myaeng, S. Y\*., Jeong, J., Roese, N. J. Navigating the unpredictable: Differential consumer responses to unexpected events in experiential vs. material product brands.

\*denotes shared first authorship

**RESEARCH PRESENTATIONS**

**Mackin, M.** and Roese, N. J. (July 2023) *Ideological poking: Why consumers use outgroup-offending products.* Poster presentation at the 2023 European Association for Consumer Research, Amsterdam, Netherlands.

**TEACHING EXPERIENCE**

Behavioral Marketing Science (MBA) Spring 2023

Technology and Innovation Strategy (MBA) Fall 2022

Customer Analytics (MBA) Spring 2022

**PROFESSIONAL AFFILIATIONS**

Society for Judgment and Decision Making 2023 - Present

Kellogg Political Psychology Lab 2022 - Present

Association for Consumer Research 2020 - Present