

# Malia Fox Mason

Columbia University, 347 Kravis Hall  
[maliamason@columbia.edu](mailto:maliamason@columbia.edu)  
Version Date: January 6, 2023

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## Education, Academic & Non-Academic Positions

2020-present	Courtney C. Brown Professor of Business Columbia University, Graduate School of Business
2019-2022	Vice Dean for Research Columbia University, Graduate School of Business
2011–2018	Associate Professor of Business Columbia University, Graduate School of Business
2007–2011	Assistant Professor of Management Columbia University, Graduate School of Business
2006–2007	Post Doctoral Fellow, Cognitive Neuroscience NMR-MGH, Harvard Medical School, Massachusetts
2001–2005	Ph.D. in Psychology Psychological and Brain Sciences, Dartmouth College Dissertation advisor: C. Neil Macrae Dissertation title: “In search of a default mental mode: The psychology of mindwandering” Dissertation published in <i>Science</i> (2007). DOI: 10.1126/science.1131295
2000-2001	IT Consultant, CSC
2000	B.A. in Psychology, Magna Cum Laude Rice University

## Honors & Awards

2017	Provost Fellow, Columbia University
2016	Best Paper Award, Academy of Management
2015	Dean’s Prize for Teaching Excellence in MBA Elective Courses, Columbia Business School
2015	Poets and Quant’s “World’s Best 40 Under 40 Business School Professors”
2014	Dean’s Award for Emerging Leaders (\$200,000 CAD), Rotman School of Management
2011	“Rising Star” Early Career Award, Association for Psychological Science
2007	Notable advancement in the biological sciences, Faculty of 1000 Biology
2004	Marie A. Center Graduate Award for Excellence in Research, Dartmouth College
2004	Fellow at UC Davis Mind and Brain Program in Decision Making, UC Davis
2003	Marie A. Center Graduate Award for Excellence in Teaching, Dartmouth College
2002	Fellow at MGH-NMR Program in Functional MRI, Massachusetts General Hospital
2002	Fellow at the Advanced Training Institute for Virtual Reality, UC Santa Barbara

## Publications

Google Scholar: citations = 7013, h-index = 30, i-10 index =42

### Publications

1. Martin, A.E. & **Mason, M.F.** (in press). Hey Siri, I Love You: People Feel More Attached to Gendered Technology. *Journal of Experimental and Social Psychology*. <https://doi.org/10.1016/j.jesp.2022.104402>
2. Martin, A.E. & **Mason, M.F.** (2022). What does it mean to be (seen as) human? The Importance of gender in humanization. *Journal of Personality and Social Psychology*. <https://doi.org/10.1037/pspa0000293>
3. Lee, A.J., **Mason, M.F.** & Malcomb, C.S. (2022). Beyond Cheap Talk Accounts: A Theory of Politeness in Negotiations. *Research in Organizational Behavior*. <https://doi.org/10.1016/j.riob.2021.100154>
4. Akinola, M., Kapadia, C., Lu, G.J., & **Mason, M.F.** (2019). Incorporating physiology into creativity research and practice: The effects of bodily stress responses on creativity in organizations. (2019). *Academy of Management Perspectives*, 33, 163-184. doi: 10.5465/amp.2017.0094
5. Moulton, E., Ahn, J., Haines, E., & **Mason, M.F.** (2019). Women's Work: Remembering Communal Goals. *Motivation Science*, 5, 157-178. doi: 10.1037/mot0000109
6. Lee, A., Loschelder, D., Schweinsberg, M., **Mason, M. F.** & Galinsky, A. (2018). Too Precise to Pursue: How Precise Offers Discourage Negotiation Entry. *Organizational Behavior and Human Decision Processes*, 148, 87-100. doi: 10.1016/j.obhdp.2018.03.001
7. **Mason, M. F.**, Wiley, E., & Ames, D.R. (2018). From Cynicism to Deceit: How Expectancies About Others Shape Deception in Negotiations. *Journal of Experimental and Social Psychology*, 76, 239-248. doi: 10.1016/j.jesp.2018.02.013
8. Slepian, M., Chun, J., & **Mason, M. F.** (2017). The experience of secrecy. *Journal of Personality and Social Psychology*. doi: 10.1037/pspa0000085
9. Lu, G., Akinola, M. & **Mason, M. F.** (2017). "Switching on" creativity: Task switching increases creativity by reducing cognitive fixation. *Organizational Behavior and Human Decision Processes*, 139, 63-75. doi: 10.1016/j.obhdp.2017.01.005
10. Ahn, N.J., Haines, E.L. & **Mason, M. F.** (2017). Gender stereotypes and the coordination of mnemonic work within couples. *Sex Roles*, 77, 435-452. doi: 10.1007/s11199-017-0743-1
11. **Mason, M. F.** & Reinholtz, N. (2015). The self-reminding function of mindwandering. *Motivation Science*, 1, 1-21. doi: 10.1037/mot0000011
12. Ames, D.R. & **Mason, M. F.** (2015). When two anchors are better than one: How and why range offers shape negotiation outcomes. *Journal of Personality and Social Psychology*, 108, 254-274. doi: 10.1037/pspi0000016
13. **Mason, M. F.**, Magee, J., & Fiske, S. (2014). Neural substrates of social status inference: Role of medial prefrontal cortex and superior temporal sulcus. *Journal of Cognitive Neuroscience*, 26, 1131-1140. doi: 10.1162/jocn\_a\_00553
14. **Mason, M. F.**, Lee, A., Wiley, E., & Ames, D.R. (2013). Precise offers are potent anchors: Conciliatory counteroffers and attributions of knowledge in negotiations. *Journal of Experimental and Social Psychology*, 49, 759-763. doi: 10.1016/j.jesp.2013.02.012
15. Norton, M. I., **Mason, M. F.**, Vandello, J. A., Biga, A., & Dyer, R. (2013). An fMRI Investigation of Racial Paralysis. *Social Cognitive & Affective Neuroscience*, 8, 387-393. doi:10.1093/scan/nss010

