

EVA C. BUECHEL

Moore School of Business, University of South Carolina
Marketing Department, Office 496
1014 Greene Street, Columbia SC, 29208

eva.buechel@moore.sc.edu
Office: 803-777-4912
Fax: 803-777-6876

ACADEMIC POSITIONS

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

EDUCATION

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

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

B.Sc., *Insigni Cum Laude*, Psychology, University of Basel, Switzerland, 2007

RESEARCH INTERESTS

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

JOURNAL ARTICLES

Buechel, Eva C. and Claudia Townsend. Buying Beauty for the Long Run: (Mis)predicting Liking of Product Aesthetics. *Conditionally Accepted, Journal of Consumer Research*.

Buechel, Eva C. and Jonah Berger. Microblogging and the Value of Undirected Communication. *Forthcoming, Journal of Consumer Psychology*.

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. *Forthcoming, 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.

BOOK CHAPTERS

Buechel, Eva C. and Jonah Berger (2015). Motivations for Engaging in Social Media, In Claudiu Dimofte, Curtis Haugvedt 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.

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

Zhu, Meng, Carey Morewedge and **Eva. C. Buechel**. Social comparisons induce stronger hedonic contrast effects than counterfactual comparisons. *Invited for 2nd Round Review, Journal of Consumer Research*.

Siddiqui, Rafay, Ashwani Monga and **Eva C. Buechel**. Can Wait One Week, Not Seven Days: Larger Time Units Boost Patience for Hedonic Rewards. *Invited for 2nd Round Review, Journal of Consumer Psychology*.

Buechel, Eva. C., Carey K. Morewedge, and Jiao Zhang. Mistaking the Journey for the Destination: Overestimating the Fruits of (More) Labor. In preparation for submission to *Journal of Consumer Research*.

INVITED TALKS AND PRESENTATIONS

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

AWARDS, FELLOWSHIPS & GRANTS

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 (\$1000), *Motivation and Affective Forecasting*, June 2008

Center for Behavioral Decision Research Small Grant (\$500), *Motivation and Affective Forecasting*, October 2007

CHAIRED SYMPOSIA

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

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*. 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 AND TEACHING INTERESTS

Instructor, Marketing Principles, Fall 2014 - present, Honors College (HC), University of South Carolina

Instructor, Marketing Principles, Fall 2014 - present, Darla Moore School of Business, University of South Carolina

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

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

UNIVERSITY SERVICE

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

Ph.D. Comprehensive Exam Committee Member, University of South Carolina, 2015

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

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

Board Member (Ph.D. Student Representative), Society for Consumer Psychology, 2013-2015

Editorial Review Board:

Social Influence

Journal Reviewing (Ad-hoc):

Journal of Consumer Research

Journal of Marketing Research

Journal of Experimental Psychology: General

British Journal of Social Psychology

International Journal of Sport and Exercise Psychology

Motivation and Emotion

Evolution and Human Behavior

Conference Reviewing (Ad-hoc):

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

EMAC

Poster Competition SJDM

Professional Affiliations:

American Marketing Association

Association of Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making