

KRISTIN DIEHL
Curriculum Vitae – October 2025

CONTACT INFORMATION

University of Southern California
Marshall School of Business
Marketing Department
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Los Angeles, CA 90089-0443

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<https://www.kristindiehl.org/>

ACADEMIC POSITIONS

Herrmann Family Endowed Chair, University of Southern California, Marshall School of Business (August 2025 -present)

Honorary Visiting Professor, Bayes Business School, City St George's, University of London, 2022-2027

Professor of Marketing, University of Southern California, Marshall School of Business, 2019 - 2025

Visiting Faculty, London Business School, Spring 2019

Academic Visitor, University of Melbourne, March 2018

Visiting Scholar, University of Colorado at Boulder, Fall 2012

Associate Professor of Marketing (with tenure), University of Southern California, Marshall School of Business, 2010 to 2019

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

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

EDUCATION

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

- Consumer Experiences: Effects of technology, particularly photography on evaluations and memories of experiences; verbal-visual sharing of experiences; savoring of future experiences, time perceptions.
- Consumer Search: Consumer reactions to marketer-provided presentations, particularly orderings, categorizations, and visualizations; decisions from large selections; consideration set formation, customization.

RECOGNITIONS & AWARDS

Journal of Consumer Research, Outstanding Reviewer Award, 2025

USC Mentoring Award for Faculty Mentoring Graduate Students, 2025.

Evan C. Thomson Faculty Mentoring and Leadership Award, Marshall School of Business, May 2025.

Finalist, Paul Green Award, *Journal of Marketing Research*, 2025.

Journal of Consumer Psychology, Outstanding Reviewer Award, 2024

Finalist, Best Paper Award, *Journal of Consumer Research*, 2021.

PhD Advisor Award, Marshall School of Business, May 2020.

MSI research award #4000412 (\$3,663), with Jennifer D'Angelo (Lee)

Evan C. Thomson Faculty Mentoring and Leadership Award, Marshall School of Business, May 2017

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

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

MSI Young Scholars Program, 2005.

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

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

AMA-Sheth Foundation Doctoral Consortium Faculty, 2007, 2008, 2014, 2015, 2016, 2024

Società Italiana Marketing Doctoral Colloquium Faculty, 2022- 2025

EMAC Doctoral Colloquium Faculty, 2025

PUBLICATIONS

Goodman, Joseph K., Jeff Galak, and Kristin Diehl (2025). "Experiencing Consumption: The Social Nature and Physicalization of the Ephemeral.", *Journal of the Association for Consumer Research*, forthcoming.

*Editorial

Diehl, Kristin, Alixandra Barasch, Minjeong Ko, and Gal Zauberman (2025), "Captured Memories: The Impact of First-Person vs. Third-Person Viewpoint Photographs on Remembering Personal Experiences", *Journal of Applied Research in Memory and Cognition* Advance online publication.

Dalmia, Maansi and Kristin Diehl (2025), "Privacy is Important, but When is it Thought About?", *Journal of the Association for Consumer Research*, Volume 10, Issue 3, 226-239.

Ceylan, Gizem, Kristin Diehl, and Wendy Wood (2024), "From Mentally Doing to Actually Doing: A Meta-Analysis of Induced Positive Consumption Simulations," *Journal of Marketing*, Vol 88 (2), 21-39.

Ceylan, Gizem, Kristin Diehl, and Davide Proserpio (2024), "Words Meet Photos: When and Why Photos Increase Review Helpfulness," *Journal of Marketing Research*, 61(1), 5-26.

*Finalist Paul Green Award 2025

Valsesia, Francesca and Kristin Diehl (2022), "Let Me Show You What I Did Versus What I Have: Sharing Experiential Versus Material Purchases Alters Authenticity and Liking of Social Media Users," *Journal of Consumer Research*, Volume 49, October, p. 430-449.

