

Darron M. Billeter

Marriott School of Business, Brigham Young University
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ACADEMIC POSITIONS HELD

Associate Professor, Marriott School of Management
Brigham Young University, 2014-present

Assistant Professor, Marriott School of Management
Brigham Young University, 2008 – 2014

EDUCATION

Carnegie Mellon University, Tepper School of Business
Ph.D. Industrial Administration (Marketing)

Carnegie Mellon University, Tepper School of Business
M.S. Industrial Administration (Marketing)

Northwestern University, McCormick School of Engineering
M.S. Industrial Engineering and Management Science

Brigham Young University
B.S. Statistics, Management Minor

PUBLICATIONS

Billeter, Darron, Ajay Kalra and George Loewenstein (2011) "Underpredicting Learning after Initial Experience With a Product," *Journal of Consumer Research*, 37(5) pg. 723-36. *Lead article*

Zhu, Meng, Darron Billeter and J. Jeffrey Inman (2012) "The Double Edged Sword of Signaling Product Effectiveness: How Salient Marketing Cues Can Reduce Product Usage," *Journal of Marketing Research*, 49(1) pg. 26-38.

PUBLICATIONS (CONTINUED)

Larson, Jeff, and Darron Billeter (2013) "Consumer Behavior in "Equilibrium": How Experiencing Physical Balance Increases Compromise Choice," *Journal of Marketing Research*, 50(4) pg. 535-47.

Larson, Jeff, and Darron Billeter (2017) "Adaptation and Fallibility in Experts' Judgments of Novice Performers," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 43(2), 271-288.

RESEARCH INTERESTS

Judgment and Decision Making
Skill Acquisition, Expertise and New Product Adoption Inference
Making, Product Packaging and the Construction of Preference
Product Usage

HONORS AND AWARDS

Outstanding Teacher, Marketing & Global Supply Chain, 2018
Outstanding Citizen, Marketing & Global Supply Chain, 2017
Bateman Award Nominee Marriott School Outstanding Faculty (By Students) 2017
Outstanding Teacher, Marriott School of Management, 2017
Bateman Award Nominee Marriott School Outstanding Faculty (By Students) 2016
Outstanding Researcher, Marriott School of Management, 2015
Warren F. Jones Fellowship, Marriott School of Management, 2011-present
Outstanding Researcher, BYU Business Management Department, 2010
Herbert A. Simon Dissertation Award Winner, 2008
NSF Fellowship, Quality of Life Tech Research Center, 2006-2008
Richard Staelin Ph.D. Research Grant, (Carnegie Mellon) 2006
AMA Sheth Foundation Doctoral Consortium Fellow, 2006
William L. Mellon Fellowship Recipient, (Carnegie Mellon) 2002-2005
Walter P. Murphy Fellowship Recipient, (Northwestern) 1998-1999
Dean's List, (Brigham Young University) 1995

