

EVA C. BUECHEL

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Marketing Department, HOH 330
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ACADEMIC POSITIONS

Assistant Professor of Marketing, Marshall School of Business, University of Southern California, 2018 - present

Visiting Scholar, Questrom School of Business, Boston University, Spring 2018

Assistant Professor of Marketing, Darla Moore School of Business, University of South Carolina, 2014 – 2018

EDUCATION

Ph.D., Marketing, University of Miami, 2014

M.S., Marketing, Tepper School of Business, Carnegie Mellon University, 2009

B.Sc., Psychology, University of Basel, Switzerland, 2007

RESEARCH INTERESTS

Consumer Behavior | Judgment and Decision Making | Predicted and Experienced Utility | Affect and Emotion | Psychology of Effort

PUBLISHED JOURNAL ARTICLES

Carey K. Morewedge, Meng Zhu, and **Eva C. Buechel** (2019). Hedonic contrast effects are larger when comparisons are social. *Journal of Consumer Research*, 46(2), 286-306.

Buechel, Eva C. and Claudia Townsend (2018). (Mis)predicting liking of product aesthetics: How stimulus intensity influences sensory liking in prospect and experience. *Journal of Consumer Research*, 45(2), 275–297.

Siddiqui, Rafay, Ashwani Monga and **Eva C. Buechel** (2018). When intertemporal rewards are hedonic, larger units of wait time boost patience. *Journal of Consumer Psychology*, 28(4), 612-628.

Buechel, Eva C. and Jonah Berger (2018). Microblogging and the value of undirected communication. *Journal of Consumer Psychology*, 28(1), 40-55.

Buechel, Eva C., Jiao Zhang, and Carey K. Morewedge (2017). Outcome specifications determine the direction of affective forecasting errors. *Journal of Experimental Psychology: General*, 146(5), 746-461.

Laran, Juliano and **Eva C. Buechel** (2017). Mental resources increase preference for dissimilar experiences. *Journal of the Association for Consumer Research*, 2(April), 123-135.

Buechel, Eva C* and Chris Janiszewski* (2014). A lot of work or a work of art: How the structure of a customized assembly task determines the utility derived from assembly effort. *Journal of Consumer Research*. 40(5), 960-972.

Buechel, Eva C., Jiao Zhang, Carey K. Morewedge and Joachim Vosgerau (2014). More intense experiences, less intense forecasts: Why affective forecasters overestimate the influence of outcome probability. *Journal of Personality and Social Psychology*, 106(1), 20-36.

Morewedge, Carey K. and **Eva C. Buechel** (2013). Motivated underpinnings of the impact bias in affective forecasts, *Emotion*, 13(6), 1023-1029.

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

Buechel, Eva C., Jiao Zhang, and Carey K. Morewedge. The Affective Return on Effort is Overestimated. Invited Revision, *Journal of Consumer Research*.

Buechel, Eva C. and Ruouo Li. Consumers Prefer Uncertainty in the Context of Mysterious Consumption. Invited Revision, *Journal of Consumer Research*.

Chang-Yuan, Lee, **Eva C. Buechel** and Carey K. Morewedge. Unanticipated Benefits of Price Promotions for Consumption Utility. Invited Revision, *Journal of Consumer Psychology*.

Buechel, Eva C.* and Elisa Solinas*. The Detachment Paradox. Under Review.

BOOK CHAPTERS

Buechel, Eva C. and Jonah Berger (2015). Motivations for engaging in social media, In Claudiu Dimofte, Curtis Haugtvedt and Richard Yalch (Eds.), *Consumer Psychology in a Social Media World*.

Buechel, Eva C. and Carey K. Morewedge (2014). The (relative and absolute) subjective value of money. In Henk Aarts and Erik Bijleveld (Eds.), *The Psychological Science of Money*, New York, NY: Springer.

OTHER PUBLICATIONS (NON-PEER REVIEWED)

Buechel, Eva C. (January 2018) Online social networks can help fight social anxiety. *The Conversation*.