Jackie Silverman, Alixandra Barasch, Kristin Diehl, and Gal Zauberman (2022), "Harder Than You Think: Misconceptions about Logging Food with Photos versus Text," *Journal of the Association for Consumer Research*, Volume 7, number 4, October 419-428.

Diehl, Kristin and Gal Zauberman (2022), "Capturing life or missing it: how mindful photo-taking can affect experiences", *Current Opinion in Psychology*, Volume 46, August.

Weingarten, Evan, Gal Zauberman, and Kristin Diehl (2021), "Duration Sensitivity of Key Moments," *Cognition*, Volume 214, September.

Dellaert, Benedict, Suzanne Shu, Theo Arentze, Tom Baker, Kristin Diehl, Bas Donkers, Nathan Fast, Gerald Häubl, Heidi Johnson, Uma Karmarkar, Harmen Oppewal, Bernd Schmitt, Juliana Schroeder, Stephen Spiller, Mary Steffel (2020), "Consumer Decisions with Voice Assistants," *Marketing Letters*, 31, 335-347.

- D'Angelo, Jennifer K., Kristin Diehl, and Lisa A. Cavanaugh (2019), "Lead by Example? Custom-made Product Examples from Close Others Lead Consumers to Make Dissimilar Choices," *Journal of Consumer Research*, 46, 750-773.
- Barasch, Alixandra, Gal Zauberaman, and Kristin Diehl (2018), "How the Intention to Share Can Undermine Enjoyment: Photo-taking Goals and Evaluation of Experiences," *Journal of Consumer Research*, 44 (6), 1220-1237.
*Finalist Best Paper Award, 2021.
- Barasch, Alixandra, Kristin Diehl, Jackie Silverman, and Gal Zauberaman (2017), "Photographic Memory: The Effects of Volitional Photo Taking on Remembering Visual and Auditory Aspects of an Experience," *Psychological Science*, Vol 28, Issue 8, 1056 – 1066.
* Lead article.
- Chun, Hae Eun, Kristin Diehl, and Deborah J. MacInnis (2017), "Savoring an Upcoming Experience Affects Ongoing and Remembered Consumption Enjoyment," *Journal of Marketing*, May 2017, Vol. 81, No. 3, 96-110.
- Valesia, Francesca, Kristin Diehl, and Joseph Nunes (2017), "Based on a True Story: Making People Believe the Unbelievable," *Journal of Experimental Social Psychology*, 71 (July), 105-110.
- Diehl, Kristin, Gal Zauberaman, and Alixandra Barasch (2016), "How Taking Photos Increases the Enjoyment of Experiences," *Journal of Personality and Social Psychology*, Volume 111 (2), 119-140.
* Lead article.
- 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), 1-18.
* Lead article.
- 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 and Cait Poynor (2010), "Great Expectations?! Assortment Size, Expectations and Satisfaction," *Journal of Marketing Research*, 47 (April), 312-322.
- Zauberaman, 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.
- 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
- Zauberaman, 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.

Diehl, Kristin (2005), "When Two Rights Make a Wrong: Searching Too Much in Ordered Environments," *Journal of Marketing Research*, 42 (3), 313-322.

Diehl, Kristin and Gal Zauberaman (2005), "Searching Ordered Sets: Evaluations from Sequences under Search," *Journal of Consumer Research*, 31 (4), March, 824-832.

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, 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.

SELECTED WORK IN PROGRESS

Ceylan, Gizem and Kristin Diehl, "Redundancy in Visual-Verbal Word of Mouth: How Photos Increase Visual Language Use," Working Paper.

Dutton, Chaumanix and Kristin Diehl, "Best for Last? (Re)examining How People Sequence Positive and Mixed Hedonic Experiences," Working Paper.

D'Angelo, Jennifer K., Kristin Diehl, and Lisa A. Cavanaugh, "Relational Processing Increases Customization Choices", work in progress.

