**KAITLIN WOOLLEY**

Samuel Curtis Johnson Graduate School of Management | Cornell University

365 Sage Hall, Ithaca, NY 14853 | krw67@cornell.edu

**ACADEMIC POSITIONS**

Director of Graduate Studies (PhD program), Field of Management 2024 – Present

Professor of Marketing, *Cornell University* 2024 – Present

Visiting Faculty, *London Business School* May 2024 – June 2024

Visiting Associate Professor of Marketing, *University of Colorado* July 2023 – April 2024

Associate Professor of Marketing (with tenure), *Cornell University* 2021 – 2024

Assistant Professor of Marketing, *Cornell University* 2017 – 2021

**EDUCATION**

PhD, Behavioral Science, *The University of Chicago, Booth School of Business* 2017

MBA, *The University of Chicago,* *Booth School of Business* 2017

BA, Psychology (Minor: Nutrition and Health), *Cornell University*, magna cum laude 2012

**RESEARCH INTERESTS**

Goals and Motivation, Incentives, Judgment and Decision Making, Health, Social Cognition

**PUBLICATIONS** (\*equal first authorship)

Eskreis-Winkler, Lauren, Kaitlin Woolley, Eda Erensoy, and Minhee Kim (2024), “The

Exaggerated Benefits of Failure,” *Journal of Experimental Psychology: General,* 153 (7), 1

920-37*.*

* 2024 Best Article Award*, American Psychological Association Division 3*

Yoon, Y. Rin and Kaitlin Woolley (2024), “The Interactive Effect of Incentive Salience

and Prosocial Motivation on Prosocial Behavior,” *Psychological Science*, 35 (4), 390-404.

\*Fisher, Geoffrey and \*Kaitlin Woolley (2024), “How Consumers Resolve Conflict over

Branded Products: Evidence from Mouse Cursor Trajectories,” *Journal of Marketing Research* 61 (1), 165-84.

\*Stillman, Paul E. and \*Kaitlin Woolley (2023), “Undermining Desire: Reducing

Unhealthy Choices by Highlighting Short-term (vs. Long-term) Costs,” *Journal of Consumer Research*, 50 (3), 554-75.

Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu (2023), “Does Company Size Shape

Product Quality Inferences? Larger Companies Make Better High-Tech Products, but Smaller Companies Make Better Low-Tech Products,” *Journal of Marketing Research*, 60 (3), 425-48.

* 2024-25 Research in Practice Award, *American Marketing Association CB-SIG*

Woolley, Kaitlin and Sarah Lim (2023), “Interpersonal Consequences of Joint Food

Consumption for Connection and Conflict,” *Social and Personality Psychology Compass*, 17 (6), e12748.

\*Giurge, Laura M. and \*Kaitlin Woolley (2022), “Working During Non-Standard Work Time

Undermines Intrinsic Motivation,” *Organizational Behavior and Human Decision Processes*, 170, 104134.

Sharif, Marissa A. and Kaitlin Woolley (2022), “Work-to-Unlock Rewards: Leveraging Goals in

Reward Systems to Increase Consumer Persistence,” *Journal of Consumer Research,* 49 (4), 634–56.

\*Woolley, Kaitlin and \*Marissa A. Sharif (2022), “Down a Rabbit Hole: How Prior Media

Consumption Shapes Subsequent Media Consumption,” *Journal of Marketing Research*, 59 (3), 453-71*.*

Woolley, Kaitlin and Ayelet Fishbach (2022), “Motivating Personal Growth by Seeking

Discomfort,” *Psychological Science,* 33 (4), 510-23.

Fishbach, Ayelet and Kaitlin Woolley (2022), “The Structure of Intrinsic Motivation,” *Annual*

*Review of Organizational Psychology and Organizational Behavior*, 9, 339-63.

* 1. Top 100 List of the most downloaded articles in 2022 from across 51 journals, *Annual Review*

Thomas, Manoj, Helen Chun, Sachin Gupta, Jura Liaukonyte, Suzanne Shu, and Kaitlin

Woolley (2022), “Authentically Cornell: The Evolution of Marketing at Cornell,” *Customer Needs and Solutions*, 9, 60-5.

Woolley, Kaitlin and Peggy J. Liu (2021), “How You Estimate Calories Matters: Calorie

Estimation Reversals,” *Journal of Consumer Research*, 48 (1), 147-68.

Woolley, Kaitlin and Marissa A. Sharif (2021), “Incentives Increase Relative Positivity of

Review Content and Enjoyment of Review Writing,” *Journal of Marketing Research*, 58 (3), 539-58*.*

Lopez, Jessica M., Kaitlin Woolley, and Ann L. McGill (2021), “A Preference for Preference:

Lack of Subjective Preference Evokes Dehumanization,” *Organizational Behavior and Human Decision Processes*, 164, 52-67.

