

# CHRISTOPH HÜLLER

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## EDUCATION

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University of Arizona, Eller College of Management <i>Major: PhD in Marketing</i> <i>Minor: Neuropsychology</i> <i>Certificate: Neuroimaging Methods</i>	Aug 2020 – ongoing
Julius-Maximilians-University Würzburg <i>Major: MS in Business Management</i>	Apr 2017 – July 2020
University of Arizona, Eller College of Management <i>Major: MS in Marketing (Exchange year)</i>	Aug 2018 – Apr 2019
Julius-Maximilians-University Würzburg <i>Major: BS in Business Management and Economics</i>	Oct 2013 – Nov 2016

## RESEARCH INTERESTS

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<b>Substantive:</b>	Technology & innovation, healthcare, and finance
<b>Theoretical:</b>	Experiential consumption, trust production, impression management, decision making under risk, consumer well-being, and gamification
<b>Methodological:</b>	Laboratory experiments, field experiments, neuroimaging studies, correlational surveys, secondary data sets, A/B testing

## SELECTED PUBLICATIONS

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Hüller, Christoph, Martin Reimann, and Caleb Warren (2023), “When financial platforms become gamified, consumers’ risk preferences change”, *Journal of the Association for Consumer Research*, 8(4), 429-440.

Reimann, Martin, Christoph Hüller, Oliver Schilke, and Karen S. Cook (2022), Impression management attenuates the effect of ability on trust in economic exchange, *Proceedings of the National Academy of Sciences*, 119(30), e2118548119.

## WORKING PAPERS

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Hüller, Christoph, Martin Reimann, and Evan L. MacLean, “Thinking of pets buffers against psychological pain via perceptions of unconditional love”, currently preparing manuscript for submission to the *Journal of Consumer Research*.

**Hüller, Christoph**, Caleb Warren, and Martin Reimann, “Closer to the heart, closer to the truth? How folk biology biases consumers perceptions of wearable technology”, currently preparing manuscript for submission to the *Journal of Consumer Research*.

**Hüller, Christoph** and Martin Reimann, “An unhealthy propensity for risk aversion: How people gamble on monetary losses but hedge against negative medical experiences”, currently revising manuscript for a reject and resubmit at the *Journal of Experimental Psychology: Applied*.

**Hüller, Christoph**, Armin Heinecke, and Martin Reimann, “Individual differences in life satisfaction: Insights from structural neuroimaging of the prefrontal cortex”, currently preparing manuscript.

## **CHAired CONFERENCE SESSIONS**

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**Hüller, Christoph** “How novel product attributes and marketplace features shape consumers' financial decisions”, special session at the *Association for Consumer Research Conference 2023*, Seattle, Washington, October 2023.

**Hüller, Christoph** “Nurturing well-being: Exploring unique paths to health and happiness”, competitive paper session at the *Association for Consumer Research Conference 2023*, Seattle, Washington, October 2023.

## **CONFERENCE PRESENTATIONS & INVITED TALKS**

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Reimann, Martin, **Christoph Hüller**, and Evan MacLean “Thinking of pets buffers against psychological pain via perceptions of unconditional love”, competitive paper at the *Association for Consumer Research Conference 2023*, Seattle, Washington, October 2023.

**Hüller, Christoph**, Martin Reimann, and Caleb Warren “Gamified financial platforms tempt consumers to make riskier financial decisions”, competitive paper at the *Association for Consumer Research Conference 2023*, Seattle, Washington, October 2023.

**Hüller, Christoph**, Martin Reimann, and Caleb Warren “When financial platforms become gamified, consumers' risk preferences change”, virtual flash talk at the *Journal of the Association's Financial Decision Making Webinar*, Chicago, Illinois, October 2023.

**Hüller, Christoph**, Martin Reimann, and Caleb Warren “When financial platforms become gamified, consumers' risk preferences change”, in-person presentation at the *University of Houston Annual Doctoral Symposium 2023*, Houston, Texas, April 2023.

**Hüller, Christoph**, Martin Reimann, and Caleb Warren “When financial platforms become gamified, consumers' risk preferences change”, in-person poster presentation at the *University of Arizona | Arizona State University Research Symposium 2023*, Tempe, Arizona, March 2023.

**Hüller, Christoph** and Martin Reimann, “An unhealthy propensity for risk aversion: How people gamble on monetary losses but hedge against medical experiences ”, in-person poster

presentation at the *Association for Consumer Research Conference 2022*, Denver, Colorado, October 2022.

**Hüller, Christoph** and Martin Reimann, "An unhealthy propensity for risk aversion: How people gamble on monetary losses but hedge against medical experiences ", in-person poster presentation at the *University of Arizona | Arizona State University Research Symposium 2022*, Tucson, Arizona, April 2022.

**Hüller, Christoph** and Martin Reimann, "An unhealthy propensity for risk aversion: How people gamble on monetary losses but hedge against medical experiences ", in-person presentation at the *Mittelstaedt & Gentry Doctoral Symposium 2022*, Lincoln, Nebraska, March-April 2022.

**Hüller, Christoph** and Martin Reimann, "Hesitant to get vaccinated? How consumers hedge against medical risks but gamble on monetary risks", virtual flash talk at the *Society of Consumer Psychology Annual Conference 2022*, Nashville, Tennessee, March 2022.

**Hüller, Christoph** and Martin Reimann, "Risk preferences for our well-being: Consumers gamble on monetary losses but stash on negative medical experiences ", virtual flash talk at the *Arizona Think Tank for Behavioral Decision Making*, University of Arizona, Tucson, Arizona, April 2021.

