

Kristine R. Ehrich

ACADEMIC APPOINTMENTS

University of California, San Diego San Diego, CA	Lecturer 2015-present
San Diego State University San Diego, CA	Lecturer 2015-present
University of San Diego San Diego, CA	Assistant Professor 2008-2015
Washington State University Pullman, WA	Assistant Professor 2004-2008
The University of Texas at Austin Austin, TX	Graduate Instructor 2003-2004
Huston-Tillotson College Austin, TX	Instructor 2001

EDUCATION

The University of Texas at Austin McCombs School of Business	<u>Ph.D. in Marketing</u> 2004
<ul style="list-style-type: none"> ▪ Dissertation: "Willful Ignorance: The Avoidance of Ethical Attribute Information" Chair: Julie Irwin 	
Colorado State University Fort Collins, CO	<u>M.B.A.</u> 1999
Concordia College Moorhead MN	<u>B.A. Biology/Psychology</u> 1989

RESEARCH INTERESTS

My general research interests are in judgment and decision making. I am particularly interested in the impact that internal tension or conflict has on consumer decision making, the strategies that are used to manage these conflicts and the biases that result. I examine these interests in a number of areas, among them ethical decision making and health related decision making.

REFEREED PUBLICATIONS

- Walker, Reczek, Rebecca, Julie Irwin, Daniel M. Zane and Kristine R. Ehrich (2018), “That’s Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information,” *Journal of Consumer Research*, 45 (June) 185-207.
- Ehrich, Kristine R., Tara Ceranic and Judith Liu (2014), “Business Unusual: Transforming Business School Curricula Through Community Engagement,” *Metropolitan University Journal*, vol 25.
- Muehling, Darrel, Russ Laczniak and Kristine Ehrich (2013), “Consumers’ Response to Positive and Negative Comparative Advertisements: The Moderating Effect of Current Brand Usage,” *Journal of Current Issues and Research in Advertising*, 34, 229-246.
- Barkacs, Linda, Craig Barkacs and Kristine Ehrich (2012), “Girls Just Want to Have Fun: Issues Surrounding the Sexual Enhancement Products for Women,” *Journal of Law, Business and Ethics*, 63-72.
- Ehrich, Kristine R. and Julie R. Irwin. (2005), “Willful Ignorance in the Request of Product Attribute Information,” *Journal of Marketing Research*, 42 (August) 266-277.

RESEARCH IN PROGRESS

- “Fake It ‘Til You Make It: Are Those Luxury Goods for Real?” (study 1 data collected, targeted for *Journal of Business Ethics*)
- “I’ll Have What She Eats: The Effect of Server’s Body Type on Consumption Experience,” with Dennis Reynolds and Rebecca Walker Naylor (Studies 1 and 2 data collected, targeted for *Journal of Consumer Policy*).
- “Impact of Alcohol Consumption on the Persuasiveness of Social Marketing,” with Darrel Muehling, Yany Grégoire and Kivilcim Dogerlioglu Demir (Study 1 data collected, more data still needed, targeted for submission to *Journal of Public Policy and Marketing*).
- Tolerance of Negativity (TON): Development of a New Measure and Validation in two Advertising Contexts,” with Kivilcim Demir Dogerlioglu
- “From Cleaver to the Underachiever: An Investigation of a Familiar Male Representation in Advertising,” with Tyler Van Der Schaaf,

OTHER PUBLICATIONS

Ehrich, Kristine R. and Julie R. Irwin, “Willful Ignorance: Will Your Customers Avoid Relevant Product Information?” Practitioner’s section of ACR website Fall 2006

CONFERENCE PRESENTATIONS

Ivanic, Aarti and **Kristine R. Ehrich**, "Eating Healthy: The Impact of Racial Priming on Food Choice," at Society for Consumer Psychology: Summer Conference, American Psychological Association, Honolulu, HI. (July 31, 2013).

