

# ***Steve Hoeffler***

Associate Professor  
Owen Graduate School of Management  
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## **Education**

Duke University, Fuqua School of Business, Durham, NC. *Ph.D., Marketing, 2000*

University of California, Davis, CA. *M.B.A., Marketing, June, 1994.*

San Diego State University, San Diego, CA, *B.A., Information Systems, May 1985.*

## **Academic Work Experience**

Associate Professor (with tenure), Vanderbilt University, 2006 - present

Assistant Professor, University of North Carolina, 1999 - 2006

## **Corporate Work Experience**

NCR (and later AT&T): Marketing of mainframe computers to commercial, industrial, education, and government accounts, *1985 – 1992.*

## **Research Interests**

Really-New Products, Preference Development over Time, Developing Brands

## **Publications**

Zhao, Min, Steve Hoeffler, and Gal Zauberman, Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thoughts, **Forthcoming** at the *Journal of Marketing Research*

Hoeffler, Steve, Dan Ariely, & Pat West, Path Dependent Preferences: The Role of Initial Experience and Biased Search in Preference Discovery, **Forthcoming** at *Organizational Behavior and Human Decision Processes*

Bloom, Paul N., Steve Hoeffler, Kevin Lane Keller & Carlos Basurto, 2006 How Social-Cause Marketing Affects Consumer Perceptions, *Sloan Management Review*, 47 (2), 49 -55.

Gregan-Paxton, Jennifer, Steve Hoeffler, and Min Zhao, 2005, When Categorization Is Ambiguous: Factors that Facilitate the Use of a Multiple Category Inference Strategy, *Journal of Consumer Psychology*, 15 (2), 127 – 140.

Darren W. Dahl and Steve Hoeffler, 2004, Visualizing the Self: Exploring the Potential

Benefits and Drawbacks for New Product Evaluation, *Journal of Product Innovation Management*, 21, 259 – 267.

Hoeffler, Steve, Measuring Preferences for Really New Products, 2003, *Journal of Marketing Research*, Vol XL, (November), 406-420, **Finalist – Paul E. Green Best Paper Award**

Hoeffler, Steve & Kevin Lane Keller, 2003, The Marketing Advantages of Strong Brands, , *Journal of Brand Management*, 10 (6), 421-445

Hoeffler, Steve & Kevin Lane Keller, 2002, Building Brand Equity Through Corporate Societal Marketing, *Journal of Public Policy and Marketing*, 21 (1), 78-89.

Hoeffler, Steve & Dan Ariely, 1999, Constructing Stable Preferences: A Look into Dimensions of Experience and their Impact on Preference Stability, *Journal of Consumer Psychology*, 8 (2), 113-139. **Lead Article**

### Conference Publications

Hoeffler, Steve, Dan Ariely, Pat West, and Rod Duclos, Preference Exploration and Learning: The Role of Intensiveness and Extensiveness of Experience, *Advances in Consumer Research*, forthcoming.

Hoeffler, Steve, 2003. When Categorization is Ambiguous: Factors that Facilitate and Inhibit the Use of a Multiple (Versus Single) Category Inference Strategy, *Advances in Consumer Research*, 31, 444-5.

Hoeffler, Steve, 2002. Consumer Preference Development, *Advances in Consumer Research*, 29, 406-7.

Hoeffler, Steve, 2002. Conceptualizing Newness and Positioning Really New Products, *Advances in Consumer Research*, 29, p. 267.

### Marketing Science Research Reports

Rosa, Jose Antonia, Steve Hoeffler, William Qualls, and Jonathan Bohlmann, Analogies and Imaginary Consumers: A Case Study of New Product Development, Marketing Science Institute, Working Paper Series, (04-122). 113 – 119.