16. **Mason, M. F.**, Brown, K., Mar, R. A., & Smallwood, J. (2013). Driver of discontent or escape vehicle: The affective consequences of mindwandering. *Frontiers in Psychology, Perception Science*, *4*. doi: 10.3389/fpsyg.2013.00477
17. Mar, R.A., **Mason, M. F.**, & Litvack, A. (2012). How daydreaming relates to life satisfaction, loneliness, and social support. *Consciousness and Cognition*, *21*, 401-407. doi: 10.1016/j.concog.2011.08.001
18. Yap, A., **Mason, M. F.**, & Ames, D.R. (2012). The powerful size others down: The link between power and estimates of others' size. *Journal of Experimental Social Psychology*. doi: 10.1016/j.jesp.2012.10.003
19. **Mason, M. F.** & Bar, M. (2011). The effect of mental progression on mood. *Journal of Experimental Psychology: General*, *141*, 217-221. doi: 10.1037/a0025035
20. **Mason, M. F.** & Morris, M.W. (2010). Culture, attribution and automaticity: A social cognitive neuroscience view. *Social Cognitive Affective Neuroscience*, *5*, 292-306. doi: 10.1093/scan/nsq034
21. **Mason, M. F.**, Magee, J.M., Kuwabara, K. & Nind, L. (2010). Reasoning about relationships: The Efficiency, Accuracy and Neural Substrates of Social versus Non-Social Inferences. *Social Psychological and Personality Science*, *1*, 318-326. doi: 10.1177/1948550610366166
22. **Mason, M. F.**, Zhang, S. & Dyer, R. (2010). Male susceptibility to attentional capture by power cues. *Journal of Experimental and Social Psychology*, *46*, 482-485. doi: 10.1016/j.jesp.2009.12.014
23. Carney, D. & **Mason, M. F.** (2010). Decision making and Testosterone: When the Ends Justify the Means. *Journal of Experimental Social Psychology*, *46*, 668-671.
24. Quinn, K., **Mason, M. F.** & Macrae, C. N. (2010). When Arnold is "the terminator", we no longer see him as a man: the temporal determinants of person perception. *Experimental Psychology*, *57*, 27-35.
25. **Mason, M. F.**, Dyer, R. & Norton, M.I. (2009). Neural Mechanisms of Social Influence. *Organizational Behavior and Human Decision Processes*, *110*, 152-159.
26. Morris, M. & **Mason, M. F.** (2009). Intentionality in intuitive versus analytic processing: Insights from social cognitive neuroscience. *Psychological Inquiry*, *20*, 58-65.
27. Quinn, K., **Mason, M. F.** & Macrae, C. N. (2009). Familiarity and person construal: Individuating knowledge moderates the automaticity of category activation. *European Journal of Social Psychology*, *39*, 852-861.
28. **Mason, M. F.**, Bar, M. & Macrae, C. N. (2009). Exploring the past and impending future in the here and now: mind-wandering in the default state. *Cognitive Sciences*, *3*, 143-162.
29. **Mason, M. F.** & Macrae, C.N. (2008). Perspective-taking from a social neuroscience standpoint. *Group processes and intergroup relations*, *11*, 215-232.
30. **Mason, M. F.**, Norton, M.I., Van Horn, J.D., Wegner, D.M., Grafton, S.T. & Macrae, C.N. (2007). Wandering Minds: The Default Network and Stimulus-Independent Thought. *Science*, *315*, 393-395.
31. **Mason, M. F.**, Norton, M.I., Van Horn, J.D., Wegner, D.M., Grafton, S.T. & Macrae, C.N. (2007). Response to Comment on "Wandering Minds: The Default Network and Stimulus-Independent Thought". *Science*, *317*, 43.
32. Bar, M., Aminoff, E., **Mason, M. F.** & Fenske, M. (2007). The units of thought. *Hippocampus*, *17*, 420-428.
33. **Mason, M. F.**, Cloutier, J. & Macrae, C.N. (2006). On construing others: Category and stereotype activation from facial cues. *Social Cognition*, *24*, 540-563.