Ivanic, Aarti and **Kristine R. Ehrich**, "Eating Healthy: The Impact of Racial Priming on Food Choice," at the AMA Marketing and Public Policy Conference, Washington, D.C., (June 1, 2013)

Walker Naylor, Rebecca and Kristine R. Ehrich, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," at the AMA Marketing and Public Policy Conference, Washington D.C., (May 31, 2013)

Ehrich, Kristine R. and Aarti Ivanic, "Eating Healthy: The Impact of Racial Priming on Food Choice," Association for Marketing and Healthcare Research, Big Sky, Montana. (February 27, 2013).

Kristine R. Ehrich, Tara Ceranic and Judith Liu, "Making the Business Case: Transforming Business School Curricula through Community Engagement," Coalition of Urban and Metropolitan Universities (CUMU), Chattanooga, TN. (October 2012).

Ehrich, Kristine R. and **Akshaya Vijayalakshmi**, "An Investigation of The Attitude Resistance Process on Negatively Framed Comparative Ads," Summer AMA, American Marketing Association, Chicago. (August 10, 2012).

Ehrich, Kristine R., Tara Ceranic and Judith Liu, "Business Unusual: Transforming Business School Curricula Through Community Service-Learning and Engagement," Continuums of Service Washington Campus Compact, Seattle, Washington. (April 2012).

Ehrich, Kristine R., Linda Barkacs and Craig Barkacs, "Fake It 'Til You Make It: Are Those Luxury Goods for Real" at Pacific Southwest Academy of Legal Studies in Business Conference, Palm Springs, CA. (February 16-19, 2012).

Walker Naylor, Rebecca, Julie Irwin and **Kristine R. Ehrich**, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," at Association for Consumer Research, St. Louis, MO, Oct. 14, 2011.

Barkacs, Linda L., Craig B. Barkacs and Kristine R. Ehrich, "Girls Just Want to Have Fun: Issues Surrounding the Marketing of Sexual Enhancement Products for Women," at Pacific Southwest Academy of Legal Studies in Business Conference, Palm Springs, CA. February 17-20, 2011.

Lacznia, Russell N., **Kristine R. Ehrich**, Darrel Muehling and Akshaya Vijayalakshmi, "The Influence of Negatively Framed Comparative Ads On Users and Non-Users of the Comparative Referent: Attitude Resistance," at American Academy of Advertising Conference, Mesa, AZ April 7-10, 2011.

Withers, Barbara, Kristine R. Ehrich, Maling Ebrahimpour, **Anika Jensdotter**, "Codes of Conduct and Corporate Social Responsibility: An Empirical Study." At Northeast Decision Sciences Institute Conference, Montreal, Quebec. April 14-17, 2011.

Ehrich, Kristine R., **Tara Ceranic** and Judith Liu, "Beyond the Bottom Line: Service Learning in a Business School," at Continuums of Service Conference, San Diego, CA. April 27-29, 2011.

Ehrich, Kristine R., Kivilcim Dogerlioglu-Demir, Darrel Muehling and Jeff Joireman, "Tolerance of Negativity (TON): Development of a New Measure and Validation in Two Advertising Contexts" Society for Consumer Psychology Annual Conference in San Diego, CA February 2009.

Dogerlioglu-Demir, Kivilcim, Kristine R. Ehrich and Darrel Muehling, “Under the Cover of Alcohol: The Impact of Perceived Intoxication and Preventative Media on Intentions to Engage in Deviant Behavior.” Presented at ACR meeting in San Francisco, CA, Oct 23-26, 2008.

Ehrich, Kristine R. and Julie R. Irwin, “Willful Ignorance and Motivated Memory for Ethical Attribute Information” Society for Judgment and Decision Making Annual Conference in Minneapolis, MN November 2004.

Ehrich, Kristine R. and Julie R. Irwin, “Willful Ignorance in the Face of Conflict: The Avoidance of Ethical Attribute Information” part of special session at Association for Consumer Research Conference in Toronto, Canada, October 2003.

REFEREED CONFERENCE PROCEEDINGS

Withers, Barbara, Kristine Ehrich, Maling Ebrahimpour, Anika Jensdotter, “Codes of Conduct and Corporate Social Responsibility: An Empirical Study.” At Northeast Decision Sciences Institute Conference, Montreal, Quebec. April 14-17, 2011.

