

March 24, 2014

## Curriculum Vita

Steven C. Huff

### Academic Positions

Assistant Professor of Marketing, Utah Valley University	2012 – present
Assistant Professor of Marketing, Brigham Young University	2008 – 2012
Marketing Instructor, University of San Francisco	Spring, 2008
Head Graduate Student Instructor, Haas School of Business, UC Berkeley	2007 - 2008
Graduate Student Instructor / Case Instructor, UC Berkeley	2004 - 2008
Adjunct Marketing Instructor, Brigham Young University	2001 - 2002

### Education

Ph.D. Business Administration (Marketing), Haas, UC Berkeley	2008
M.B.A. Marriott School of Management, Brigham Young University	2002
B.S. Computer Engineering, Utah State University	1998

### Teaching Experience

#### **Summary**

9 new preps and 44 sections taught over the last 13 years  
1,800+ students taught at both the undergraduate and graduate level  
Average teaching evaluation for the past year (seven sections): 4.5 / 5

#### **Courses Taught**

Identifying Customer Opportunities (MBA)  
Marketing Strategy (MBA)  
Creativity and Problem Solving (MBA)  
Marketing Management / Principles  
Digital Marketing  
Advanced Digital Marketing and Analytics  
Marketing Research  
Pre-Ph.D. Marketing Seminar (for graduate and undergraduate students)

#### **Teaching Awards**

2014 Wolverine Achievement Award: Faculty (Full-Time) of the Year, UVU  
(university-wide; one award given)

2013 Alumni Association Educator of the Year, UVU  
(university-wide; seven awards given; one per college)

### **Research In Progress**

*"Clicking Through Overload: When Choice Overload can Increase Information Search," with Aaron Johnson.*

*"Anchors Away: How Menu Order Can Make You Pay More"*

*"Did Curiosity Kill the Cat? It Depends on What Kind of Curiosity" with Nathan Parkin*

*"The Woven Curriculum: Integrating Critical Soft Skill into the Traditional MBA" with Tammy Huffman and Jeff Peterson*

*"Seeing Stars: The Effect of Superfluous Product Ratings on Willingness to Pay"*

### **Research Presentations**

"The Z-effect" GM/IB Conference, Portland, October 2013

"The Z-effect" Utah Valley University, October 2011

"The Z-Effect" Marketing Science, Cologne, Germany, June 2010

"The Z-Effect" Brigham Young University, April 2010

"The Economic Value of a Star" Marketing Science, Ann Arbor, June 2009

"The Economic Value of a Star" Society for Consumer Psychology, San Diego 2009

"The Economic Value of a Star" Cambridge University 2007

"The Economic Value of a Star" UC Berkeley 2007

"The Economic Value of a Star" Brigham Young University 2007

"Information Overload" Marketing Science, Atlanta, 2005

"Information Overload" UC Berkeley 2004

## SERVICE

2014 - present: Future Teaching Practices and Technologies Discovery Committee, UVU

2012 - 2013: Full-time MBA Curriculum Design Committee, UVU

2012 - 2013: Advisor to External Marketing Department, UVU

2010 - 2011: Faculty Advisor: Pre-PhD Club, BYU

2010 - 2011: Seminar Coordinator: Pre-PhD Seminar, BYU

2005 - 2006: Haas School of Business PhD Student Association Co-President

Ad-hoc Reviewing: Journal of Consumer Behavior 2014, ACR 2010, SCP 2009

## AWARDS, FELLOWSHIPS, & GRANTS

2012 Woodbury School of Business, Dean's Research Grant

2010 Global Management Center Travel Grant

2010 Marriott School of Management Research Grant

2009 Marriott School of Management Research Grant

2007 Outstanding Graduate Student Instructor, University of California, Berkeley

2006 AMA-Sheth Doctoral Consortium Fellow, University of Maryland

2002 - 2007 Student Fellow, Summer Institute in Competitive Strategy, UC Berkeley

2006 Dissertation Research Grant, IBER, University of California, Berkeley