Uhlendorf-Leo, Kim, Sebastian Uhrich, Franziska Völckner, and Kristin Diehl, "I Have Seen Enough: Augmented Reality Can Suppress Search Behavior and Negatively Affect Decision Outcomes," work in progress.

Uhlendorf-Leo, Kim, Sebastian Uhrich, and Kristin Diehl, "Me, myself, and others: Augmented reality can increase public self-consciousness and socially desirable choices," work in progress.

BOOK CHAPTERS

Zauberaman, Gal, Kristin Diehl, and Alixandra Barasch (2020). Memory Pointers and Identity. In Americus Reed and Mark Forehand, Eds., *The Handbook of Identity Research in Marketing*.

Zauberaman, Gal, Kristin Diehl, and Alixandra Barasch (2018). "Does consumers' photo taking enrich or impoverish experience?" in *Mapping Out Marketing: Navigating Lessons from the Ivory Trenches*, Eds. R.P. Hill, C.M. Lamberton, & J. Swartz. London, UK: Routledge, Entry 47.

SERVICE TO THE FIELD

Co-Editor: *Journal of the Association for Consumer Research*, Experiential Consumption, Volume 10, Issue 4

Associate Editor: *Journal of Marketing* (April 2023 to March 2025)
Journal of Consumer Research (July 2013 to December 2017)
International Journal of Research in Marketing (October 2012 to June 2015)

Editorial Review Boards: *Journal of Consumer Research* (July 2003 to July 2013, January 2018 to present)
Journal of Consumer Psychology (September 2008 to present)
Journal of Marketing (July 2010 to 2023)
Journal of the Academy of Marketing Science (June 2006 to May 2010)

Policy Board Member: *Journal of the Association for Consumer Research*, 2024-2026

Ad Hoc Reviewer: *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Organizational Behavior and Human Decision Processes*, *Memory & Cognition*, *Journal of Personality and Social Psychology*

Association for Consumer Research (ACR), President (2024)
ACR Board of Directors, 2019 - 2020
ACR Early Career Award, Selection Committee Member, 2018.
ACR ACR-Sheth Foundation Long-Term Contribution in Consumer Research Award, Selection Committee, Chair, 2023.
ACR Conference, Co-Chair, 2015.
ACR Conference, Co-Chair Poster Track, 2010.
ACR Conference, Program Committee, 2006, 2009, 2011, 2013, 2014, 2018, 2019.
ACR Conference, reviewer 2017, 2020, 22-24
ACR Pre-Conference: Consumers Online: Ten Years After, 2007, Program Committee Member
Society for Consumer Psychology (SCP), Best Paper award selection committee (chair), 2021
SCP Conference, Associate Editor, 2023.
SCP Conference, Reviewer, 2009-2022, 2024-2025.
Marketing Science Institute, Young Scholars Program, co-faculty facilitator, 2012 - 2019.
AMA Summer Educator Meeting, Co-Chair Consumer Behavior Track, 2009
BDRM Conference 2006, 2018 Program Committee Member
Colorado Winter Conference on Marketing and Cognition, Program Committee, 2024, 2025

INVITED PRESENTATIONS

University of Texas at Austin, Marketing Seminar, April 2025.
Colorado Winter Conference on Marketing and Cognition, February 2025
University of Pennsylvania, Paul E. Green Marketing Camp, February 2025
Judgment and Decision-making Winter Symposium, University of Utah, January 2025.
City University of London, Bayes School of Business, June 2024
University of Chicago, Marketing Seminar, April 2024
New York University, Marketing Seminar, March 2024
Judgment and Decision-making Winter Symposium, University of Utah, January 2024.
Cornell University, Marketing Camp, November 2023
Unreasonable, Indianapolis, Indiana, September 2023
Stanford University, Marketing Camp, May 2023