34. **Mason, M. F.**, Tatkow, E. & Macrae, C.N. (2005). The look of love: Gaze shifts and person perception. *Psychological Science*, *16*, 236-239.
35. Macrae, C. N., Quinn, K. A., **Mason, M. F.**, & Quadflieg, S. (2005). Understanding others: The face and person construal. *Journal of Personality and Social Psychology*, *89*, 686-695.
36. Cloutier, J., **Mason, M. F.**, & Macrae, C.N. (2005). The perceptual determinants of person construal: Reopening the social-cognitive toolbox. *Journal of Personality and Social Psychology*, *88*, 885-894.
37. **Mason, M. F.** & Macrae, C.N. (2004). Categorizing and individuating others: The neural substrates of person perception. *Journal of Cognitive Neuroscience*, *16*, 1785-1795.
38. **Mason, M. F.** Banfield, J.F. & Macrae, C.N. (2004). Thinking about actions: The neural substrates of person knowledge. *Cerebral Cortex*, *14*, 209-214.
39. **Mason, M. F.**, Hood, B.M. & Macrae, C.N. (2004) Look into my eyes: Eye gaze and person memory. *Memory*, *12*, 637-643.
40. Quadflieg, S., Mason, M.F. & Macrae, C.N. (2004). The owl and the pussycat: Gaze cues and visuospatial orienting. *Psychonomic Bulletin and Review*, *11*, 826-831.
41. Hebl, M.R., Xu, J., **Mason, M. F.** (2003). Weighing the care: Patients' perceptions of physician care as a function of gender and weight. *International Journal of Obesity*, *27*, 269-275.
42. Macrae, C. N., Hood, B. M., Milne, A. B., Rowe, A.C. & **Mason, M. F.** (2002). Are you looking at me? Eye gaze and person perception. *Psychological Science*, *13*, 460-484.

## Other Publications

43. Waytz, A. & **Mason, M.** (2013). Your Brain at Work. *Harvard Business Review*, July/ August, #R1307J

## Book Chapters

44. Galinsky, A., **Mason, M. F.** Brockner, J. (2016). Psychologists in a business school: Where theory meets practice. In R.J. Sternberg (Ed.), *Career Paths in Psychology*, 3<sup>rd</sup>, Ed.
45. Ames, D. R. & **Mason, M. F.** (2012). Mind Reading. In S. Fiske & C. N. Macrae (Eds.), *Handbook of Social Cognition*, 115-137.
46. Duggan, B. & **Mason, M. F.** (2011). Strategic Intuition. In M. Sinclair (Ed.), *Handbook of Strategic Intuition Research*. Cheltenham, UK: Edward Elgar Publishing.
47. Quadflieg, S., **Mason, M. F.** & Macrae, C. N. (2010). Social cognitive neural processes. In J. F. Dovidio, M. Hewstone, P. Glick, & V. Esses (Eds.), *Handbook of prejudice, stereotyping, and discrimination*. London: Sage.
48. Mitchell, J. M., **Mason, M. F.**, Macrae, C. N. & Banaji, M. R. (2006). Thinking about others: The neural substrates of social cognition (pp. 63-82). In J. T. Cacioppo, P. S. Visser, & C. L. Pickett (Eds.), *Social neuroscience: People thinking about people*. Cambridge, MA: MIT Press.

