

CHRISTOPH HÜLLER

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EDUCATION

University of Arizona, Eller College of Management <i>Major: PhD in Marketing</i> <i>Minor: Neuropsychology</i> <i>Certificate: Neuroimaging Methods</i>	Aug 2020 – May 2025 (expected)
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

Substantive:	Technology and innovation, healthcare, and finance
Theoretical:	Consumer well-being and maladaptive consumption, risk and uncertainty, and social influences and relationships
Methodological:	Laboratory, online, and field experiments, neuroimaging studies, secondary data sets, A/B testing, large-scale surveys, and in-depth interviews

PUBLISHED ARTICLES

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, access online [here](#).

- [Media coverage](#): Canvas 8, Singapore Business Review, Arizona Board of Regents, JACR Financial Decision Making Webinar.

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, access online [here](#).

- [Media coverage](#): KJZZ Radio Station, NPR 89.1 Radio Station, Arizona Public Media, National Public Radio, US Market Today.

MANUSCRIPTS UNDER REVIEW, IN REVISION, OR CLOSE TO SUBMISSION

Hüller, Christoph, Martin Reimann, and Evan L. MacLean, “Consumers and their animal guardians: Why pets are more like parents than partners”, preparing to submit 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”, preparing to resubmit to the *Journal of Experimental Psychology: Applied*.

Taylor, Nukhet, Nate Martin, Nicole Mead, Lawrence Williams, and 183 other authors (incl. **Christoph Hüller**), “Building the field we want: The SOAR framework”, under review at the *International Journal of Research in Marketing*.

- Effort led by the first four authors and based on the 2022 ACR Doctoral Symposium

SELECTED WORK IN PROGRESS

Hüller, Christoph with Caleb Warren, and Martin Reimann, “Closer to the heart, closer to the truth? How folk biology biases consumers perceptions of wearable technology”.

- Target: *Journal of Consumer Research*
- Web data scraped and analyzed; four studies conducted and analyzed
- First draft available

Hüller, Christoph with Caleb Warren, “How sports betting benefits newbies but hurts fans”.

- Target: *Journal of Marketing*
- Six studies conducted and analyzed
- First draft not available yet

Hüller, Christoph with Oliver Schilke, Martin Reimann, and Karen S. Cook “Power undermines third-party trust transfer”.

- Target: *Proceedings of the National Academy of Sciences*
- Two studies and a couple of pilots conducted and analyzed
- First draft not available yet

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

- Target: *PLOS One*
- Magnetic resonance imaging (MRI) study conducted and analyzed
- First draft available

AWARDS, HONORS & GRANTS

Awards:

Lisle & Roslyn Payne Outstanding Doctoral Student Award	Dec 2023
Academic Writing Competition Winner	Dec 2020
Thinking Forward: Leadership and Innovation in Marketing Award	May 2019
Federation of German-American Clubs Scholarship	Aug 2018

Honors:

AMA Sheth Doctoral Consortium Fellow	Jun 2024
University of Houston Marketing Doctoral Symposium Fellow	Apr 2023
Mittelstaedt & Gentry Doctoral Symposium Fellow	Mar 2022

Grants:

Spring 2024 Eller College Small Research Grant (\$1,500)	Apr 2024
Center for Management Innovations in Healthcare Grant (\$5,000)	Mar 2024
Spring 2023 Eller College Small Research Grant (\$1,000)	Apr 2023
Graduate & Professional Student Council Research Grant (\$1,500)	Apr 2023
Center for Management Innovations in Healthcare Grant (\$8,000)	Mar 2022
Fall 2021 Eller College Small Research Grant (\$3,717)	Dec 2021
Stanford Institute for Research in the Social Sciences Grant (\$4,000)	Jun 2021
Fall 2020 Eller College Small Research Grant (\$4,000)	Jan 2020

CHAired CONFERENCE SYMPOSIA

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

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

CONFERENCE PRESENTATIONS & INVITED TALKS (presenter only)

Hüller, Christoph, Martin Reimann, and Evan MacLean, "*Consumers & their animal guardians*"

<i>Arizona Speaker Series on Human-Animal Interactions</i> , Tucson, AZ	Apr 2024
<i>UA ASU Research Symposium</i> , Tucson, AZ	Mar 2024
<i>Association for Consumer Research Conference</i> , Seattle, WA	Oct 2023

Hüller, Christoph, Martin Reimann, and Caleb Warren, "*Gamified finance & risk preferences*"

