

Darron M. Billeter

Marriott School of Business, Brigham Young
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ACADEMIC POSITIONS HELD

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

Assistant Professor, Marriott School of Business
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.

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.

HONORS AND AWARDS

Marriott Values Award: Faith in Christ, Marriott School of Business, 2023
National Outstanding Eagle Scout Award Recipient, 2021
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 Business, 2017
Bateman Award Nominee Marriott School Outstanding Faculty (By Students) 2016
Warren F. Jones Fellowship, Marriott School of Business, 2011-2023
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

SERVICE

Marketing and Global Supply Chain Department Tenure and Promotion Committee (2023-2024)
Director, Brigham Young University Global Marketing Study Abroad (2024, 2019)
Marketing Advisory Board Faculty Director, BYU Marketing Dept., (2021-2024)
Marketing 201 Curriculum Committee (2024)
Co-Organizer, Judgment and Decision-Making Winter Symposium, Snowbird, UT (2015, 2016, 2017, 2018, 2019, 2020, 2022, 2023, 2024, 2025)
BYU Behavioral Lab Steering Committee Chair (2010-present)
Brigham Young University Faculty Advisory Council, (2021-2024)
Director, Brigham Young University Europe Business Study Abroad (2023)
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 (2011, 2013, 2019)
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 Univ. of Utah)
 Jessica Rixom (from the University of Utah—now at Nevada University)
 Fnu Ramakrisnan (from the University of Utah – now 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

TEACHING

BUSM 444 Consumer Behavior, Brigham Young University

Fall 2024: Instructor Ratings 4.4/5 4.4/5 4.4/5 4.4/5

Fall 2023: Instructor Ratings 4.8/5 4.8/5 4.8/5

Fall 2022: Instructor Ratings 4.8/5 4.8/5 4.8/5

Fall 2021: Instructor Ratings 4.8/5 4.8/5 4.8/5

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

Univ 101

Fall 2024: Instructor Ratings 4.7/5

MKTG 416 International Marketing

Spring 2023: Instructor Ratings 4.8/5.0

Spring 2019: Instructor Ratings 4.9/5.0

EMBA Advanced Marketing, Brigham Young University

Winter 2024: Instructor Ratings 7.40/8.00

Winter 2023: Instructor Ratings 7.40/8.00

Winter 2022: Instructor Ratings 7.57/8.00

Winter 2021: Instructor Ratings 7.71/8.00

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

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

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

CONFERENCE PRESENTATIONS (CONTINUED)

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

Brigham Young University Campus Wide Devotional, August 2024

Brigham Young University New Faculty Spring Seminar Discussion Co-Leader, May 2024

Marriott School of Business, BYU, Spiritually Strengthening Workshop, September 2023

Dow Pack Studios Academy and 2nd North America Opening

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.

RESEARCH INTERESTS

Judgment and Decision Making

Skill Acquisition, Expertise and New Product Adoption

Product Packaging

Product Usage

MEMBERSHIP IN PROFESSIONAL SOCIETIES

American Marketing Association

Association for Consumer Research

Society for Judgment and Decision Making

PROFESSIONAL EXPERIENCE

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