TEACHING

BUSM 444 Consumer Insights and Innovation, Brigham Young University

Fall 2020: Instructor Ratings 4.5/5 4.5/5 4.5/5

Fall 2019: Instructor Ratings 4.7/5.0 4.7/5.0 4.7/5.0

Fall 2018: Instructor Ratings 4.9/5.0 4.9/5.0 4.7/5.0

Fall 2017: Instructor Ratings 4.9/5.0 4.6/5.0 4.8/5.0

Fall 2016: Instructor Ratings 4.7/5.0 4.5/5.0 4.4/5.0

Fall 2015: Instructor Ratings 4.5/5.0 4.6/5.0 4.8/5.0

Fall 2014: Instructor Ratings 7.6/8.0 7.3/8.0

Fall 2013: Instructor Ratings 7.7/8.0, 7.5/8.0

Winter 2013: Instructor Rating 7.7/8.0

MKTG 416 International Marketing

Spring 2019: Instructor Ratings 4.9/5.0

EMBA Advanced Marketing, Brigham Young University

Winter 2020: Instructor Ratings 7.40/8.00

Winter 2019: Instructor Ratings 6.69/8.00

Winter 2018: Instructor Ratings 7.44/8.00

BUSM 490R Pre-Ph.D. Course in Marketing, Brigham Young University

Winter 2013: Instructor Rating 7.3/8.0

BUSM 550 Marketing Management (Master's in Accounting Program), BYU

Fall 2012: Instructor Ratings 6.8/8.0, 6.5/8.0

BUSM 341 Marketing Management (Undergraduate Core incl. Fin, Acct, BM, OLS), BYU

Winter 2012: Instructor Ratings 7.0/8.0, 6.3/8.0, 6.7/8.0

Winter 2011: Instructor Ratings 7.9/8.0, 6.3/8.0, 7.4/8.0

Winter 2010: Instructor Ratings 7.0/8.0, 6.8/8.0, 7.0/8.0

Winter 2009: Instructor Ratings 6.9/8.0, 6.7/8.0, 6.8/8.0

BUSM 340 Marketing Management (Non-Business Majors), Brigham Young University

Spring 2009: Instructor Rating 7.2/8.0

Introduction to Marketing, Carnegie Mellon University

Summer 2007: Instructor Rating 4.75/5.00

MEMBERSHIP IN PROFESSIONAL SOCIETIES

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology

SERVICE

Director, 2019 Brigham Young University Global Marketing Study Abroad
Co-Organizer, Judgment and Decision Making Winter Symposium, Snowbird, UT
(2015, 2016, 2017, 2018, 2019, 2020)
BYU Behavioral Lab Steering Committee Chair (2010-present)
Marriott School IRB Committee (2018-present)
Marketing Association Faculty Advisor (2014- 2018)
Marriott School Dean Search Committee Member (2012)
BYU Christensen Behavioral Lab Construction Committee Chair
BYU Marketing Faculty Recruiting Committee (2019, 2011, 2013)
Marketing Staff Recruiting Committee (2014)
Coordinator of the Department Faculty Research Seminar Series (2009-2012)
Co-Organizer (with Arul Mishra) of the Inaugural University of Utah/BYU Marketing
Research Symposium (2 years--2011-2012)
Ph.D. Committee Member
Tamara Masters (from the University of Utah—now at Brigham Young)
Jessica Rixom (from the University of Utah—now at Nevada University)
Fnu Ramakrisnan (from the University of Utah –hired at Georgia State)

Ad hoc Reviewer

Journal of Consumer Research, Journal of Consumer Psychology, The
Service Industries Journal, Association for Consumer Research Conference,
European Association for Consumer Research Conference, Society for Consumer
Psychology Conference

PROFESSIONAL EXPERIENCE

US Airways, Inc. Arlington, VA
Manager of Revenue Strategy, Lead & Senior Analyst, 1999-2002

CONFERENCE PRESENTATIONS

- Rixom, Jessica & Billeter Darron* (presenter) "Consumer Misperceptions of Product Sustainability" U-Y Symposium, Provo, UT, 2019
- Billeter, Darron*(presenter), Meng Zhu and J. Jeffrey Inman "The Effect of Transparent Packaging on Consumer Preference" Society for Consumer Psychology Europe Conference, Vienna, Austria, June 2015
- Billeter, Darron*(presenter), Meng Zhu and J. Jeffrey Inman "The Effect of Transparent Packaging on Consumer Preference" Marketing Edge Conference, Cincinnati OH, January 2014
- Billeter, Darron, Meng Zhu*(presenter) and J. Jeffrey Inman "The Effect of Transparent Packaging on Consumer Preference" INFORMS Marketing Science Conference, Istanbul Turkey, July, 2013
- Billeter, Darron* Meng Zhu and J. Jeffrey Inman "Transparent Packaging and Consumer Purchase Decisions" Judgment and Decision Making Winter Symposium, Snowbird UT, January 2013
- Larson, Jeffrey S.* and Darron Billeter "How Experts' Knowledge Structure Impedes Reliable Judgment of Novice Performance, Judgment and Decision Making Winter Symposium, Snowbird UT, January 2013
- Billeter, Darron*, Meng Zhu and J. Jeffrey Inman "Transparent Packaging and Consumer Purchase Decisions" Association for Consumer Research Conference, Vancouver, Canada, October 2012
- Larson, Jeffrey S.*, and Darron Billeter "Balance as an Embodiment of Parity" Association for Consumer Research Conference, Jacksonville FL, October 2010
- Larson, Jeffrey S.*, and Darron Billeter "The Balance Metaphor and its Effect on Choice" Behavioral Decision Research in Management Conference, Pittsburgh PA, June 2010
- Larson, Jeffrey S., and Darron Billeter* "The Balance Metaphor and its Effect on Choice" Society for Consumer Psychology, St. Petersburg FL, November 2009
- Zhu, Meng*, Darron Billeter and Jeff Inman "Can Pictures in Advertisements Curb Consumption" Society for Judgment and Decision Making Conference, Boston MA, November 2009

CONFERENCE PRESENTATIONS (CONTINUED)

Larson, Jeffrey S.* and Darron Billeter "The Balance Metaphor and its Effect on Choice"
November 2009 Society for Judgment and Decision Making Conference, Boston
MA, November 2009

Zhu, Meng* Darron Billeter and Jeff Inman "Can Pictures in Advertisements Curb
Consumption" Association for Consumer Research Conference, Pittsburgh PA,
October 2009

Billeter, Darron, Ajay Kalra* and Sameer Mathur "How Purchase Behavior Differs for
Virtue and Vice Products" Cheung Kong Graduate School of Business, Beijing
2009

Billeter, Darron*, Ajay Kalra and Sameer Mathur "How Purchase Behavior Differs for
Virtue and Vice Products" Society for Consumer Psychology Conference, San
Diego CA, February 2009

Zhu, Meng*, Darron Billeter and Jeff Inman "Smiley Faces in Ads Can Lead to Frowns
at the Cash Register: Investigation of the Impact of Facial Images on
Consumption" Society for Consumer Psychology Conference, San Diego CA,
February 2009

Billeter, Darron*, Ajay Kalra and George Loewenstein "All Thumbs: Underpredicting
Learning Curves Following Initial Experience with a Product" Behavioral
Decision Research in Management Conference, San Diego CA, April 2008

Billeter, Darron, Ajay Kalra* and Sameer Mathur "Information Processing of Virtue and
Vice Product Attributes" INFORMS Marketing Science, Singapore, June 2007

INVITED PRESENTATIONS

Marketing Edge Conference, University of Cincinnati
Judgment and Decision Making Winter Symposium
University of Virginia (Darden School of Business)
Georgetown University
Santa Clara University
Michigan State University
BYU Statistics Dept.