

# JEFFREY S. LARSON

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## EDUCATION

*Ph.D. Marketing, 2006*  
University of Pennsylvania, Wharton School of Business

*M.S. Managerial Science and Applied Economics, 2005*  
University of Pennsylvania, Wharton School of Business

*B.S. Statistics, 2002*  
Brigham Young University

## ACADEMIC EXPERIENCE

Associate Professor of Marketing, Marriott School of Management, Brigham Young University, June 2016 – present

Assistant Professor of Marketing, Marriott School of Management, Brigham Young University, January 2007 – June 2016

## PEER-REVIEWED RESEARCH PUBLICATIONS

Larson, Jeffrey S. and Jeffrey P. Dotson (2026), “Prospecting Vs. Retargeting: Insights from a Geography-Based Field Experiment,” *Journal of Interactive Marketing*, forthcoming.

Wang, Frances, Jeffrey S. Larson, and Chris Anderson (2025), “Free, Paid, or Pass: Revenue Optimization via Product Search Advertising,” *Cornell Hospitality Quarterly*, 66 (4), 490-509.

Larson, Jeffrey S., and Guy E. Hawkins (2023), “Speed-Accuracy Tradeoffs in Decision Making: Perception Shifts and Goal Activation Bias Decision Thresholds,” *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 49 (1), 1-32.

Larson, Jeffrey S., Ryan P. Hamilton, and Jeffrey R. Parker (2021), “Where You Shop Affects How You Choose: Retailer Price Image and the Importance of Enriched Versus Comparable Attributes,” *Journal of the Association for Consumer Research*, (6)1, 130-141.

Grimshaw, Scott D. and Jeffrey S. Larson (2021), "Effect of Star Power on NBA All-Star Game TV Audience," *Journal of Sports Economics*, 22 (2), 139-163.

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

Larson, Jeffrey S., Joseph P. Redden, and Ryan S. Elder (2014). Satiation from Sensory Simulation: Evaluating Foods Decreases Enjoyment of Similar Foods, *Journal of Consumer Psychology*, 24 (2), 188-194.

Larson, Jeffrey S. and Darron M. Billeter (2013). Consumer Behavior in 'Equilibrium': How Experiencing Physical Balance Increases Compromise Choice, *Journal of Marketing Research*, 50 (4), 535-547.

Larson, Jeffrey S. and Ryan P. Hamilton (2012). When Budgeting Backfires: How Price Restraints Can Increase Spending. *Journal of Marketing Research*, 49 (2), 231-246.

Larson, Jeffrey S., Bradlow, Eric T., and Fader, Peter S. (2005). An Exploratory Look at Supermarket Shopping Paths. *International Journal of Research in Marketing*, 22(4), 395-414.

## **PEER-REVIEWED CONFERENCE PROCEEDINGS**

Larson, Jeffrey S., Kelly Goldsmith, and Bradley Allen (2018). When a Reputation for Innovativeness Confers Negative Consequences for Brands. *Advances in Consumer Research*.

Dotson, Jeffrey P., Jeffrey Larson, and Mark Ratchford (2012), Maximizing Purchase Conversion by Minimizing Choice Deferral: Examining the Impact of Choice Set Design on Preference for the No-Choice Alternative, 2012 Sawtooth Software Conference Proceedings.

Larson, Jeffrey S. and Darron M. Billeter (2011). The Balance Metaphor and Its Effect on Choice. *Advances in Consumer Research*.

Larson, Jeffrey S. and Ryan P. Hamilton (2011). When Budgeting Backfires: How Price Restraints Can Increase Spending. *Advances in Consumer Research*.

Larson, Jeffrey S. and Sterling A. Bone (2009). Measuring Salesperson Orientation of Consumers. *Advances in Consumer Research*, 36, 785-786.

Larson, Jeffrey S. (2008). The Learning (and not) of Effort and Accuracy Tradeoffs. *Advances in Consumer Research*, 35, 820-821.

## **WORKING PAPERS**

Dotson, Jeffrey, Jeffrey S. Larson, and Mark Ratchford, “Examining the Impact of Choice Set Design on Preference for the No-Choice Alternative,” research completed, draft underway, targeted for *Journal of Consumer Research*.

## **WORKS IN PROGRESS**

Larson, Jeffrey S., Ryan P. Hamilton, and Jeffrey R. Parker, “Seeking Price and not Quality: Asymmetric Forecasts Produce Biased Search and Lower Utility in Consumers,” seven experiments completed, targeted for *Journal of Consumer Research*.

Billeter, Darron M. and Jeffrey S. Larson, “Information Flows on Product Packaging,” one experiment completed, target for *Journal of Consumer Research*.

Larson, Jeffrey S. and Daniel G. Goldstein, “Variance Inferences under Trend,” two experiments completed, targeted for *Proceedings of the National Academy of Sciences*.

## **CONFERENCE PRESENTATIONS**

Larson, Jeffrey S., Kelly Goldsmith, and Bradley Allen, “When a Reputation for Innovativeness Confers Negative Consequences for Brands,” Association for Consumer Research, October 2018.

