

**KRISTIN DIEHL**  
Curriculum Vitae – December 2016

**CONTACT INFORMATION** 

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University of Southern California  
Marshall School of Business  
Marketing Department  
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**ACADEMIC POSITIONS** 

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Associate Professor of Marketing, University of Southern California, Marshall School of Business, March 2010 to present

Visiting Scholar, University of Colorado at Boulder, Fall 2012.

Assistant Professor of Marketing, University of Southern California, Marshall School of Business, July 2005 to March 2010

Assistant Professor of Marketing, University of South Carolina, Moore School of Business, August 2002 to June 2005

**EDUCATION** 

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Ph.D., Marketing, December 2002  
Duke University, The Fuqua School of Business, Durham, NC

Diplom-Kauffrau, June 1997  
Johannes Gutenberg Universität, Mainz, Germany

**RESEARCH INTERESTS** 

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Consumer search, consumer reactions to marketer provided orderings and categorizations, decisions from large selections, consideration set formation, evaluations of experiences, time perceptions, effect of photography on evaluations and memories of experiences.

**RECOGNITIONS & AWARDS** 

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MSI research award #4-1931 (\$19,150), with Gal Zauberman

Journal of Marketing, Outstanding Reviewer Award, 2012-2013.

Deans Award for Community, Marshall School of Business, May 2012.

Journal of Consumer Research, Outstanding Reviewer Award, 2010-2011.

Association for Consumer Research, Early Career Award, October 2010.

Journal of Consumer Psychology, Outstanding Reviewer Award, 2009-2010.

Deans Award for Research Excellence, Marshall School of Business, May 2007.

AMA-Sheth Foundation Doctoral Consortium Faculty, 2007, 2008, 2014.

MSI research award #4-1342 (\$6,103), with Cait Poynor

MSI Young Scholars Program, 2005.

Robert Ferber Award, Honorable Mention, Volume 30, 2003-2004.

MSI - JCP Research Competition on "Product Assortment and Variety-Seeking in Consumer Choice", Honorable Mention (with Cait Poynor), April 2004.

AMA-Sheth Foundation Doctoral Consortium Fellow, June 2000.

## PUBLICATIONS

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- Diehl, Kristin, Laura J. Kornish and John G. Lynch Jr. (2003), "Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity", *Journal of Consumer Research*, 30 (1), June, 56-71.  
\* Robert Ferber Award, Honorable Mention, 2004.
- Moorman, Christine, Kristin Diehl, David Brinberg, and Blair Kidwell (2004), "Subjective Knowledge, Search Locations, and Consumer Choice," *Journal of Consumer Research*, 31 (3), December, 673-680.
- Diehl, Kristin and Gal Zauberan (2005), "Searching Ordered Sets: Evaluations from Sequences under Search," *Journal of Consumer Research*, 31 (4), March, 824-832.
- Diehl, Kristin (2005), "When Two Rights Make A Wrong: Searching Too Much in Ordered Environments," *Journal of Marketing Research*, 42 (3), 313-322
- Zauberan, Gal, Kristin Diehl, and Dan Ariely (2006), "Hedonic versus Informational Evaluations: Task Dependent Preferences for Sequences of Outcomes", *Journal of Behavioral Decision Making*, 19 (July), 191-211. (lead article)
- Abendroth, Lisa and Kristin Diehl (2006), "Now or Never: Effects of Limited Opportunities on Information Processing, Purchase Behavior, and Regret", *Journal of Consumer Research*, 33 (December), 342-351.
- Zauberan, Gal, Jonathan Levav, Kristin Diehl and Rajesh Bhargave (2010), "1995 Feels so Close Yet so Far: The Effect of Event Markers on Subjective Feelings of Elapsed Time", January, *Psychological Science*, 21(1), 133-139.
- Diehl, Kristin and Cait Poynor (2010), "Great Expectations?! Assortment Size, Expectations and Satisfaction", *Journal of Marketing Research*, 47 (April), 312-322

Lamberton Poynor, Cait and Kristin Diehl (2013), "Retail Choice Architecture: The Effects of Benefit and Attribute-based Assortment Organization on Consumer Perceptions and Choice", *Journal of Consumer Research*, 40 (October), 393-411.

\* Lead article. Robert Ferber Award, Honorable Mention, 2014.

Diehl, Kristin, Erica van Herpen, and Cait Lamberton (2015), "Organizing Products with Complements versus Substitutes: Effects on Store Preferences as a Function of Effort and Assortment Perceptions," *Journal of Retailing*, 91 (1), March, 1-18.

\* Lead article.

Diehl, Kristin, Gal Zauberaman and Alixandra Barasch (2016), "How Taking Photos Increases the Enjoyment of Experiences," *Journal of Personality and Social Psychology*, Volume 111, Issue 2 (Aug), p. 119-140.