<i>Association for Consumer Research Conference</i> , Seattle, WA	Oct 2023
<i>JACR Financial Decision Making Webinar</i> , Chicago, IL (virtual)	Oct2023
<i>University of Houston Marketing Doctoral Symposium</i> , Houston, TX	Apr 2023
<i>UA ASU Research Symposium</i> , Tempe, AZ	Mar 2023

Hüller, Christoph and Martin Reimann, "*An unhealthy propensity for risk aversion*"

<i>Association for Consumer Research Conference</i> , Denver, CO	Oct 2022
<i>UA ASU Research Symposium</i> , Tucson, AZ	Apr 2022
<i>Mittelstaedt & Gentry Doctoral Symposium</i> , Lincoln, NE	Mar 2022
<i>Society of Consumer Psychology Conference</i> , Nashville, TN (virtual)	Mar 2022
<i>Arizona Think Tank for Behavioral Decision Making</i> , Tucson, AZ (virtual)	Apr 2021

TEACHING EVALUATIONS & EXPERIENCE

Teaching evaluations:

Undergraduate level: 4.90 / 5*
Graduate level: 4.90 / 5**

Teaching experience:

Number	Title	Term	Level	Role
MKTG 440	Marketing Research	Spring 2024	Undergraduate	PI*
MKTG 572	Marketing Research	Spring 2024	Graduate	GL** & TA
MKTG 550	Marketing Communications	Fall 2023	Graduate	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.

*Undergraduate teaching evaluations (n = 39) are based on 12 items (1 = Strongly disagree; 5 = Strongly agree). **Graduate teaching evaluations (n = 24) are based on six items (1 = Disagree; 5 = Agree).

ACADEMIC SERVICE

Service to the scientific community & academia:

Liaison for the *Federation of German-American Clubs Scholarship* May 2019 – present

Service to the fields of marketing & psychology:

Volunteer at the *SCP Conference*, Nashville, TN Mar 2024
Special session chair at the *ACR Conference*, Seattle, WA Oct 2023
Competitive paper session chair at the *ACR Conference*, Seattle, WA Oct 2023
Reviewer for the *Journal of the Academy of Marketing Science* Oct 2022 & Nov 2021
Reviewer for the *Journal of Experimental Psychology: Applied* Mar 2022
Volunteer at the *SCP Numerical Marker Conference*, Tucson, AZ Sep 2021

Service to the university & the marketing department:

Reviewer for the *Graduate & Professional Student Council* Nov 2023 – present
Marketing lab manager in the *Economic Science Laboratory* Aug 2022 – May 2023

DOCTORAL COURSEWORK

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
Marketing modeling

Mrinal Ghosh
Bikram Ghosh

Methodological seminars:

Marketing research methods I
Marketing research methods II
Univariate statistics
Multivariate statistics
Advanced multivariate statistics
Academic writing

Mrinal Ghosh
Jennifer Savary
Tamar Kugler
Tamar Kugler
Monica Erbacher
Caleb Warren

Minor: Neuropsychology

Introduction to cognitive science
Neural computation and mammalian cognition
Human brain-behavior relationships
Attitudes and social cognition

Mary Peterson
Arne Ekstrom
Matthew Grilli
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

BrandTrust GmbH

Jun 2019 – Jun 2020

Brand Strategy Consulting

- Consulting clients in developing brand strategies
- Conducting interviews & analyzing market research data
- Conducting desk research about consumers, industries & trends
- Assisting clients with brand implementation
- Organizing & conducting workshops with clients

Roland Meinel Musikinstrumente GmbH & Co.KG

Jan 2018 – Jul 2018

Marketing (Eastern European Market)

- Writing PR & social media posts
- Conducting market research in Eastern Europe
- Identifying potential endorsements in Eastern Europe
- Organizing workshops & events

eResearchTechnology GmbH

May 2017 – Jul 2017

Quality Assurance

- Preparing documents for the Food & Drug Administration
- Managing ordering data in Excel & company-specific software
- Writing company-wide guidelines

Adidas AG

Jul 2010 – Jul 2010

Project Management Footwear

- Assisting in design, marketing & sales tasks

REFERENCES

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Eller College of Management
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*For letters of recommendation, please contact Tonya Milazzo (tmilazzo@arizona.edu),
Marketing Graduate Programs Manager at the University of Arizona.

