

# 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.

## **RESEARCH INTERESTS**

Judgment and Decision Making  
Skill Acquisition, Expertise and New Product Adoption  
Product Packaging  
Product Usage

## **HONORS AND AWARDS**

Marriott Values Award: Faith in Christ, Marriott School of Business, 2023  
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**

Brigham Young University Faculty Advisory Council, (2021-2023)  
Co-Chair Marketing Advisory Board, BYU Marketing Dept., (2021-2023)  
Director, Brigham Young University Europe Business Study Abroad (2023)  
Director, Brigham Young University Global Marketing Study Abroad (2019)  
Co-Organizer, Judgment and Decision-Making Winter Symposium, Snowbird, UT (2015, 2016, 2017, 2018, 2019, 2020, 2022,2023)  
BYU Behavioral Lab Steering Committee Chair (2010-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 (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 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

MKTG 416 International Marketing

Spring 2023: Instructor Ratings 4.8/5

Spring 2019: Instructor Ratings 4.9/5.0

EMBA Advanced Marketing, Brigham Young University

Winter 2023: Instructor Ratings 7.4/8.00

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

## **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.

## **MEMBERSHIP IN PROFESSIONAL SOCIETIES**

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

## **PROFESSIONAL EXPERIENCE**

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