## TEACHING EXPERIENCE

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Number	Title	Term	Level	Role
MKTG 440	Marketing Research	Spring 2024	Undergraduate	PI
MKTG 572	Marketing Research	Spring 2024	Graduate	GL & TA
MKTG 572	Marketing Research	Spring 2022	Graduate	GL & TA
MKTG 471	Marketing Policies & Operations	Spring 2022	Undergraduate	TA
MKTG 572	Marketing Research	Spring 2021	Graduate	TA
MKTG 510	Market-based Management	Fall 2020	Graduate	TA

*Note.* PI = Principal instructor organizing the class and teaching all sessions; GL = Guest lecturer teaching at least one session; TA = Teaching assistant helping with organization, teaching, and grading.

## ACADEMIC SERVICE

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Federation of German-American Clubs:

- *Liaison for incoming scholar (May 2019 – ongoing)*

Economic Science Laboratory, Eller College of Management:

- *Marketing lab manager (Aug 2022 – May 2023)*

Ad-hoc Review Service:

- *Journal of the Academy of Marketing Science (Oct 2022 & Nov 2021)*
- *Journal of Experimental Psychology: Applied (Mar 2022)*

Society for Consumer Psychology:

- *Volunteer at the Numerical Marker Conference, Tucson, Arizona (Sep 2021)*

## AWARDS, HONORS & GRANTS

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Lisle & Roslyn Payne Outstanding Doctoral Student Award	Dec 2023
Spring 2023 Eller College Small Research Grant	Apr 2023
Graduate & Professional Student Council Research and Project Grant	Apr 2023
Center for Management Innovations in Healthcare Grant	Mar 2022
Fall 2021 Eller College Small Research Grant	Dec 2021
Stanford Institute for Research in the Social Sciences Grant	Jun 2021
Academic Writing Competition Winner	Dec 2020
Fall 2020 Eller College Small Research Grant	Jan 2020
Thinking Forward: Leadership and Innovation in Marketing Award	May 2019
Federation of German-American Clubs Scholarship	Aug 2018

## DOCTORAL COURSEWORK

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### Major: Marketing

#### *Theoretical seminars:*

Foundations of consumer psychology	Caleb Warren
Judgment and decision making	Anastasiya Ghosh
Consciousness in consumer research	Jesper Nielsen
Socio-cultural aspects of consumer behavior	Melanie Wallendorf
Marketing theory I	Martin Reimann
Marketing theory II	Yong Liu
Marketing strategy	Mrinal Ghosh
Marketing modeling	Bikram Ghosh

#### *Methodological seminars:*

Marketing research methods I	Mrinal Ghosh
Marketing research methods II	Jennifer Savary
Univariate statistics	Tamar Kugler
Multivariate statistics	Tamar Kugler
Advanced multivariate statistics	Monica Erbacher
Academic writing	Caleb Warren

### Minor: Neuropsychology

Introduction to cognitive science	Mary Peterson
Neural computation and mammalian cognition	Arne Ekstrom
Human brain-behavior relationships	Matthew Grilli
Attitudes and social cognition	Jeff Stone

**Certificate: Neuroimaging methods**

Neuroimaging theory, methods and applications  
Computing for the research lab  
Computing for neuroimagers  
Independent study

Aneta Kielar  
Dianne Patterson  
Dianne Patterson  
Martin Reimann

**PROFESSIONAL EXPERIENCE**

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Marketing Department, Eller College of Management <i>Graduate Research Associate in Marketing</i> <ul style="list-style-type: none"><li>Assisting marketing faculty with research and teaching</li><li>Designing, conducting, and analyzing research studies</li><li>Performing organizational tasks</li><li>Representing the department at external events</li></ul>	Aug 2020 – ongoing
BrandTrust GmbH <i>Intern in Brand Strategy Consulting</i> <ul style="list-style-type: none"><li>Consulting clients in developing brand strategies</li><li>Conducting interviews &amp; analyzing market research data</li><li>Conducting desk research about brands, markets &amp; trends</li><li>Restructuring a client's brand architecture</li><li>Assisting clients with brand implementation</li><li>Organizing &amp; conducting workshops with clients</li></ul>	Jun 2019 – Jun 2020
Marketing Department, Eller College of Management <i>Student Assistance in Marketing</i> <ul style="list-style-type: none"><li>Assisting marketing faculty with research and teaching</li><li>Managing financial documents for the department</li><li>Performing organizational tasks</li></ul>	Feb 2019 – May 2019
Roland Meinel Musikinstrumente GmbH & Co.KG <i>Intern in Marketing (East European Market)</i> <ul style="list-style-type: none"><li>Writing PR &amp; social media posts</li><li>Conducting market research in Eastern Europe</li><li>Identifying potential endorsements in Eastern Europe</li><li>Organizing workshops &amp; events</li><li>Assisting in brand management</li></ul>	Jan 2018 – Jul 2018
eResearchTechnology GmbH <i>Intern in Quality Assurance</i> <ul style="list-style-type: none"><li>Preparing documents for the Food &amp; Drug Administration</li><li>Managing ordering data in Excel &amp; company-specific software</li><li>Writing company-wide guidelines</li></ul>	May 2017 – Jul 2017
Adidas AG <i>Intern in Project Management Footwear</i> <ul style="list-style-type: none"><li>Assisting in design, marketing &amp; sales tasks</li></ul>	Jul 2010 – Jul 2010