INVITED TALKS AND PRESENTATIONS

2021	Swiss Academy of Marketing Science (SAMS)
2021	Dartmouth College, Tuck School of Business, Hanover, NH
2019	University of British Columbia, Vancouver, BC
2019	University of Georgia, GA
2019	UCLA, BDM Lab, Los Angeles, CA
2019	Judgment and Decision-Making Conference, Snowbird, Utah
2019	MSI Young Scholar Conference, Park City, Utah
2018	BDRM Preconference on Digitized Behavior, Boston, MA
2018	NERD Lab, Harvard Business School, Boston, MA
2017	University of Southern California, CA
2016	University of Toronto, Toronto, ON
2015	University of South Carolina (Arnold School of Public Health), Columbia, SC
2013	University of South Carolina, Columbia, SC

2013 George Washington University, Washington, DC
2013 Erasmus University (RSM), Rotterdam, Netherlands
2013 University of Zürich, Zürich, Switzerland
2013 Bocconi University, Milan, Italy
2013 Indiana University, Bloomington, IN
2013 University of Toronto Scarborough, Toronto, ON
2013 New York University, New York, NY
2013 Stony Brook University, Stony Brook, NY
2013 University of British Columbia, Vancouver, BC
2013 University of Cincinnati, Cincinnati, OH
2013 University of Technology, Sydney, Australia
2013 Consumer Idea Blitz, Georgetown Institute for Consumer Research, Washington, DC.

AWARDS, FELLOWSHIPS & GRANTS

MSI Young Scholar, Marketing Science Institute, 2019

Dean's Grant, University of South Carolina, Columbia, SC, Fall 2014 (\$3,500), Fall 2015 (\$3000), Spring 2017 (\$3,000)

Student Fellow, AMA – Sheth Foundation Doctoral Consortium, 2012, University of Washington, Seattle, WA.

Winner of Best Student Paper Award, Society for Consumer Psychology Winter Conference, 2011, Atlanta, GA.

Dean's Fellowship, University of Miami, 08/09 - present

William Larimer Mellon Fellowship, 08/07- 08/09

Center for Behavioral Decision Research Small Grant, October 2007 (\$500); June 2008 (\$1000),

CHAired SYMPOSIA

Buechel, E.C. (2019). *On the Psychology of Giving and Receiving Gifts*, ISMS Marketing Science Conference, Rome, Italy. Speakers: Eva Buechel, John Costello, Christoph Fuchs, John Pracejus

Buechel, E.C. (2012, October). *Why do people use Online Social Networks and how do they affect us?* Association for Consumer Research, Vancouver, Canada. Speakers: Eva Buechel, Donna Hoffman, Claire Tsai and Keith Wilcox.

Buechel, E.C. (2012, February). *Online Social Networks: Why do people use them and what are their consequences?* Society for Consumer Psychology Winter Conference, Las Vegas, NV. Speakers: Eva Buechel, Donna Hoffman, Rebecca Walker Naylor, and Keith Wilcox.

Buechel, E. C. (2012, February). *On the psychology of mindsets: Antecedents and consequences for choices and switching.* Society for Consumer Psychology Winter Conference, Las Vegas, NV. Speakers: Eva Buechel, Kelly Goldsmith, Eunice Kim, and Tom Meyvis.

CONFERENCE PRESENTATIONS

Buechel, E.C* & Li, R. (2021, November). *Mysterious Consumption and the Preference for (Horizontal) Uncertainty.* Society for Judgment and Decision Making, San Diego, CA.

Buechel, E.C & Solinas, E*. (2021, October). *The Detachment Paradox.* Association for Consumer Research. Online Conference.

Buechel, E.C & Li, R*. (2020, October). *Misguided preference for mysterious consumption*. Association for Consumer Research. Online Conference.

Buechel, E.C & Li, R*. (2020, March). *Misguided preference for mysterious consumption*. Society for Consumer Psychology, Huntington Beach, CA.

Buechel, E.C & Li, R*. (2020, February). *Misguided preference for mysterious consumption*. Society for Personality and Social Psychology, New Orleans, LA.