APPENDIX A: DISSERTATION (successfully proposed in fall 2023)

Title:

“Maladaptive consumption: Identifying novel roots and remedies for undesirable consumer outcomes”

Committee: Martin Reimann, Caleb Warren, Oliver Schilke, and Jennifer Savary

Essay #1: When financial platforms become gamified, consumers’ risk preferences change

Does gamifying financial platforms change consumers’ willingness to take financial risk? A major trend in the financial industry has been to make financial platforms gamelike experiences by adding features like leaderboards. However, despite the growing interest in this approach, no research has systematically investigated whether and how gamification influences consumers’ financial risk taking. Six experiments (N = 3,766) demonstrate that when investment apps are equipped with game elements, consumers make substantially riskier choices. Gamification boosts financial risk taking because the presence (vs. absence) of game elements motivates consumers to pursue an additional goal (i.e., winning the game). Once this goal has been reached, consumers are no longer more risk-taking, highlighting when and why gamification entices financial risk taking. This research validates recent suspicions about the addictive potential of gamified financial platforms and helps inform discussions about how to make these platforms more consumer-friendly.

Essay #2: Closer to the heart, closer to the truth? How folk biology biases consumers’ perceptions of wearable technology

Where on the body does wearable technology benefit consumers the most? A growing trend among consumers is to attach wearable devices to their bodies to collect information about their health. However, many consumers distrust the accuracy of their devices and thus disregard the health information provided to them. One factor that might influence whether or not consumers perceive wearable devices as accurate is the body location where the devices are worn. Yet, little is known how the positioning of the devices influences health perceptions. The present research reveals that consumers subjectively perceive wearable technology to be most accurate on the inner body, even when the outer body objectively yields more accurate results. This bias towards the inner body is rooted in the folk biological belief that there is an essential force bestowing the human body with life, which consumers expect to reside in the body’s center.

Essay #3: Consumers and their animal guardians: Why pets are more like parents than partners

Consumers turn to animals in times of distress, often equating the role of the animal to that of a friend or family member. However, we know little about how much relationships with animals buffer against psychological adversity compared to human relationships, nor do we sufficiently understand the mechanisms underlying them. Five lab and two field experiments ($n = 178,278$) reveal that consumers feel less psychological pain after interacting with animals versus people, an effect mediated by perceived unconditional love. Structured interviews and a large-scale survey ($n = 2,862$) further show that consumers perceive unconditional love as one that is non-judgmental, selfless, and non-possessive—characteristics that they associate mostly with animals but not humans. However, animals only have a pain-mitigating advantage over friends and partners but not parents, uncovering an important boundary condition. Together, these findings challenge previous assumptions that consumers view animals basically as people and thus underline the need for more consumer research on human–animal interactions.

APPENDIX A: OTHER SELECTED ABSTRACTS

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, access online [here](#).

Are competent actors still trusted when they promote themselves? The answer to this question could have far-reaching implications for understanding trust production in a variety of economic exchange settings in which ability and impression management play vital roles, from succeeding in one's job to excelling in the sales of goods and services. Much social science research assumes an unconditional positive impact of an actor's ability on the trust placed in that actor: in other words, competence breeds trust. In this report, however, we challenge this assumption. Across a series of experiments, we manipulated both the ability and the self-promotion of a trustee and measured the level of trust received. Employing both online laboratory studies ($n = 5,606$) and a field experiment ($n = 101,520$), we find that impression management tactics (i.e., self-promotion and intimidation) can substantially backfire, at least for those with high ability. An explanation for this effect is encapsulated in attribution theory, which argues that capable actors are held to higher standards in terms of how kind and honest they are expected to be. Consistent with our social attribution account, mediation analyses show that competence combined with self-promotion decreases the trustee's perceived benevolence and integrity and, in turn, the level of trust placed in that actor.

Hüller, Christoph with Armin Heinecke, and Martin Reimann, "Individual differences in life satisfaction: Insights from structural neuroimaging of the prefrontal cortex".

A wealth of research has highlighted variations in people's satisfaction with life. At the same time, a separate stream of work has noticed structural variations of the frontal cortex, especially its prefrontal areas. These observations prompted us to ask: Is there a positive association between general life satisfaction and the structure of the prefrontal cortex? Little prior work has bridged these two individual-difference variables and investigated their possible association. To address this gap, the present work employed structural neuroimaging scans ($N = 42$) to test associations between satisfaction with life and structural thickness of the prefrontal cortex. Results revealed that people with greater (vs. lesser) prefrontal cortex thickness (particularly in the orbitofrontal and medial prefrontal cortex) report higher life satisfaction. This finding expands our understanding of the structure of the prefrontal cortex and its interplay with satisfaction with life. We propose several avenues for future research to study potential links between the two individual-difference variables.