Boston University, Marketing Camp, April 2023
 University of Alberta, Marketing Seminar Series, March 2023
 Duke University, Marketing Seminar Series, February 2023.
 University of California, San Diego, Marketing Seminar Series, October 2022.
 University of Southern California, Behavioral Science and Well-Being Initiative, September 2022.
 City University of London, Bayes Business School, June 2022
 The Ohio State University, Marketing Camp, April 2022.
 Haring Symposium, Haring-Sheth Distinguished Scholar, Indiana University, April 2022.
 Oregon State University, Marketing Seminar, February 2022.
 Judgment and Decision-making Winter Symposium, University of Utah, January 2022.
 Marketing Science Institute, Conference Customization & Customer Experience, September 2021
 University of Toronto (virtual), Marketing Seminar, February 2021.
 UT Austin (virtual), Marketing Seminar, November 2020.
 Iowa State, Distinguished Marketing Speaker Series, February 2020.
 University of British Columbia, Marketing Seminar, February 2020
 Judgment and Decision-making Winter Symposium, University of Utah, January 2020.
 John Hopkins University, Behavioral Science Forum on Artificial Intelligence, September 2019.
 The 11th Invitational Choice Symposium, hosted by Georgetown University, June 2019.
 Oxford University, Marketing Seminar, May 2019.
 ESADE, Marketing Seminar, May 2019.
 PhD in Marketing Research Seminar, organized by Cass Business School, Imperial College
 Business School, and King's Business School, May 2019.
 Wageningen University, Marketing Research Seminar, April 2019
 Vrije Universiteit Amsterdam, ABRI Seminar, March 2019
 Ludwig Maximilian University of Munich, March 2019
 University of Warwick, Marketing Seminar, March 2019
 City University of London, Cass Business School, February 2019
 University of California at Irvine, December 2018
 Ivey Business School, Western University, November 2018
 University of Maryland, Marketing Seminar Series, April 2018
 Judgment and Decision-making Winter Symposium, University of Utah, January 2018.
 London Business School, Marketing Seminar Series, November 2017
 WU Vienna, Marketing Seminar Series, May 2017
 Lisle & Roslyn Payne UA/ASU Research Symposium, April 2017
 MSI Board of Trustees Meeting: Customer Experience Beyond the Hype, April 2017
 University of Wisconsin, Marketing Seminar Series, March 2017
 Yale University, Marketing Seminar Series, February 2017
 INSEAD, Marketing Camp, June 2016
 10th Triennial Invitational Choice Symposium, Lake Louise, May 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.
 Brigham 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
 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
 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

2024

Gizem Ceylan, Kristin Diehl, “When Linguistic Perspective Dilutes Photo Helpfulness,” AMA
 CBSIG 2024, Vienna, Austria

Chaumanix Dutton and Kristin Diehl, "Life is Uncertain – Eat Dessert First: Macro-level Uncertainty May Explain Why People No Longer Prefer Improving Sequences," EMAC, Bucharest, Rumania

2022

Gizem Ceylan, Kristin Diehl, Davide Proserpio, "Words Meet Photos: When and Why Visual Content Increases Review Helpfulness," EMAC, Budapest, Hungary.

2017

Francesca Valsesia and Kristin Diehl, "See What I Did or See What I Have: Impression Management Using Experiential Versus Material Purchases," Association for Consumer Research, San Diego, CA.

Kristin Diehl, Alixandra Barasch, Gal Zauberma, "Photos for the Future: Effects on Memory for Experiences," Marketing Science Conference, Los Angeles, CA.

2014

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

2013

Zauberma, 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.

Zauberma, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargava, "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.

Zauberma, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargava, "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, Götheborg, 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

COURSES TAUGHT

University of Southern California, Los Angeles, CA

Undergraduate elective, Marketing Research for Consumer Insights (Mktg 401), Fall 2024

Undergraduate elective, Consumer Behavior (Mktg 450), Fall 2005, Spring & Fall 2007, Fall 2008 - 2011, Fall 2013-2019, Spring 2025.

Undergraduate elective, Honors Research Seminar: Marketing (BUAD 493), Spring 2017, 2018, 2020-2022.

