

Steve Hoeffler

Associate Professor
Owen Graduate School of Management
Vanderbilt University
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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, Crowdsourcing

Publications

Zhao, Min, Darren W. Dahl, and Steve Hoeffler, (2015). "Optimal Visualization Aids and Temporal Framing for New Products," **Forthcoming**, *Journal of Consumer Research*

Iacobucci, Dawn, and Steve Hoeffler, (2015). "Leveraging Social Networks to Develop Radically New Products," **Forthcoming**, *Journal of Product Innovation Management*

Hoeffler, Steve, Michal Herzenstein, and Tamar Ginzburg (2015). "Optimal Design for Radically New Products," in *Design and Design Thinking: Essentials for Product Development*, (Scott Swan and Michael Luchs Editors), John Wiley and Son, **Forthcoming**.

Hoeffler, Steve, Dan Ariely, Pat West, and Rod Duclos, (2013), "Preference Exploration and Learning: The Role of Intensiveness and Extensiveness of Experience," *Journal of Consumer Psychology*, Volume 23 (3), 330 – 340.

Malkoc, Selin A., William Hedgcock, and Steve Hoeffler (2013), “Between a rock and a hard place: The failure of the attraction effect among unattractive alternatives,” *Journal of Consumer Psychology*, Volume 23 (3), 317 – 329.

Kusari, Sanjukta, Steve Hoeffler, and Dawn Iacobucci, (2013), “Trusting and Monitoring Business Partners throughout the Relationship Life Cycle,” *Journal of Business to Business Marketing*, Volume 20 (3), 119 – 138. **Awarded Best Journal Paper of Year.**

Wood, Stacy & Steve Hoeffler (2013) “Looking Innovative: Exploring the Role of Impression Management in High Tech Product Adoption and Use,” *Journal of Product Innovation Management*. Volume 30 (November), 1254 – 1270.

Hoeffler, Steve and Michal Herzenstein (2013), “Optimal Marketing for Really New Products: Using a Consumer Perspective to Improve Communications,” in *Cracking the Code* (Steve Posavac editor), 21 – 44.

Zhao, Min, Steve Hoeffler, and Darren Dahl (2012) “Imagination Difficulty and New Product Evaluation,” *Journal of Product Innovation Management*. Volume 29 (December), 76–90.

Posavac, Steven S., Frank R. Kardes, and Steve Hoeffler (2012), “Consumer Psychology,” in *Encyclopedia of Human Behavior* (2nd ed.), ed. V. S. Ramachandran, Oxford, UK: Elsevier.

Zhao, Min, Steve Hoeffler, and Gal Zauberman (2011), “Mental Simulation and Product Evaluation: The Affective and Cognitive Dimensions of Process Versus Outcome Simulation,” *Journal of Marketing Research*, (October), (48-5), 827-839.

Iacobucci, Dawn, Lawrence Van Horn, and Steve Hoeffler (2010), “The Politics of Health Care,” *Journal of Medical Marketing*, 10, 305 – 311.

Hoeffler, Steve, Paul N. Bloom, and Kevin Lane Keller (2010), “Understanding Stakeholder Responses to Corporate-Citizenship Initiatives: Managerial Guidelines and Research Directions,” *Journal of Public Policy and Marketing*, 29 (1), 78-88.

Zhao, Min, Steve Hoeffler, and Darren Dahl, (2009) “The Role of Imagination-Focused Visualization on New Product Evaluation,” *Journal of Marketing Research*, February 46(1), 46 – 55.

Zhao, Min, Steve Hoeffler, and Gal Zauberman, (2007), “Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thoughts,” *Journal of Marketing Research*, August 44(3), 379 – 388.

Hoeffler, Steve, Dan Ariely, & Pat West, (2006), “Path Dependent Preferences: The Role of Initial Experience and Biased Search in Preference Discovery,” *Organizational Behavior and Human Decision Processes*, November 101(2), 215 – 229.

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, (2003) "Measuring Preferences for Really New Products," *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

Selin A. Malkoc, William Hedgcock, Steve Hoeffler (2010), "Between A Rock And A Hard Place: Desirability Based Attenuation Of The Attraction Effect", in *Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research

Min Zhao, Steve Hoeffler , Gal Zauberan (2010), "Process- Versus Outcome-Focused Simulation And The Evaluation Of New Products: The Temporal Effects On The Affective And Cognitive Dimensions", in *Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN : Association for Consumer Research

Min Zhao , Darren Dahl , Steve Hoeffler (2010), "Matching Time Perspective And Visualization Aids To Enhance New Product Evaluation ", in *Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN : Association for Consumer Research

Min Zhao, Steve Hoeffler, Gal Zauberan (2009), "Mental Simulation And The Evaluation Of New Products: The Affective And Cognitive Dimensions Of Process-Versus Outcome-Focused Thoughts", in *Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 726-727.

Selin A. Malkoc, Steve Hoeffler, William Hedgcock (2008), "Valence Asymmetries In

Preference: The Case Of Attraction Effect", in *Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, Pages: 122-124.

Min Zhao, Steve Hoeffler, Darren Dahl (2007), "Visualization And New Product Evaluation: The Role Of Memory- And Imagination-Focused Visualization", in *Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, Pages: 235-237.

Steve Hoeffler, Dan Ariely, Pat West, Rod Duclos (2007), "Preference Exploration And Learning: The Role Of Intensiveness And Extensiveness Of Experience", in *Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, Pages: 692-695.

Min Zhao, Steve Hoeffler, Gal Zauberaman (2005), "Mental Simulation And Preference Stability Over Time", in *Advances in Consumer Research* Volume 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN : Association for Consumer Research, Pages: 526-527.

