

EVA CHRISTINA BUECHEL

buechel@miami.edu

EDUCATION

UNIVERSITY OF MIAMI, SCHOOL OF BUSINESS
PhD in Marketing

Miami, FL
Expected 2013

CARNEGIE MELLON UNIVERSITY, TEPPER SCHOOL OF BUSINESS
Master of Science in Marketing

Pittsburgh, PA
5/09

UNIVERSITY OF BASEL, SWITZERLAND
Bachelor of Science in Psychology

Basel, Switzerland
6/07

WORKING PAPERS AND RESEARCH IN PROGRESS

"Motivated Underpinnings of the impact bias in affective forecasts" with Carey Morewedge and Joachim Vosgerau.
Manuscript in preparation for submission

Mispredicting sensitivity of affective reactions to outcome characteristics" with Jiao Zhang. *Manuscript in preparation for submission*

"The role of cognitive effort in assimilating and contrasting of hedonic and utilitarian experiences" with Juliano Laran. *3 studies completed.*

"Customized assembly: The art of work or a work of art" with Chris Janiszewski. *3 studies completed.*

"Facebook Therapy": with Jonah Berger. *2 studies completed.*

CONFERENCE PRESENTATIONS

Buechel, E., Zhang, J. (2010, November). *Affect-Rich Experiencers, Affect-Poor Forecasters: Why Forecasters Are More Sensitive to Outcome Characteristics than Experiencers*. Poster presentation at Society for Judgment and Decision-Making, St.Louis, MO.

Buechel, E. & Zhang, J. (2011, February). *Mispredicting Sensitivity of Affective Reactions to Outcome Characteristics*. Society for Consumer Psychology Winter Conference, Atlanta, GA.
- *Winner of Best Student Paper Award*

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

Buechel, E., 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*, 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.

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

Updated: Winter 2011

[Regulatory Focus and Linguistic Abstractness]. 11. Tagung der Fachgruppe für Sozialpsychologie, Freiburg, Germany.

Florack, A., & Buechel, E. (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.

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

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

AWARDS, FELLOWSHIP & GRANTS

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

Center for Behavioral Decision Research Small Grant (\$1000) for follow up research on Motivation and Affective Forecasting, June 2008

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

William Larimer Mellon Fellowship: Tuition Remission and Living Stipend, 9/07-5/09

MEMBERSHIPS/ SERVICE

Association for Consumer Research (ACR), Reviewer ACR Conference 2009, 2011

Society for Consumer Psychology (SCP), Reviewer SCP Conference 2011

Society for Judgment and Decision Making (SJDM)