Lee, CY*, Buechel, E.C., Morewedge, C.K. (2019, November), *Unanticipated Benefits of Price Promotions for Consumption Utility*, Society for Judgment and Decision Making, Montreal, CA.

Lee, CY*, Buechel, E.C., Morewedge, C.K. (2019, October), *Unanticipated Benefits of Price Promotions for Consumption Utility*, Association for Consumer Research, Atlanta, GA.

Buechel, E.C * & Li, R. (2019, June). *Misguided preference for mysterious consumption*. CBSIG Berne, Switzerland

Buechel, E.C.* & Li, R. (2019, June). *Misguided preference for mysterious consumption*. ISMS Marketing Science Conference, Rome, Italy.

Buechel, E.C.*, Morewedge, C.K. & Zhang J. (2018, October). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Association for Consumer Research, Dallas, TX.

Buechel, E.C.*, Morewedge, C.K. & Zhang J. (2018, February). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Society for Consumer Psychology Winter Conference, Dallas, TX.

Buechel, E.C*. & Townsend C. (2018, February). *Buying beauty for the long run: (Mis)predicting liking of product aesthetics.*, Society for Consumer Psychology Winter Conference, Dallas, TX.

Siddiqui, Rafay A.*, Ashwani Monga, & Eva C. Buechel (2017, October), *Time units and patience*. Association for Consumer Research, San Diego, CA.

Summers, Chris, Gustavo Schneider*, & Eva C. Buechel (2017, October). *Effort predicts preferences for material or experiential goods*. Data Blitz, Association for Consumer Research, San Diego, CA.

Buechel, E.C.*, Morewedge, C.K. & Zhang J. (2017, June). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. SCP Boutique Conference on Emotion and Motivation, NYC, NY.

Buechel, E.C*. & Townsend C. (2016, November). *Buying beauty for the long run: (Mis)predicting liking of product aesthetics.*, Society for Judgment and Decision Making, Boston, MA.

Buechel, Eva. C*, Jiao Zhang, and Carey K. Morewedge. (2016, October). *Outcome specifications predict the direction of affective forecasting errors*. Association for Consumer Research, Berlin, Germany.

Buechel, E.C.*, Morewedge, C.K. & Zhang J. (2016, June). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Behavioral Decision Research in Management, Toronto, ON.

Buechel, E.C., Morewedge, C.K*. & Zhang J. (2016, June). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Society for Experimental Social Psychology, Santa Monica, CA.

Buechel, E.C.*, Morewedge, C.K. & Zhang J. (2015, November). *Mistaking the journey for the destination: Overestimating the fruits of (more) labor*. Society for Judgment and Decision Making, Chicago, IL.

Buechel, E.C*. Townsend C., & Park, J. (2015, October). *Aesthetic forecasting: Buying beauty for the long run*. Association for Consumer Research, New Orleans, LA.

Buechel, E.C*. Zhang, J. Morewedge, C.K. & Vosgerau J. (2014, May). *More intense affective experiences, less intense affective forecasts: Affective forecasters overestimate the influence of probability specifications*. Association for Psychological Science, San Francisco, CA.

Buechel, E.C.* & Janiszewski, C. (2013, October). *A lot of work or a work of art: How the structure of a customized assembly task determines the utility derived from assembly effort*. Association for Consumer Research, Chicago, IL.

Buechel, E.C.* & Berger, J. (2013, June). *Facebook therapy? Why people share self-relevant content online*. Advertising and Consumer Psychology Conference, San Diego, CA.

Buechel, E.C.* & Janiszewski, C. (2013, February). *Customized assembly: How does effort influence the value of the to-be-assembled products?* Society for Consumer Psychology Winter Conference, San Antonio, TX.

Buechel, E. C.* & Berger, J. (2012, October). *Facebook therapy? Why people share self-relevant content online*. Association for Consumer Research, Vancouver, Canada.

Laran, J. & Buechel, E.C.* (2012, August). *Mental energy and preference for hedonic and utilitarian experiences following an initial experience*. Annual Convention of the American Psychological Association, Orlando, FL.