EXTENDED ABSTRACTS IN REFEREED CONFERENCE PROCEEDINGS

Ivanic, Aarti and Kristine R. Ehrich (2013), “Eating Healthy: The Impact of Racial Priming on Food Choice,” in *Association for Marketing and Health Care Research Conference Proceedings*, James Oakley, ed. Big Sky, MT 85-86.

Dogerlioglu-Demir, Kivilcim, Kristine Ehrich and Darrel Muehling (2009), “Under the Cover of Alcohol: The Impact of Perceived Intoxication and Preventative Media on Intentions to Engage in Deviant Behavior,” in *Advances in Consumer Research*, Vol. 36, Ann L. McGill and Sharon Shavitt, eds., San Francisco, CA, 857-858 .

Ehrich, Kristine R. and Julie R. Irwin (2004), “Consumer Decision Strategies Under Conflict,” in *Advances in Consumer Research*, Vol. 31, Barbara E. Kahn and Mary Frances Luce, eds., Toronto, Ontario, Canada: Association for Consumer Research, 571-572.

CHAired SPECIAL CONFERENCE SESSIONS

Ehrich, Kristine R. (2007), “Reference Points and Loss Aversion in Consumer Choice,” 2007 ACR Conference, Memphis, Tennessee

Ehrich, Kristine R. (2006), “Behavioral Decision Theory and Choice,” 2006 ACR Conference, Orlando, Florida

Ehrich, Kristine R. (2003), “Consumer Decisions Strategies Under Conflict,” 2003 ACR Conference, Toronto, Ontario, Canada.

TEACHING INTERESTS

Consumer Behavior, Advanced Consumer Insights, Public Policy and Marketing, Sports Marketing, Advertising and Promotions, Services Marketing, Marketing Management

TEACHING EXPERIENCE and EVALUATIONS

University of California, San Diego

Lecturer

Rec Instr.

Rec Course

San Diego, CA

Product Marketing and Management	Winter 2016	71.2%	87.9%
Product Marketing and Management	Winter 2016	83.1%	89.6%
Product Marketing and Management	Spring 2016	75.4%	75.4%
Product Marketing and Management	Spring 2016	69.0%	85.9%
Product Marketing and Management	Fall 2016	95.5%	98.5%
Product Marketing and Management	Fall 2016	90.5%	93.7%
Product Marketing and Management	Winter 2017	87.7%	90.8%
Product Marketing and Management	Winter 2017	84.8%	87.9%
Product Marketing and Management	Spring 2017	89.4%	90.9%
Product Marketing and Management	Spring 2017	95.8%	95.8%
Product Marketing and Management	Fall 2017	97.1%	91.3%
Product Marketing and Management	Fall 2017	93.0 %	94.4%
Product Marketing and Management	Fall 2017	94.3%	100.0%
Product Marketing and Management	Winter 2018	96.7%	93.3%
Product Marketing and Management	Winter 2018	92.2%	96.1%
Product Marketing and Management	Winter 2018	95.0%	100.0%

San Diego State University

San Diego, CA

	<u>Lecturer</u>	<u>Avg GPA</u>	<u>Evaluation</u>
Consumer Behavior	Fall 2015		4.62/5.0
Strategic Marketing Management	Fall 2015		4.15/5.0
Consumer Behavior	Spring 2016		4.64/5.0
Consumer Behavior	Spring 2016		4.65/5.0
Strategic Marketing Management	Spring 2016		4.41/5.0
Strategic Marketing Management	Spring 2016		4.48/5.0
Foundations of Marketing	Summer 2016		4.70/5.0
Consumer Behavior	Fall 2016		4.65/5.0
Consumer Behavior	Fall 2016		4.79/5.0
Strategic Marketing Management	Fall 2016		4.35/5.0
Strategic Marketing Management	Fall 2016		4.67/5.0
Consumer Behavior	Spring 2017	2.99	4.66/5.0
Consumer Behavior	Spring 2017	3.18	4.74/5.0
Strategic Marketing Management	Spring 2017	3.32	4.40/5.0
Strategic Marketing Management	Spring 2017	3.33	4.61/5.0
Consumer Behavior	Fall 2017	2.78	4.57/5.0
Consumer Behavior	Fall 2017	2.66	4.57/5.0
Strategic Marketing Management	Fall 2017	3.0	4.78/5.0
Strategic Marketing Management	Fall 2017	3.32	4.71/5.0