## Under Revision

- **Mason, M.F.**, Levy, A., Wiley, E., & Galinsky, A. Egocentrism in negotiations undermines first-mover advantage. Invited revision from *Organizational Behavior and Human Decision Processes*.
- Lee, A.J., **Mason, M.F.** & Malcomb, C.S. Hedging Pays: Softening Your Message Lowers the Risk of Alienating Potential Negotiation Partners.

## Under Review and In Progress

- Mason, M. F., Liu, Z., Brown, Z., & Hitchcock, E. (revising). The Self-Regulatory Benefits That Restless Movements Afford Individuals Low in Trait Mindfulness, and Implications for Work.
- Rothman, N., Wiley, L.A. & Mason, M.F. (revising) Inferences from deliberation acts by high status decision makers.
- Mason, M.F., Ames, D.R., Bianchi, E.C. & Cortland, C. (revising). You were always on my mind: Inferring interpersonal attitudes from own and others' recall and forgetting.
- Zou, X. & Mason, M.F. (revising). A lay theory of homophily: Relational information in first impressions.

## Teaching

### Cases and Exercises Authored

7. Mason, M. F. (2016). *Maia Apparel*.
6. Mason, M.F., Reeck, C., & Wiley, L. (2014). *BrainSnap Acquisition*.
5. Kuwabara, K. & Mason, M.F. (2014). *Seven Continents Petroleum*.
4. Mason, M.F., Carney, D. & Ames, D. (2013). *Message in a bottle: The negotiation of an advertising campaign*.
3. Mason, M.F. & Brockner, J. (2013). *A case of office fairness*.
1. Ames, D., Carney, D.R. & Mason, M.F. (2010). *Columbia shuttle disaster: A cycle of silence*.
1. Ames, D., Mason, M.F., Carney, D. (2008). *A primer on personal development*.

### Courses Taught

2011-present	B7510, EMBA Managerial Negotiations, Columbia GSB B8510, MBA Managerial Negotiations, Columbia GSB
2017-present	B9520, PhD Practical Research Tools, Columbia GSB
2008-2011	B9313, PhD Advanced Seminar in Social Cognition, Columbia GSB
2009	B9712, PhD Proseminar, Columbia GSB
2008 - 1010	W3703, Undergraduate course in Leadership, Columbia College
2008 - 2010	B6703, MBA core course in Leadership, Columbia GSB
2007	B9708, PhD Research Methods, Columbia GSB

### Doctoral Dissertation Committee Service.

- Katherine Sun, PhD Student, Columbia Business School. Proposal submitted. (ABD).
- Theodore C. Masters-Waage, PhD Student, Organizational Behavior, Singapore Management University. *Social Attention in Realistic Work Environments*. (ABD).
- Edy Moulton-Tetlock, Assistant Professor, Manhattan College. *Disclosure at Work*. (2019).
- Jinseok Chun, PhD Student, Columbia Business School. *How temporal and social comparisons in performance feedback affect motivation, work experiences, and job performance*. (ABD).