Buechel, E.C*. Zhang, J. Morewedge, C.K. & Vosgerau J. (2012, June). *Affect-rich experiencers, affect-poor forecasters: Why affective forecasters overestimate the influence of quantitative specifications on hedonic experiences*. Behavioral Decision Research in Management Conference, Boulder, CO.

Buechel, E.C.* & Berger, J. (2012, February). *Facebook therapy: Why people share self-relevant content online*. Society for Consumer Psychology Winter Conference, Las Vegas, NV.

Laran, J. & Buechel, E.C.* (2012, February). *Mental energy and preference for hedonic and utilitarian experiences following an initial experience*. Society for Consumer Psychology Winter Conference, Las Vegas, NV.

Buechel, E.C*. Zhang, J. Morewedge, C. K. & Vosgerau J. (2011, November). *Affect-rich experiencers, affect-poor forecasters: Overweighting the influence of outcome magnitude and outcome probability on future affect*. Society for Judgment and Decision Making, Seattle, WA.

Buechel, E. C.*, Zhang, J. Morewedge & C.K. & Vosgerau J. (2011, October). *Affect-rich experiencers, affect-poor forecasters: Mispredicting the influence of outcome magnitude and outcome probability on experienced affect*. Association for Consumer Research, St. Louis, MO.

Buechel, E.C.* & Zhang, J. (2011, February). *Mispredicting the sensitivity of affective reactions to outcome characteristics*. Society for Consumer Psychology Winter Conference, Atlanta, GA.

- Winner of Best Student Paper Award

Morewedge, C.K*. Buechel, E.C., & Vosgerau, J. (2011, January). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Personality and Social Psychology, San Antonio, TX.

Buechel, E.C.*, Morewedge C.K., & Vosgerau, J. (2010, October). *Motivated underpinnings of the impact bias in affective forecasting*. Association for Consumer Research, Jacksonville, FL.

Buechel, E.C.*, Morewedge C.K., & Vosgerau, J. (2010, February). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Consumer Psychology Winter Conference, St.Pete, FL.

Morewedge, C.K*, Buechel, E.C., & Vosgerau, J. (2009, November). *Motivated underpinnings of the impact bias in affective forecasting*. Society for Judgment and Decision Making, Boston, MA.

Florack, A.*, Bircher, P. & Buechel, E.C. (2007, September). *Regulatorischer Fokus und linguistische Abstraktheit*

[Regulatory focus and linguistic abstractness]. 11. Tagung der Fachgruppe für Sozialpsychologie, Freiburg, Germany.

*Presenter

CONFERENCE POSTER PRESENTATIONS

Buechel, E.C & Solinas, E*. (2021, October). *The Detachment Paradox*. Society for Judgment and Decision Making, San Diego, CA.

Buechel, E.C & Li, R*. (2018, October). Misguided preference for mysterious consumption. Society for Judgment and Decision Making, New Orleans, LA.

Buechel, E.C*. Townsend C., & Park, J. (2015, October). Aesthetic forecasting: *Buying beauty for the long run*. Society for Judgment and Decision Making, Chicago, IL.

Buechel, E.C.* & Zhang, J. (2010, November). *Affect-rich experiencers, affect-poor forecasters: Why forecasters are more sensitive to outcome characteristics than experiencers*. Poster presented at Society for Judgment and Decision Making, St. Louis, MO.

Buechel, E.C.*, Morewedge C.K., & Vosgerau, J. (2010, June). *Motivated underpinnings of the impact bias in affective forecasting*. Poster presented at Behavioral Decision Research in Management Conference, Pittsburgh, PA.

Buechel, E.C.*, Morewedge, C. K., & Vosgerau, J. (2009, October). *Motivated components of the impact bias in affective forecasting*. Poster presented at Association for Consumer Research, Pittsburgh, PA.

Buechel, E.C.*, Morewedge, C. K., & Vosgerau, J. (2008, November). *Motivated bias in affective forecasting*. Poster presented at Society for Judgment and Decision Making, Chicago, IL.