Jennifer Gregan-Paxton, Steve Hoeffler, Min Zhao (2004), "When Categorization Is Ambiguous: Factors That Facilitate And Inhibit The Use Of A Multiple (Versus Single) Category Inference Strategy", in *Advances in Consumer Research* Volume 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA : Association for Consumer Research, Pages: 444-445.

Steve Hoeffler (2002), "Special Session Summary Consumer Preference Development", in *Advances in Consumer Research* Volume 29, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA : Association for Consumer Research, Pages: 406-407.

Steve Hoeffler (2002), "Conceptualizing Newness And Positioning Really New Products", in *Advances in Consumer Research* Volume 29, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA : Association for Consumer Research, Pages: 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.

Working Papers

Michal Herzenstein and Steve Hoeffler, "How Is a Pen Like an Elephant? The Role of Analogy Completeness and Abstraction Level on Evaluations of Really New Products," *Working Paper*.

Hoeffler, Steve, Page Moreau, and Claudia Kubowicz-Malhotra, "The Role of Positioning in Building Evolutionary Bridges for Revolutionary Products," *Working Paper*

Steve Hoeffler, Subin Im, Sanjit Sengupta, and Jesper Nielsen. “Coping with Complexity: Understanding the Impact of Perceived Cognitive and Emotional Resource Expenditures on Product Evaluation,” – *under review at the Journal of the Academy of Marketing Research*

Elizabeth Cowley, Christina Anthony, and Steve Hoeffler, “Naive extrapolation: How the final trend of an experience biases future forecasts,” *Working paper*.

Work in Progress

Barry Bayus, Nicholas Lurie, and Steve Hoeffler, “Crowdsourcing Innovative Ideas Using Symbolic Incentives.”

Jesper Nielsen, Jennifer Escalas, and Steve Hoeffler, “Mental Simulation and Radicaly New Product Evaluations: The Role of Spontaneous Narrative Transportation.”

Grants

Crowdsourcing Innovative Ideas in B2B Firms, Institute for the Study of Business Markets (ISBM), Penn State University (Grant # 18 – 1304), 2013 (with Barry Bayus and Nick Lurie) for \$ 10,000

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 Management, Marketing Core (4 sections), Fall 2006- current

Owen Graduate School of Management, Branding Fall 2006

Owen Graduate School of Management, Marketing (MMHC), Fall 2008 – current

Owen Graduate School of Management, EMBA Marketing Strategy, Winter 2010 – 2011 (team teaching same class current)

Owen Graduate School of Management, Accelerator Summer Business Institute 2006 – current

Owen Graduate School of Management, Executive Development Institute, Marketing for Growth and Profitability, Lead Instructor – Custom Education (multiple clients).

Executive Education: Visiting teacher for Duke Corporate Education, Indian School of

Business (ISB), University of North Carolina

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

Reviewing and Service to the Field

Editorial Review Board, Journal of Consumer Psychology

Editorial Review Board, Journal of Product Innovation Management

Ad Hoc Reviewer for:

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Economic Psychology

Marketing Letters

European Journal of Marketing

ACR Conferences

John Howard Dissertation Competition

Technology Foundation STW (Grant Review)

NSF (Grant Review)

Program Committee for Association of Consumer Research Conference (multiple)

Track Chair, Consumer Behavior, Summer AMA, San Diego, 2008.

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

Service

University Service

Owen Graduate School of Management: (Chair) Non Degree Program Advisory Committee (2011 – current)

Owen Graduate School of Management: (Chair) Non-tenure Track Faculty Appointments and Renewal Committee (2013 – current, Chair (2014))

Owen Graduate School of Management: Student Achievement Committee (2009 – current)

Owen Graduate School of Management: Dean’s Advisory Committee (2012)

Owen Graduate School of Management: MBA Program Committee (2009 – 2011)

Vanderbilt University - Vanderbilt Fund University Task Force (task force to create branding for new funding campaign)

Promotion and Tenure Committee Chair

Promotion and Tenure Committee Member (multiple)

Marketing Area Recruiting Committee (multiple)

PHD Chair for Sanjukta Kusari (Owen 2011)

EMBA Recruiting Presentations: Atlanta, Huntsville, Louisville, Memphis

Owen Graduate School of Management: Faculty Advisor for Vanderbilt Marketing Association, California Club, Owen Golf Club

Membership

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

Honors & Awards

Research Productivity Award, Owen Graduate School of Management, 2008
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

- Selin A. Malkoc, William Hedgcock, Steve Hoeffler (2010), *Between A Rock And A Hard Place: Desirability Based Attenuation Of The Attraction Effect*, Association of Consumer Research, Jacksonville, 2010
- Zhao, Min, Darren Dahl, and Steve Hoeffler, *Visualization, Imagination, and Product Choice: Affective Forecasting of Future Product Consumption and Utilization Experiences*, Association of Consumer Research Pittsburg, 2009
- Zhao, Min, Steve Hoeffler, and Gal Zauberaman, *Process- versus Outcome-focused Simulation and the Evaluation of New Products: The Temporal Effects on the Affective and Cognitive Dimensions*, Association of Consumer Research Pittsburg, 2009
- Malkoc, Selin, Steve Hoeffler, and William Hedgecock, *Valence Asymmetries in Preference: The Case of Attraction Effect*, Society for Consumer Psychology, San Diego, 2009
- Zhao, Min, Steve Hoeffler, and Darren Dahl, 2008, *Mental Simulation and the Evaluation of New Products: The Affective and Cognitive Dimensions of Process Versus Outcome Focused Thoughts*, San Francisco, 2008
- Malkoc, Selin, Steve Hoeffler, and William Hedgecock, *Valence Asymmetries in Preference: The Case of Attraction Effect* Association of Consumer Research, Memphis, 2007
- 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)