- Judy Xu, PhD Student, Columbia Psychology. *Understanding the behavioral and neurocognitive relation between mind wandering and learning*. (ABD).
- Elizabeth Wiley, User Experience Researcher, Google. *I Do As I Assume They Do, Not As I Say: The Expectancy Account of Deception in Negotiations*. (2017).
- Fridman, Ilona, Research Fellow, Margolis Center for Health Policy. *Using Non-Fit Messages to De-Intensify Reactions to Threatening Advice*. (2017).
- Seth Kallman, PhD Student, Columbia Psychology. *Don't Save the Worst for Last: Experienced and Predicted Affective Impacts of Task Ordering*. (2017)
- Abbie Wazlawek. Postdoctoral Research Scholar, Kellogg School of Management. *Development Direction Predicts Asymmetric Transmission and Acceptance of Feedback*. (2016).
- Aurelia Mok. Assistant Professor of Management, City University of Hong Kong. *Cultural Identity Integration and Frame Switching: Evidence for a Non-conscious Motivated Process*. (2010). Awarded the Jeffrey S. Tanaka Memorial Dissertation Award in Psychology by the American Psychological Association and was a finalist for the Harry and Pola Triandis Doctoral Thesis Award in Cross-Cultural Psychology from the International Association for Cross Cultural Psychology.
- Rachael Wells. Assistant Professor of Management Systems, Fordham University School of Business. *Managers' Affective Expressions as Determinants of Employee Responses to Change: Valence, Inappropriateness and Authenticity*. (2008).
- Shu Zhang. Postdoctoral Research Scholar, Columbia Business School. *Repeating the Follies of the Past: A Regulatory Focus Perspective*. (2012).

## **Grants and Funding**

- What's on Your Mind? Where Minds Wander and How it Impacts Our Lives (July, 2018-July 2021). Mid-Career Faculty Grant. Principal Investigator: Malia Mason. Award amount: \$30,000.
- The functional significance of fidgeting in individuals suffering from attention-deficit/hyperactivity disorder (May, 2013-May, 2015). Learning Disabilities Foundation of America. Principle Investigator: Malia Mason; Co-Investigator: Adrian Ward. Award amount: \$4,000.
- Driven to distraction: An Inter-Disciplinary Investigation of Task-Switching Behavior in the Information Age (Spring, 2011-outstanding). Co-Principle Investigators: Brett Gordon and Malia Mason. Award amount: \$30,000.
- The role of relational schemas in interpersonal inferences (Spring, 2008-Fall, 2009). Center for International Business Education and Research. Principle Investigator: Malia Mason; Co-Investigator: Xi Zou. Award amount: \$3,500.

## Professional Activities

### Field of Specialization

Management scholar with a background in social psychology, cognitive psychology and cognitive neuroscience.

### Selected Editorial Work

Ad Hoc Reviewer	Psychological Science
Ad Hoc Reviewer	Journal of Personality and Social Psychology
Ad Hoc Reviewer	Science
Ad Hoc Reviewer	Organizational Behavior and Human Decision Processes
Ad Hoc Reviewer	Trends in Cognitive Science
Ad Hoc Reviewer	Journal of Experimental Social Psychology
Ad Hoc Reviewer	Social Cognitive Affective Neuroscience
Ad Hoc Reviewer	Academy of Management Review
Ad Hoc Reviewer	Administrative Science Quarterly

### Professional Affiliations

Academy of Management  
Society for Personality and Social Psychology  
Cognitive Neuroscience Society  
American Psychological Association  
American Psychological Society  
International Association for Conflict Management

### Selected Presentations

- The Stories We Tell About Social Cues and Their Effects on Deal-Making.  
Harvard Business School, Harvard University (2017)
- A Battle for Mindshare: A (Mostly) Descriptive Study (Co-Author: Brett Gordon)  
Harvard Initiative for Learning and Teaching, Harvard University (2014)
- The Downside of Deliberation: Why Decision Makers Who Deliberate Lose Influence (Co-Authors: Naomi Rothman & Elizabeth Wily)  
Academy of Management Annual Meeting (2016)
- Miserly Mind.  
Psychology Seminar Series, Psychology Department, Union College (2015)  
Management Seminar Series, Fuqua Business School, Duke (2015)  
Management Seminar Series, Marshall Business School, USC (2014)
- Doing What's Best Instead of What's Best for You: Deferring Temptations in Mixed-Motive Decision Settings. (Co-Authors: Reeck, C., Ariely, D., Mazar, N., & Ludwig, R.)  
Academy of Management Annual Meeting (2014)  
Interdisciplinary Symposium on Decision Neuroscience (2014)  
Society for Consumer Psychology Annual Conference (2014)  
College of Business & Economics and Psychology Department, Lehigh University (2014)  
Rutgers Business School, Rutgers University (2014)
- Do As I Think You Do, Not As I Say: Explaining Unethical Behavior in Negotiation. (Co-Authors: Wiley, E. & Ames, D.)