University of San Diego

San Diego, CA

	<u>Assistant Professor</u>	<u>Evaluation</u>
Consumer Behavior	Fall 2008	3.9/5.0

Consumer Behavior	Fall 2008	4.5/5.0
Fundamentals of Marketing	Spring 2009	3.3/5.0
Consumer Behavior	Spring 2009	4.3/5.0
Consumer Behavior	Spring 2009	4.6/5.0
Consumer Behavior	Fall 2009	4.7/5.0
Consumer Behavior	Fall 2009	4.8/5.0
Public Policy and Marketing	Fall 2009	5.0/5.0
Public Policy and Marketing	Spring 2010	4.9/5.0
Public Policy and Marketing	Spring 2010	4.9/5.0
Consumer Behavior (GSBA)	Spring 2010	3.3/5.0
Consumer Behavior	Summer 2010	4.6/5.0
Consumer Behavior	Fall 2010	4.4/5.0
Public Policy and Marketing	Fall 2010	4.1/5.0
Public Policy and Marketing	Fall 2010	4.8/5.0
Public Policy and Marketing	Spring 2011	4.1/5.0
Public Policy and Marketing	Spring 2011	4.9/5.0
Consumer Behavior (GSBA)	Spring 2011	3.7/5.0
Public Policy and Marketing	Fall 2011	4.4/5.0
Public Policy and Marketing	Fall 2011	4.4/5.0
Consumer Behavior	Spring 2012	4.8/5.0
Advanced Marketing Project	Spring 2012	4.0/5.0
Consumer Behavior (GSBA)	Spring 2012	4.1/5.0
Consumer Behavior	Summer 2012	4.8/5.0
Consumer Behavior	Fall 2012	4.8/5.0
Public Policy and Marketing	Fall 2012	4.4/5.0
Public Policy and Marketing	Fall 2012	4.9/5.0
Consumer Behavior	Spring 2013	4.7/5.0
Consumer Behavior	Spring 2013	4.6/5.0
Public Policy and Marketing	Fall 2013	4.7/5.0
Public Policy and Marketing	Fall 2013	4.6/5.0
Consumer Behavior	Spring 2014	4.7/5.0
Consumer Behavior (GSBA)	Spring 2014	4.5/5.0
Public Policy and Marketing	Spring 2014	4.8/5.0
Public Policy and Marketing	Fall 2014	4.8/5.0
Public Policy and Marketing	Fall 2014	4.7/5.0
Consumer Behavior	Spring 2015	4.8/5.0
Public Policy and Marketing	Spring 2015	4.7/5.0
Public Policy and Marketing	Spring 2015	4.6/5.0
Consumer Behavior	Summer 2015	4.8/5.0

Washington State University
Pullman, WA

Assistant Professor

Evaluation

Consumer Behavior	Spring 2008	3.49/4.0
	Fall 2007	3.73/4.0
	Spring 2007	3.46/4.0
	Fall 2006	3.59/4.0
	Spring 2006	3.50/4.0*
	Fall 2005	3.49/4.0
	Spring 2005	3.67/4.0*
	Fall 2004	3.54/4.0

Public Policy and Marketing	Spring 2008	3.78/4.0
	Fall 2007	3.83/4.0
	Spring 2007	3.24/4.0
	Spring 2006	3.62/4.0*
	Fall 2005	3.66/4.0
	Spring 2005	3.70/4.0*
	Fall 2004	3.29/4.0
Consumer Behavior Ph.D. Seminar	Fall 2006	3.25/4.0

*Voted Marketing Department Faculty of the Year by the undergraduate marketing students