Florack, A., & Buechel, E.C*. (2007, February). *How to retain credibility in the case of product recalls: The role of linguistic abstractness in Press Releases*. Poster presented at Society for Consumer Psychology Winter Conference, Las Vegas, NV.

TEACHING EXPERIENCE

Instructor, Marketing Principles, Spring 2019 -, University of Southern California (most recent rating: 4.5/5)

Instructor, Marketing Principles, Fall 2014 – Fall1018, Honors College (HC), University of South Carolina (most recent rating: 4.9/5)

Instructor, Marketing Principles, Fall 2014 - Fall1018, Darla Moore School of Business, University of South Carolina (most recent rating: 4.6/5)

Instructor, Marketing Principles, Spring 2014, University of Miami

Guest Lecturer, Consumer Behavior, Fall 2012, University of Miami

Guest Lecturer, Marketing Principles, Spring 2012, University of Miami

Teaching Assistant, Marketing Principles, Spring 2012, University of Miami

Teaching Assistant, Business Ethics, Fall 2008; Spring 2009, Carnegie Mellon University

DOCTORAL STUDENT ADVISING AND COMMITTEES

Dissertation Committee Member, University of Southern California: Victoria Floerke (External member; 2020), Elisa Solinas (Marketing)

Ph.D. Qualifying Exam Committee Member, University of Southern California: Elisa Solinas (Marketing) 2019; Peter Wang 2019 (Psychology)

Ph.D. First Year Paper Committee Member, University of Southern California: Iuliana Iuras (2020)

Rafay Siddiqui, Dissertation Co-Chair, University of South Carolina, 2016. *Placement: Hong-Kong Polytechnic University*

Ph.D. Qualifying and Comprehensive Exam Committee Member, University of South Carolina, 2015, 2016, 2017

SERVICE TO INSTITUTION

Department Seminar Series, Marshall, University of Southern California, 2021 -

Initiation and Organization of Marshall Consumer Behavior Brown Bag Series, 2019 -

Faculty Search Committee, University of Southern California, 2018; 2019

Doctoral Admissions Committee, University of Southern California, 2019, 2020; 2021

Academic Grievance Committee Member, Moore School of Business, 2017 - 2018

Lab-Manager, Canes Behavioral Lab, University of Miami, 2010-2011

Initiation and Organization of Summer Participant Pool, University of Miami, 2009-2011

PROFESSIONAL ACTIVITIES AND SERVICE

Editorial Services:

Journal of Consumer Research, Editorial Board 2021-

International Journal of Research in Marketing, Guest Editor 2018; Editorial Board 2019 –

Social Influence, 2017 -

Ad-hoc Reviewing: Journals

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Psychology

Journal of the Association of Consumer Research

International Journal of Research in Marketing

Journal of Interactive Marketing

Journal of Public Policy and Marketing

Management Science

Organizational Behavior and Human Decision Processes

Psychological Science

Journal of Experimental Psychology: General

Journal of Experimental Psychology: Applied

Social Psychological and Personality Science
Emotion
Cognition
Social Cognition
Applied Cognitive Psychology
Journal of Applied Cognitive Psychology
Journal of Applied Social Psychology
Journal of Applied Research in Memory and Cognition
British Journal of Social Psychology
International Journal of Sport and Exercise Psychology
Motivation and Emotion
Evolution and Human Behavior
Color Research and Applications
Canadian Journal of Aging

Reviewing: Conferences

Association for Consumer Research (Program Committee 2019, 2020; 2021)
Society for Consumer Psychology ((Program Committee 2019, 2020; 2022)
Behavioral Decision Research and Management (Program Committee 2020)
Numerical Markers (Program Committee 2021)
American Marketing Association
EMAC
SJDM

Other:

Board Member (Ph.D. Student Representative), Society for Consumer Psychology, 2013-2015
Doctoral Symposium Participant; Society for Consumer Psychology 2018

Professional Affiliations:

American Marketing Association
Association of Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making