- NYU-Columbia Doctoral Student Conference (2014)  
International Association for Conflict Management (2016)
- Illusory Diligence: Feeling Good About Doing Bad. (Co-Authors: Wiley, E. & Chun, J)  
Academy of Management Annual Meeting (2014)  
NYU-Columbia Doctoral Student Conference (2013)
  - Precision and Anchor Potency: Attributions of Knowledge in Negotiations. (Co-Authors: Lee, A., Wiley, L., & Ames, D.)  
Academy of Management Annual Meeting (2014)  
International Association for Conflict Management (2014)  
Society for Personality and Social Psychology Annual Meeting (2014).  
Management Talk Series, Haas Business School (2013)
  - An fMRI Investigation of Racial Paralysis. (Co-Authors: Norton, M. Bigalo, J., Dyer, R., & Biga, A.)  
Social and Affective Neuroscience Society Annual Meeting (2013).
  - Goals Gone Wild: Tradeoffs in Multi-Objective Settings.  
Marketing Talk Series, Yale School of Management (2013)  
Social Area Brown Bag, Psychology, New York University (2012)
  - How to Apply Neuroscientific Approaches to the Study of Management.  
Academy of Management Annual Meeting (2014)  
Academy of Management Annual Meeting (2013)
  - First Mover Disadvantage in Negotiations (Co-Authors: Wiley, E. & Galinsky, A.)  
Trans-Atlantic Doctoral Conference, London Business School (2012).
  - Fidget to Focus. (Co-Authors: Ward, A.)  
Society for Personality and Social Psychology Annual Meeting (2012).
  - Where is My Mind: The Spotlight and the Watchdog.  
Cognitive Lunch, Psychology Department, Columbia University (2012).  
London Business School, UK (2011).  
“Get Smart” Talk Series, Galapagos Art Space, Brooklyn (2011).  
TEDx East, New York (2010)  
Plenary Address, Towards a Science of Consciousness (2010).
  - A Place in Mind: Inferences from Memory Acts. (Co-Authors: Ames, D., Bianchi, E., & Cortland, C.)  
International Conference of Thinking Annual Meeting (2012)  
Management Seminar, Graduate School of Business, Stanford University (2011)  
Social Psychology Talk, University of Aberdeen, Scotland, UK (2011).
  - Managerial and Organizational Attention Research: Closing Remarks.  
ETH, Zurich, Switzerland (2013)
  - Symposium on Attention  
International Symposia for Contemplative Studies, Denver (2012)
  - The Accessibility of Social Network Information in Memory  
Academy of Management Annual Meeting (2010).
  - Wandering Minds (Co-Authors: Norton, M., Van Horn, S., Wegner, D., Macrae, N., & Grafton, S.)  
Center for Decision Science Talk Series, Booth, University of Chicago (2009)



Science-Journalism Talk Series, School of Journalism, NYU (2009)  
Social Snack Series, Psychology Department, Columbia University (2007)  
Society for Personality and Social Psychology Annual Meeting (2007)

- How Are Preferences Determined? Preferences from the Perspective of the Brain.  
Behavioral Decision Research in Management, Rady School of Management (2008)  
Princeton Neuroscience and Decision Making Series, Princeton Psychology (2007)
- Projecting the Past Into the Future: The Cognitive Neuroscience of Prospective Thought.  
Cognitive Neuroscience Society Annual Meeting (2007).
- In Search of a Default Psychological Mode  
Harvard Research Workshop Talk Series (2007).  
Multi-Disciplinary Study of Imagination, Philoctetes Center (2007).

### **Outside Activities (2012-2022)**

Columbia Business School requires faculty members to disclose any activities that might present a real or apparent conflict of interest. This list below complies with this requirement.

Speaker/Instructor:

Maven Institute, Northwell Health (2021-)  
Hawaii Business Magazine (2021, 2022)  
ViaX Program (2016-2019)  
American Express (Summer 2018)  
MDC NextGen Program (Spring 2018)  
Christies (Spring 2018)  
Visa (Fall 2017)  
Women in Cable Telecommunications (Fall 2017)  
AT&T (Spring 2017)  
M.M. LaFleur (Summer 2016)  
Baker Botts (Summer 2015)  
Applied Materials (Fall 2013)  
Intrax Summer Internship Program (Summer 2012)

Investor/Advisor: Quantime (2019-2022)