### Papers under Review

Hoeffler, Steve, Page Moreau, and Claudia Kubowicz-Malhotra, The Role of Positioning in Building Evolutionary Bridges for Revolutionary Products, **under 2<sup>nd</sup> review** at the *Journal of Marketing Research*

Hoeffler, Steve, Dan Ariely, Pat West, and Rod Duclos, Preference Exploration and Learning: The Role of Intensiveness and Extensiveness of Experience, **revision requested** from the *Journal of Consumer Research*

Zhao, Min, Steve Hoeffler, and Darren Dahl, Visualization and New Product

Evaluation: The Role of Memory and Imagination-Focused Visualization, **revision requested** from the *Journal of Marketing Research*

## **Working Papers**

Wood, Stacy & Steve Hoeffler, Looking Innovative: Gender Asymmetries in Impression Management via High Tech Product Use

Hoeffler, Steve, Paul Bloom, and Kevin Keller, Achieving Social Change Through Corporate Societal Marketing: Incorporating A Consumer Orientation Into CSR Programs

Rosa, Jose Antonio, Steve Hoeffler, William Qualls, and Jonathan Bohlmann, Aligning Product Developers and Consumers: Exploring the Impact of Source Domain Discrepancies and the Use of Idealized Consumer Exemplars

## **Work In Progress**

Mental Simulation and the Evaluation of Really New Products: The Role of Process and Outcome-Focused Thoughts (with Min Zhao and Gal Zauberger)

Accuracy Matters: Do Behavioral Goals Influence the Reliance on Decision Heuristics? (with Jesper Nielsen and Patricia Linville)

Asymmetries in Preference for Pleasant and Unpleasant Experiences (with Selin Malkoc)

## **Grants**

The Role of Positioning in Building Evolutionary Bridges for Revolutionary Products, Marketing Science Institute, 2005 (with Page Moreau and Claudia Kubowicz-Malhotra) for \$ 10,250

Measuring Preferences for Really New Product, Marketing Science Institute, 1999 (with John Lynch) for \$10,400

## **Teaching Experience**

Owen Graduate School of Business, Marketing Core (4 sections)

Kenan-Flagler Business School, Marketing Core (4 sections), Fall 2001 – 2005, Selected as Teaching Star, Master Teacher Mentoring Program

Kenan-Flagler Business School, Sponsorship, MBA, Spring 2004

Kenan-Flagler Business School, Internet Marketing, Spring/Fall 2000: *Undergraduate, MBA, EMBA, Executive*

Kenan-Flagler Business School, Branding, EMBA, Summer 2002 – 2004

Duke University: *Undergraduate*, Marketing Management, Fall 1997

Duke University, *Daytime MBA*, Instructor, Integrated Learning Experience 2, Business Simulation Spring 1996, 1997, 1998

Duke University: *Executive Education*, Facilitator: Business Simulation, 1994-2000

## **Service**

Track Chair, Creating Value Through Brand Identity and Communications Track at Winter AMA, San Diego, CA 2007

Track Co-Chair (with Paul Bloom), Marketing and Society Track at Winter AMA, San Antonio, TX, 2005

*Ad Hoc Reviewer for:*

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Economic Psychology

Marketing Letters

ACR Conferences

John Howard Dissertation Competition

Technology Foundation STW (Grant Review)

## **Membership**

Association for Consumer Research

American Marketing Association

Association for Consumer Psychology

American Psychological Association

Judgment and Decision Making Society

## **Honors & Awards**

Duke University Fellowship, 1994-1999

American Marketing Association, Marketing Scholar of the Year, runner-up, 1994

Commencement Speaker, UC Davis, 1994

Beta Gamma Sigma, National Honor Society, 1993

Ranked #1 in MBA class (UC Davis), 1993

Epsilon Pi Epsilon, National Honor Society, Information Systems, 1985

## **Presentations**

Zhao, Min, Steve Hoeffler, and Darren Dahl, Visualization and New Product Evaluation: The Role of Memory and Imagination-Focused Visualization Association of Consumer Research, Orlando, 2006

Hoeffler, Steve, Dan Ariely, Pat West, and Rod Duclos, Preference Exploration and