Undergraduate elective, Honors Research Seminar: Marketing (BUAD 494), Fall 2017-2020.

MBA elective in Consumer Behavior (Mktg 525), Fall 2007- 2011, 2013-2016, 2019. 2021-2024, Spring & Fall 2025.

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

Ph.D. Seminar "Consumer Behavior and Decision Making", Spring 2012, 2014, 2016, 2018, 2020, 2022 (co-taught with Joseph Nunes)

Ph.D. Seminar "Experimental Design and Analysis," Fall 2020, 2021 (co-taught with Sarah Bonner), Fall 2022, 2023 (co-taught with Erin Frey), Fall 2025 (co-taught with Zach Berry)

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

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

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 Poyner Lamberton (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, SC Johnson College of Business, The Hotel School), co-chair with Debbie MacInnis.

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

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

Francesca Valsesia (2018, University of Washington), co-chair with Joseph Nunes.

* John A. Howard/AMA Doctoral Dissertation Award, Honorable Mention

Jennifer D'Angelo (2020, TCU), co-chair with Lisa Cavanaugh.

Chaumanix Dutton (2021, Arizona State University), chair

Gizem Ceylan (2022, post-doc Yale University, The Ohio State University), chair

* 2021 Psychology of Technology Institute Dissertation Award, Honorable Mention

Elisa Solinas (2023, IE Business School), committee member

Drew Gorenz (Psychology, expected 2026), committee member.

Maansi Dalmia (2027 expected), chair

University of Pennsylvania, Philadelphia, PA

Alixandra Barasch (2016), committee member.

* John A. Howard/AMA Doctoral Dissertation Award, Honorable Mention

University of Colorado, Boulder, CO

Lauren Min (2017), committee member

City, University of London

Kirla Ferreira (2023), external examiner

University of Bologna

Musa Essa (2024), referee

UNDERGRADUATE THESIS ADVISING

University of South Carolina, Columbia, SC

Megan McLeod, Honor Thesis (advisor, Fall 2004 - Spring 2005)

University of Southern California, Los Angeles, CA

Lilian Aluri, Honor Thesis advisor (2017).

Chloe Arriaga, Honor Thesis advisor (2017).

James Compagno, Honor Thesis advisor (2017).

Chenchen Sun, Honor Thesis advisor (2017).

Gabrielle Bettan, Honor Thesis advisor (2018).

Dominique Dankwa, Honor Thesis advisor (2018).

Pengkai Hong, Honor Thesis advisor (2018).

Sabrina Scott, Honor Thesis (advisor, 2018).

Sabrina Ouellette, Honor Thesis (advisor, 2018).

Yongyi Wu, Honor Thesis advisor (2018).

Carolyn Levi, Honor Thesis advisor (2019).

Jocelyn Yang, Honor Thesis advisor (2019).

Kimberly Ackerman, Honor Thesis advisor (2020).

Amulya Donthi, Honor Thesis advisor (2020).

Truman Fritz, Honor Thesis advisor (2020).

Aileen Kim, Honor Thesis advisor (2020).

Katherine Winn, Honor Thesis advisor (2020).

Isabella Arege, Honor Thesis advisor (2021).

Sara Livingston, Honor Thesis advisor (2021).

Yuanyi Ma, Honor Thesis advisor (2021).

Brynn Sauer, Honor Thesis advisor (2021).

Karla Sifuentes, Honor Thesis advisor (2021).

Aliya Swanger, Honor Thesis advisor (2021).

Angela Wang, Honor Thesis advisor (2021).

Liuyi Chen, Honor Thesis advisor (2022).

Baoying Huang, Honor Thesis advisor (2022).

Charlene Huang, Honor Thesis advisor (2022).

Gillian McCauley, Honor Thesis advisor (2022).

Samantha Pape, Honor Thesis advisor (2022).

Betty Sun, Honor Thesis advisor (2022).