\* Lead article.

Chun, Hae Eun, Kristin Diehl, and Deborah J. MacInnis, "Making the Most of it: When and How Savoring the Future Enhances Retrospective Evaluations of Experiences," *Journal of Marketing*, forthcoming.

Barasch, Alixandra, Gal Zauberaman, and Kristin Diehl, "The Other Side of Sharing: How Photo-taking Goals Impact Evaluations of Experiences," *Journal of Consumer Research*, conditionally accepted.

## SELECTED WORK IN PROGRESS

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Diehl, Kristin, Evan Weingarten, and Gal Zauberaman, "Duration Sensitivity of Key Moments," Working Paper.

Valesesia, Francesca, Kristin Diehl and Joseph Nunes, "Based on a True Story: Making People Believe the Unbelievable," Working Paper.

Barasch, Alixandra, Kristin Diehl, Jackie Silverman, Gal Zauberaman "Photographic Memory: The Effects of Volitional Photo-Taking on Remembering Visual and Auditory Aspects of an Experience," Working Paper.

Diehl, Kristin, Andrea Morales, Gavan Fitzsimons, and Duncan Simester, "Shopping Interdependencies: How Emotions Affect Consumer Search and Shopping Behavior". Working Paper.

## SERVICE & AFFILIATIONS

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Associate Editor: *Journal of Consumer Research* (July 2013 to present)  
*International Journal of Research in Marketing* (October 2012 to June 2015)

Editorial Review Boards: *Journal of Consumer Research* (July 2003 to 2013)  
*Journal of Consumer Psychology* (September 2008 to present)  
*Journal of Marketing* (July 2010 to present)

Ad Hoc Reviewer: *Journal of the Academy of Marketing Science* (June 2006 to May 2010)  
*Journal of Marketing Research, Management Science, Marketing Science,*  
*Organizational Behavior and Human Decision Processes*

MSI Young Scholars Program, co-faculty facilitator, 2012 to present.  
ACR Conference, Co-Chair, 2015.  
ACR Conference, Co-Chair Poster Track, 2010.  
ACR Conference, Program Committee, 2006, 2009, 2011, 2013, 2014.  
Society for Consumer Psychology, Program Committee, 2009-2013.  
AMA Summer Educator Meeting, Co-Chair Consumer Behavior Track, 2009  
ACR Pre-Conference: Consumers Online: Ten Years After, 2007, Program Committee Member  
BDRM Conference 2006, Program Committee Member

## INVITED PRESENTATIONS

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INSEAD, Marketing Camp, June 2016  
Erasmus University, Marketing Seminar Series, March 2016  
Temple University, Global Center for Big Data in Mobile Analytics, February 2016  
Judgment and Decision-making Winter Symposium, University of Utah, January 2016.  
Frankfurt School of Finance & Management, December 2015  
John Hopkins University, Seminar Series, October 2015  
University of Washington, Marketing Research Camp, April 2015  
Cornell University, Marketing Seminar Series, March 2015.  
University of Pennsylvania, Marketing Colloquia, February 2015.  
Stanford University, Marketing Seminar Series, February 2015.  
Judgment and Decision-making Winter Symposium, University of Utah, January 2015.  
Hong Kong University of Science and Technology, Marketing Seminar Series, April 2014  
University of Manitoba, Marketing Seminar Series, March 2014.  
University of Michigan, Marketing Seminar Series, February 2014.  
Judgment and Decision-making Winter Symposium, University of Utah, January 2014.  
The 9th Invitational Choice Symposium, hosted by Erasmus University, June 2013.  
Washington University, Marketing Seminar Series, April 2013  
University of Illinois, Marketing Seminar Series, November 2012  
University of Colorado, Marketing Seminar Series, October 2012  
University of Colorado, Social Psychology Brown Bag, October 2012  
Marketing in Israel Meeting, Tel Aviv, December 2011.  
MSI 50th Anniversary Celebratory Session, ACR, October 2011.  
MSI Anniversary session at EMAC, May 2011.  
University of Miami, Marketing Seminar Series, April 2011.  
Carnegie Mellon University, Center for Behavioral Decision Research, March 2011.  
Bingham Young University, Marketing Seminar Series, December 2010.  
European School of Management and Technology, Marketing Camp, June 2010.  
University of Colorado, Marketing Seminar Series, February 2010.  
University of California, Berkeley, Marketing Seminar Series, September 2009.  
Boston University, Marketing Workshop, February 2009.  
New York University, Marketing Summer Camp, May 2008.  
University of Chicago, Marketing Workshop, May 2008.