Larson, Jeffrey S. and Guy E. Hawkins, “Speed-Accuracy Tradeoffs in Decision Making: Perception Shifts and Goal Activation Bias Decision Thresholds,” Marketing Dynamics, July 2018.

Larson, Jeffrey S., Kelly Goldsmith, and Bradley Allen, “When a Reputation for Innovativeness Confers Negative Consequences for Brands,” Product and Services Innovation, February 2017.

Larson, Jeffrey S., Kelly Goldsmith, and Bradley Allen, “When a Reputation for Innovativeness Confers Negative Consequences for Brands,” Society for Consumer Psychology, March 2014.

Larson, Jeffrey S., Joseph P. Redden, and Ryan S. Elder, “Satiation from Sensory Simulation: Evaluating Foods Decreases Enjoyment of Similar Foods,” Society for Consumer Psychology, March 2014.

Larson, Jeffrey S., Kelly Goldsmith, and Bradley Allen, “When a Reputation for Innovativeness Confers Negative Consequences for Brands,” Judgment and Decision Making Winter Symposium, January 2014.

Larson, Jeffrey S. and Darron M. Billeter, "The Double-Edged Sword of Expert Judgment," Judgment and Decision Making Winter Symposium, January 2013.

Larson, Jeffrey S. and Ryan P. Hamilton, "When Budgeting Backfires: How Price Restraints Can Increase Spending," Society for Consumer Psychology Conference, February 2011.

Larson, Jeffrey S. and Darron M. Billeter, "The Balance Metaphor and its Effect on Choice," Association for Consumer Research Conference, October 2010.

Larson, Jeffrey S. and Ryan P. Hamilton, "When Budgeting Backfires: How Price Restraints Can Increase Spending," Association for Consumer Research Conference, October 2010.

Larson, Jeffrey S. and Scott M. Smith, "The Evolution of Consumer Perceptions of a Radical Innovation," INFORMS Marketing Science Conference, June 2010.

Larson, Jeffrey S. and Darron M. Billeter, "The Balance Metaphor and its Effect on Choice," Behavioral Decision Research in Management Conference, May 2010.

Larson, Jeffrey S., "Metacognitive Learning and Inertia: Why Faulty Decision Parameters Persist," Society for Consumer Psychology Conference, February 2010.

Larson, Jeffrey S. and Darron M. Billeter, "The Balance Metaphor and its Effect on Choice," Society for Consumer Psychology Conference, February 2010.

Larson, Jeffrey S. and Darron M. Billeter, "The Balance Metaphor and its Effect on Choice," Judgment and Decision Making Conference, November 2009.

Larson, Jeffrey S. and Sterling Bone, "Measuring Salesperson Orientation of Consumers," Association for Consumer Research Conference, October 2008.

Larson, Jeffrey S., "The Learning (and not) of Effort and Accuracy Tradeoffs," Association for Consumer Research Conference, October 2007.

Larson, Jeffrey S., "The Learning (and not) of Effort and Accuracy Tradeoffs," Judgment and Decision Making Conference, November 2006.

Larson, Jeffrey S., Peter S. Fader, and Eric T. Bradlow, "An Exploratory Look at Supermarket Shopping Paths," Joint Statistics Meeting, July 2003.

Larson, Jeffrey S., Peter S. Fader, and Eric T. Bradlow, "An Exploratory Look at Supermarket Shopping Paths," Marketing Science Conference, June 2003.

## **TEXTBOOK**

Larson, Jeffrey S. and Stuart Draper (2014). Internet Marketing Essentials: A comprehensive digital marketing textbook. Stukent: Idaho Falls, ID.

## **CASES**

Larson, Jeffrey S. "Advertising Attribution through Experimentation." Stukent Case, May 2021.

Larson, Jeffrey S. "Global Attribution." Stukent Case, May 2014.

Larson, Jeffrey S. "Orabrush." Stukent Case, May 2014.

## **TEACHING**

Academic Director and Instructor: Digital Marketing Strategy for the Digital Economy, June 2019, December 2019

Professor, Digital Marketing: Evolution, Tactics, Strategy, HCD Global, China, December 2016, March 2017

Profesor, Mercadotecnia Digital, Tecnológico de Monterrey, Winter 2015, Spring 2016

Professor, Marketing Research, Brigham Young University, Fall 2007 - present

Professor, Internet Marketing, Brigham Young University, Fall 2009 - present

Professor, Introduction to Marketing, Brigham Young University, Winter 2007

Instructor, Introduction to Marketing, Brigham Young University, Summer 2005

Instructor, Marketing Research, Brigham Young University, Summer 2005

## **PROFESSIONAL AFFILIATIONS**

Association for Consumer Research

Society for Judgment and Decision Making

Society for Consumer Psychology

Phi Kappa Phi

Golden Key International Honor Society

## **SERVICE TO THE FIELD**

Reviewer for *Marketing Science*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Frontiers in Psychology*, *Journal of Public Policy and Marketing*, *Journal of Interactive Marketing*.

Reviewer for Association for Consumer Research Conference and Society for Consumer Psychology Conference.