- Learning: The Role of Intensiveness and Extensiveness of Experience, Association of Consumer Research, Orlando, 2006
- Hoeffler, Steve, Page Moreau, and Claudia Kubowicz-Malhotra, The Role of Positioning in Building Evolutionary Bridges for Revolutionary Products, Society for Consumer Psychology, Imagination, International Waters, 2006
- Hoeffler, Steve, Dan Ariely, Pat West, and Rod Duclos, Preference Exploration and Learning: The Role of Intensiveness and Extensiveness of Experience, Association for Consumer Research, San Antonio, TX 2005
- Zhao, Min, Steve Hoeffler, and Gal Zauberaman, Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thoughts, Association for Consumer Research, Portland, OR, 2004
- Hoeffler, Steve, Page Moreau, and Claudia Kubowicz, The Role of Positioning in Building Evolutionary Bridges for Revolutionary Products, Association for Consumer Research, Portland, OR, 2004
- José Antonio Rosa and Steve Hoeffler, "Analogies, Product Development, and Consumers," 2004 American Marketing Association Summer Educators Conference, Boston
- Gregan-Paxton, Jennifer, Steve Hoeffler, and Min Zhao, Positioning High-Tech Hybrids: Factors that Facilitate the Use of a Multiple (Versus Single) Category Inference Strategy, Society for Consumer Psychology, San Francisco, 2004
- Gregan-Paxton, Jennifer, Steve Hoeffler, and Min Zhao, Positioning High-Tech Hybrids: Factors that Facilitate the Use of a Multiple (Versus Single) Category Inference Strategy, Association for Consumer Research, Toronto, 2003
- Linville, Patricia W., Jesper Nielsen, and Steve Hoeffler, Nonconscious Priming of Decision Processing Goals, Association for Consumer Research, Toronto, 2003
- Hoeffler, The Role of Positioning in Building Evolutionary Bridges for Revolutionary Products, Association for Consumer Research, Atlanta, Georgia, October 2002
- Hoeffler, S. Ariely, D. and West, P., Evolution and Development of Preferences: The Role of Biased Search in Acquiring Taste, A Association for Consumer Research, Atlanta, Georgia, October 2002
- Hoeffler, S., Ariely, D. and West, P., Evolution & Development of Preferences: The Role of Biased Search in Acquiring Taste, BDRM, Chicago, May 2002
- Linville, Patricia W., Jesper Nielsen, and Steve Hoeffler, Nonconscious Priming of Decision Processing Goals, BDRM, Chicago, May 2002
- Hoeffler, S., Ariely, D. and West, P., Evolution & Development of Preferences: The Role of Biased Search in Acquiring Taste, Association for Consumer Research, Austin, Texas, October 2001

- Hoeffler, S., Positioning Really New Products, Association for Consumer Research, Austin, Texas, October 2001
- Hoeffler, S., Measuring Preferences and Positioning Really New Products. Society for Consumer Psychology, San Antonio, Texas, February 2000
- Hoeffler, S., Measuring Preferences and Positioning Really New Products. Behavioral Decision Research in Management, Miami, Florida, June 1998 (Poster)
- Hoeffler, S., Measuring Preferences for Really New Products. Society of Consumer Psychology, Austin, Texas, February 1998 (Poster)
- Hoeffler, S. & Ariely, D., Constructing Stable Preferences: A Look into Dimensions of Experience and their Impact on Preference Stability. JDM Philadelphia November 1997
- Hoeffler, S. & Ariely, D., Constructing Stable Preferences: A Look into Dimensions of Experience and their Impact on Preference Stability. Marketing Science, Berkeley, CA, March 1997
- Hoeffler, S. & Ariely, D., Constructing Stable Preferences: A Look into Dimensions of Experience and their Impact on Preference Stability. JDM, Chicago, Illinois, November 1996 (Poster)
- Hoeffler, S. & Ariely, D., Constructing Stable Preferences: A Look into Dimensions of Experience and their Impact on Preference Stability. ACR, Tucson, Arizona, October 1996 (Poster)