University of Pennsylvania, Decision Processes Seminar, April 2008.  
London Business School, Marketing Summer Camp, July 2007.  
University of California, Riverside, Sloan Center for Internet Retailing Research Networking Workshop, May 2007  
ACR Doctoral Consortium, Session on "Decision Making and Choice," Orlando, Florida, October 2006.  
University of California, Berkeley, Marketing Seminar Series, May 2006.  
Johann Wolfgang Goethe-Universität, Frankfurt/Main, Germany, April 2006.  
Columbia University, Marketing Seminar Series, February 2006.  
California State University Northridge, Brown Bag Seminar, February 2006.  
UCLA, Interdisciplinary Group in Behavioral Decision Making, November 2005  
ACR Doctoral Consortium, Session on "Tech/Innovation/On-Line Research", San Antonio, Texas, September 2005.  
MSI Young Scholars Program, Park City, Utah, January 2005.  
Johann Wolfgang Goethe-Universität, Frankfurt/Main, Germany, Marketing Camp "Online Marketing", December 2004.  
University of Southern California, Marketing Speaker Series, September 2004.  
University of Pennsylvania, Marketing Speaker Series, November 2003.  
Vanderbilt University, Sloan Center for Internet Retailing, Annual Partner Conference, November 2003.

## CONFERENCE PRESENTATIONS

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2014

Barasch, Alix, Kristin Diehl, Zauberman, Gal, "Picturing Time: How Taking Photos Affects Time Perception and Memory," Association for Consumer Research, Baltimore, MD.

2013

Zauberman, Gal, Kristin Diehl, Alix Barasch, "Capturing or changing the way we (never) were? How taking pictures affects experiences and memories of experiences," European Conference of the Association for Consumer Research, Barcelona, Spain

2012

Diehl, Kristin, Andrea C. Morales, Gavan J. Fitzsimons, Duncan Simester, "Shopping Interdependencies: How Emotions Affect Consumer Search and Shopping Behavior", Society for Consumer Psychology, Florence, Italy.

2010

Diehl, Kristin, Erica van Herpen, and Cait Poynor, "Organizing Products with Complements versus Substitutes: Effects on Effort, Assortment Perceptions, and Store Preference", Marketing Science Conference, Cologne, Germany.

2009

van Herpen, Erica, Kristin Diehl and Cait Poynor, "Arranged to Distraction: How Categorizing Products with Complements versus Substitutes Alters the Experience of Product Choice", Association for Consumer Research Asia-Pacific Conference, Hyderabad, India.

2008

- Diehl, Kristin, Andrea C. Morales, Gavan J. Fitzsimons, Duncan Simester, "Does One Bad Apple Spoil the Barrel? Carry-over Effects of Buying Disgusting Products on Consumer Search and Shopping Basket Decisions," Association for Consumer Research, San Francisco, California.
- Zauberman, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargave, "1995 Feels So Close Yet So Far: The Effect of 'Event Markers' on the Subjective Feeling of Elapsed Time", Behavioral Decision Research in Management Conference, San Diego, California.
- Zauberman, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargave, "1995 Feels So Close Yet So Far: The Effect of 'Event Markers' on the Subjective Feeling of Elapsed Time", Society for Consumer Psychology, New Orleans, Louisiana.

2007

- van Herpen, Erica, Kristin Diehl and Cait Poynor, "Arranged to Distraction: How Categorizing Products with Complements versus Substitutes Alters the Experience of Product Choice", Association for Consumer Research, Memphis, Tennessee.
- Diehl, Kristin and Cait Poynor, "Great Expectations?! Assortment Size, Expectations and Satisfaction," Marketing Science Conference, Singapore.
- Diehl, Kristin and Cait Poynor, "Great Expectations?! Assortment Size, Expectations and Satisfaction," EMAC conference, Reykjavik, Iceland.

2006

- Diehl, Kristin and Cait Poynor, "Great Expectations?! Assortment Size, Expectations and Satisfaction," Association for Consumer Research, Orlando, Florida.
- Poynor, Cait and Kristin Diehl, "The Psychology of Category Design: The Impact of Goal-Derived Structures on Consumer Information Processing and Choice", Association for Consumer Research, Orlando, Florida.
- Diehl, Kristin, Jonathan Levav and Gal Zauberman, "1995 feels so close yet so far: The effect of event "markers" on the subjective feeling of elapsed time," Association for Consumer Research, Orlando, Florida.
- Diehl, Kristin and Cait Poynor, "Great Expectations?! Assortment Size, Expectations and Satisfaction," Behavioral Decision Research in Management Conference, Santa Monica.
- Poynor, Cait and Kristin Diehl, "Motivated Assimilation and Contrast in Category-Based Decision Making", Society for Consumer Psychology, The Imagination.