AWARDS AND HONORS

Faculty Initiate, Delta Sigma Pi, SDSU Iota Pi Chapter	2017
Professor of the Year, Pi Beta Phi Sorority, SDSU Chapter	2016, 2017
Nominee for Woman of Impact at University of San Diego	2011
USD Mortar Board Honored Faculty	2011
Distinguished Presentation Award, PSWALB	2011
University of San Diego, Nominee for Outstanding Undergraduate Business Educator	2009
Washington State University, Marketing Faculty of the Year Award (by student vote)	2005, 2006
AEF Visiting Professor Program selection, Leo Burnett Chicago	2005
Who's Who in Business Higher Education	2005
McComb's School of Business Dean's Fellowship, The University of Texas at Austin	1999 - 2004
David Bruton, Jr. Fellowship (Merit based)	2001 - 2003
Discussant, University of Nebraska Doctoral Symposium	2001
Fellow, University of Houston Doctoral Symposium	2000
University Preemptive Fellowship, The University of Texas at Austin (Merit based)	1999 - 2000

SERVICE

Coach, University of California San Diego Adwave (Advertising Club)	2018-
Judge, San Diego State University Student Research Symposium	2016, 2018
Judge, SDSU Fowler School of Business Scholarship Committee	2016 -
Invited Judge, Supreme Drag Superstar (A Celebration of Gender Expression)	2013
Panelist, CEE Talk - Scholarship of Teaching and Learning at USD	2013
Invited Judge, USD Undergrad Battle of the Bands	2013
Editorial Review Board Member, Journal of Promotion Management	2012-
Faculty Representative for SBA-MKTG, USD Undergraduate Research Conference	2012-
Member, SBA Solidarity Committee (Service Sub-committee)	2011-

Member, Catholic Social Thought Ambassadors	2011-
Discussant, Mail Order Bride theater production (re: America's Obsession with Youth)	2011
Moderator, CK Prahalad Legacy conference	2011
Presenter, CEE Tech Talk (iPad use in the Classroom)	2011
Board Member, Street of Dreams: Musicians for Education	2011-
Invited Speaker (MKTG Rep), Alyson Ma's Preceptorial Function	2011
Member, Living and Learning Communities Working Group	2010 - 2013
Member, Undergraduate Studies Committee	2010 - 2011
Faculty Advisor, Delta Sigma Pi	2010 -
Editorial Review Board Member, Marketing Education Review	2010-
Committee Chair, American Lung Association Fight for Air Walk	2010
Invited Guest Speaker, SBA MBA Insights Event	2010
Member, Safe Space Allies	2009 -
Co-Chair, New Faculty Search Committee – Marketing Department	2009
Invited Panelist, MBA Career Services Orientation	2009
Reader, Undergraduate School of Business Administration Commencement	2009 -
Presenter, Center for Educational Excellence Active Learning Seminar	2009
Advisor, Marketing Department Honor's Thesis Program, Tyler Van Der Schaaf	2008 - 2009
Reviewer for Society for Consumer Psychology (SCP) annual conference	2004 -
Reviewer for Association for Consumer Research (ACR) annual conference	2002 -
SBA Liaison, USD On Our Campus Inclusion and Diversity Committee	2008 - 2010
Judge, College of Business, BC3 (Business Club Case Competition)	2007
Advisor, Marketing Department Honor's Thesis Program (Lyndee Giese)	2006 – 2007
Department of Marketing Senator, Washington State University, Faculty Senate	2005 – 2007
Co-Coordinator, Washington State University, Dept. of Marketing Visiting Scholars	2004 – 2007
Ad Hoc Reviewer, Journal of Advertising	2006 – 2007
Co-interviewer for incoming Ph.D. applicants, Washington State University	2006
WSU Alive! Reception, Volunteer	2006
Judge, College of Business Reaching for Success Award Program	2006
Ad Hoc Review for Association for Consumer Research – Asia	2005
Washington State University, College of Business, Ethics Task Force	2005
Presented to the Washington State University Marketing Club	2005, 2007
Reviewer for the European Marketing Academy Conference (EMAC)	2004

PROFESSIONAL AFFILIATIONS

American Marketing Association

Association for Consumer Research
Society for Consumer Psychology
San Diego Ad Club: San Diego Marketing Association SDX

BUSINESS PROFESSIONAL ACTIVITIES _____

Kristine Renee Photography, Owner	2014-2019
Gorini Life Coaching, Marketing Consultant (pricing and brand positioning)	2016-2017
Flame EFT, Consultant (brand positioning)	2015-2016
Professional Photographers of America	2014-