2005

- Poynor, Cait and Kristin Diehl, "Motivated Assimilation and Contrast in Category-Based Decision Making", Society for Judgment and Decision Making, Toronto, Canada.
- Diehl, Kristin and Cait Poynor, "Great Expectations?! Assortment Size, Expectations and Satisfaction," European ACR, Göteborg, Sweden.
- Diehl, Kristin and Cait Poynor, "Great Expectations?! Assortment Size, Expectations and Satisfaction," Society for Consumer Psychology, St. Pete Beach, Florida.

2004

- Diehl, Kristin and Cait Poynor, "Great Expectations?! Assortment Size, Expectations and Purchase Likelihood," Association for Consumer Research, Portland, Oregon.
- Diehl, Kristin, "Improving Decision Quality by Altering Consideration Sets," Association for Consumer Research, Portland, Oregon.

Diehl, Kristin, "Tempted by the Cheap and Easy: The Negative Effects of Low Search Costs in Ordered Environments", Marketing Science Conference, Rotterdam, The Netherlands.

2003

Diehl, Kristin, "Tempted by the Cheap and Easy: The Negative Effects of Low Search Costs in Ordered Environments", European ACR, Dublin, Ireland

Abendroth, Lisa and Kristin Diehl, "Now or Never: Effects of Limited Opportunities on Purchase and Regret Over Time", Society for Consumer Psychology, New Orleans, Louisiana.

2002

Diehl, Kristin, "Tempted by the Cheap and Easy: The Negative Effects of Low Search Costs in Ordered Environments", Association for Consumer Research, Atlanta, Georgia

Diehl, Kristin and Gal Zauberaman, "Searching Ordered Sets: The Combined Effect of Search Behavior and Presentation Patterns on Overall Evaluations," Behavioral Decision Research in Management, Chicago, Illinois.

2001

Diehl, Kristin and Gal Zauberaman. "Personalized Ordering and Consumer Evaluations: The Combined Effect of Search Behavior and Presentation Patterns," Association for Consumer Research, Austin, Texas.

Diehl, Kristin and John Lynch. "Giving More Choice to Computers and Humans: The Impact of Search Agents, Variety and Size of Selection on Consumer Welfare," Marketing Science Conference, Wiesbaden, Germany

Diehl, Kristin and John Lynch. "The Impact of Search Agents, Variety, and Size of Selection on Consumer Welfare," Marketing Science Institute Conference on Marketing, Corporate Social Initiatives, and the Bottom Line, Chapel Hill, North Carolina

2000

Diehl, Kristin and John Lynch. "The Impact of Search Agents, Variety and Size of Selection on Consumer Welfare," Association for Consumer Research, Salt Lake City, Utah

Diehl, Kristin and John Lynch. "The Impact of Search Agents, Variety and Size of Selection on Consumer Welfare," Behavioral Decision Research in Management. Tucson, Arizona. May 2000.

## TEACHING AND ADVISING

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### COURSES TAUGHT

University of Southern California, Los Angeles, CA

Undergraduate elective, Consumer Behavior (Mktg 450), Fall 2005, Spring & Fall 2007, Fall 2008 - 2011, 2013-2015

MBA elective in Consumer Behavior (Mktg 525), Fall 2007, 2008 - 2011, 2013-2015

Ph.D. Seminar "Consumer Behavior and Decision Making", Spring 2012, 2014, 2016 (co-taught with Joseph Nunes)

Ph.D. Seminar "Buyer Behavior and Interorganizational Marketing" (with Joseph Nunes), Spring 2010.

Ph.D. Seminar "Judgment & Decision-Making: Theory and Application in Consumer Contexts" (with Joseph Nunes), Spring 2007

GSBA 580: The Global Context of Business, country specific component (Vietnam and Thailand), second faculty (lead faculty: Dennis Rook), May 2012.

Johann Wolfgang Goethe Universität, Frankfurt, Germany

Graduate elective, Consumer Behavior, Spring 2006

\*recognized by department of business as best elective in spring 2006.

University of South Carolina, Columbia, SC

Undergraduate elective, Consumer Behavior (Mktg 351), Fall 2002; Spring/Fall 2003, 2004; Spring 2005

Duke University, Durham, NC

Undergraduate elective, Marketing Management (MMS 161), Spring 2000, Spring 2002

## **DOCTORAL ADVISING**

University of South Carolina, Columbia, SC

Cait Poynor (2008, University of Pittsburgh), co-chair with Stacy Wood

\* MSI 2006 Alden G. Clayton Doctoral Dissertation Proposal Competition, Honorable Mention.

2014 Ferber Award, Honorable Mention.

University of Southern California, Los Angeles, CA

Hae-Eun (Helen) Chun (2009, Cornell University, School of Hotel Administration), co-chair with Debbie MacInnis.

Aarti Ivanic, (2010, University of San Diego), committee member.

Young Han, (2011, University of Alberta), committee member.

University of Pennsylvania, Philadelphia, PA

Alixandra Barasch, (2016, New York University), committee member.