Woolley, Kaitlin and Jane L. Risen (2021), “Hiding from the Truth: When and How Cover

Enables Information Avoidance,” *Journal of Consumer Research,* 47 (5), 675-97*.*

\*Sharif, Marissa A. and \*Kaitlin Woolley (2020), “The Effect of Categorization on Goal

Progress Perceptions and Motivation,” *Journal of Consumer Research,* 47 (4), 608-30.

Woolley, Kaitlin, Ayelet Fishbach, and Ronghan (Michelle) Wang (2020), “Food Restriction and

the Experience of Social Isolation,” *Journal of Personality and Social Psychology*, 119 (3), 657-71.

Woolley, Kaitlin and Ayelet Fishbach (2019), “Shared Plates, Shared Minds: Consuming from a

Shared Plate Promotes Cooperation,” *Psychological Science*, 304 (4), 541-52.

Woolley, Kaitlin and Jane L. Risen (2018), “Closing your Eyes to Follow your Heart: Avoiding

Information to Protect a Strong Intuitive Preference,” *Journal of Personality and Social Psychology*, 114 (2), 230-45.

Kruglanski, Arie, Ayelet Fishbach, **Kaitlin Woolley**, Jocelyn J. Bélanger, Marina Chernikova,

Erica Molinario, and Antonio Pierro (2018), “A Structural Model of Intrinsic Motivation: On the Psychology of Means-Ends Fusion,” *Psychological Review*, 125(2), 165-82.

Woolley, Kaitlin and Ayelet Fishbach (2018), “It’s About Time: Earlier Rewards Increase

Intrinsic Motivation,” *Journal of Personality and Social Psychology*, 114 (6), 877-90.

Woolley, Kaitlin and Ayelet Fishbach (2018), “Underestimating the Importance of Expressing

Intrinsic Motivation in Job Interviews,” *Organizational Behavior and Human Decision Processes,* 118, 1-11.

Woolley, Kaitlin and Ayelet Fishbach (2017), “A Recipe for Friendship: Similar Food

Consumption Promotes Trust and Cooperation,” *Journal of Consumer Psychology,* 27 (1), 1-10*.*

Woolley, Kaitlin and Ayelet Fishbach (2017), “Immediate Rewards Predict Adherence to Long-

Term Goals,” *Personality and Social Psychology Bulletin,* 43 (2), 151-62.

Woolley, Kaitlin and Ayelet Fishbach (2016), “For the Fun of It: Harnessing Immediate Rewards

to Increase Persistence in Long-Term Goals,” *Journal of Consumer Research*, 42 (6), 952-66.

Fishbach, Ayelet and Kaitlin Woolley (2015), “Avoiding Ethical Temptations,” *Current Opinion*

*in Psychology,* 6, 36-40.

Woolley, Kaitlin and Ayelet Fishbach (2015), “The Experience Matters More Than You Think:

People Value Intrinsic Incentives More Inside Than Outside an Activity,” *Journal of Personality and Social Psychology*, 109 (6), 968-82*.*

**BOOK CHAPTERS**

Woolley, Kaitlin and Marissa Sharif, “From Rabbit Holes to Personalized AI Reminders: How

Technology Hurts and Helps Motivation,” in *Handbook of Motivation and Social Psychology*, ed. Ed Hirt, Cheltenham UK: Edward Elgar Publishing Ltd, forthcoming.

Woolley, Kaitlin and Ayelet Fishbach (2023), “The Means-Ends Fusion Model of

Intrinsic Motivation,” in *Goal Systems Theory: Psychological Processes and Applications*, ed. Arie W. Kruglanski, Ayelet Fishbach, and Catalina Kopetz, New York: Oxford University Press.

Fishbach, Ayelet and Kaitlin Woolley (2018), “Combatting Temptation to Promote Health and

Well-Being,” in *The Handbook of Self-Control in Health and Well-Being*, ed. Denise de Ridder, Marieke Adriaanse, and Kentaro Fujita, London: Routledge Press.

Woolley, Kaitlin and Ayelet Fishbach (2018), “When Intrinsic Motivation and Immediate

Rewards Overlap,” in *The Motivation-Cognition Interface; from the Lab to the Real World*, ed. Catalina Kopetz and Ayelet Fishbach, Psychology Press, Taylor & Francis.

**UNDER REVIEW**

Bae, Sangah and Kaitlin Woolley, “Managers Allocate Additional Tasks to Intrinsically

Motivated Employees: Exploring Mechanisms, Consequences, and Solutions,” *invited revision*.

Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif, “Categorizing Tasks Around a Break

Reduces Rumination and Improves Task Performance,” *invited revision.*

Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “Best at Last? Heightened Commitment to

Preferred Options Presented at the End,” *invited revision.*

Woolley, Kaitlin, Laura M. Giurge, and Ayelet Fishbach, “Adherence to Personal Resolutions

Across Time, Culture, and Goal Domains,” *invited revision.*

Ozanne, Marie, Xinlian (Priscilla) Zhang, Archer Yue Pan, and Kaitlin Woolley, “Using a Non-

Native (vs. Native) Language Increases Socially Responsible Behavior,” *invited revision.*

Woolley, Kaitlin and Sunita Sah, “Kicking Yourself: Going Against Your Inclinations Leads to

Greater Feelings of Control and Culpability,” *invited revision.*

Eskreis-Winkler, Lauren, Kaitlin Woolley, Minhee Kim, and Eliana Polimeni, “The Failure

Gap,” *under review.*

Achar, Chethana and Kaitlin Woolley, “Do They Really Need Ozempic? Perceived Product

Need Shapes Moral Awareness and Inferences of Manipulative Intent,” *under review.*

Lim, Sarah and Kaitlin Woolley, “Experiential (vs. Material) Purchases Increase Motivation Through Goal Identity Salience,” *under review.*

Lin, Stephanie, Kaitlin Woolley, and Peggy J. Liu, “Disguising the Pursuit of Physical

Attractiveness as a Health Journey*,*” *under review.*

Kim, Lena, Kaitlin Woolley, and Marissa Sharif, “When and Why Redeeming Loyalty Points

Reduces Loyalty,” *under review.*

**PRACTITIONER AND POPULAR PRESS PUBLICATIONS**

* Woolley, Kaitlin and Paul E. Stillman (January 2024), “To Resist Temptation, Think Short Term,” *The Washington Post*.
* Woolley, Kaitlin and Paul E. Stillman (January 2024), “Focus On Right Now, Not The Distant Future, To Stay Motivated And On Track To Your Long-Term Health Goals,” *The Conversation*.
* Sharif, Marissa A. and Kaitlin Woolley (May/June 2023), “To Motivate People Over the Long Term, Don’t Offer Immediate Rewards,” *Harvard Business Review,* 101 (3), 26-8.
* Stillman, Paul E. and Kaitlin Woolley (January 2023), “Undermining Desire: Reducing Unhealthy Choices by Highlighting Short-term (vs. Long-term) Costs,” *Marketing Science Institute Working Paper Series* (Report No. 22-126).
* Barasch, Alixandra, Kaitlin Woolley, and Peggy J. Liu (December 2022), “When Someone Asks Your Opinion, Give It,” *Harvard Business Review.*
* Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu (October 2022), “Evaluating High-Tech versus Low-Tech Products Leads to Opposing Quality Inferences as a Function of Company Size,” *Marketing Science Institute Working Paper Series* (Report No. 22-112).
* Giurge, Laura M. and Kaitlin Woolley (April 2022), “Flexible Work Can Dampen Motivation,” *Harvard Business Review.*
* Woolley, Kaitlin and Marissa A. Sharif (January 2022), “The Psychology of Your Scrolling Addiction,” *Harvard Business Review.*
* Woolley, Kaitlin and Marissa A. Sharif (June 2021), “What Happens When Companies Pay Customers to Write Reviews?” *Harvard Business Review*.
* Giurge, Laura M. and Kaitlin Woolley (July 2020), “Don’t Work on Vacation. Seriously,” *Harvard Business Review*.
* Woolley, Kaitlin and Ayelet Fishbach (Oct 2018), “To Land a Great Job, Talk About Why You Love Your Work,” *Harvard Business Review.*
* Woolley, Kaitlin and Ayelet Fishbach (April 2017), “What Separates Goals We Achieve from Goals We Don’t,” *Harvard Business Review.*

**HONORS & AWARDS**

Research in Practice Award, *American Marketing Association CB-SIG* 2025

Early Career Award, *Association for Consumer Research* 2024

New Investigator Award, Honorable Mention, *Behavioral Science & Policy Association* 2023

Best Working Paper Award, *Society for Consumer Psychology* 2023

Outstanding Reviewer Award, *Journal of Consumer Research* 2022

Early Career Award, *Society for Consumer Psychology* 2022

Faculty Research Award, *Cornell SC Johnson College of Business* 2022

AMA-Sheth Doctoral Consortium Invited Faculty, *UT Austin* 2022

Rising Star, *Association for Psychological Science* 2021

MSI Young Scholar, *Marketing Science Institute* 2021

Jean F. Rowley Faculty Research Excellence, *Cornell* *SC Johnson College of Business* 2021

Outstanding Reviewer Award, *Journal of Consumer Research* 2020

Clifford H. Whitcomb Faculty Fellowship, *Cornell* *SC Johnson College of Business* 2019

Half Century Faculty Research Fellowship, *Cornell* *SC Johnson College of Business* 2018

Graduate Student Travel Award, *Society for Personality and Social Psychology* 2017

Student Paper Award, *Self-Regulation Preconference at SPSP* 2016

Dean’s Award for Teaching Assistant Excellence, *Chicago* *Booth School of Business* 2015

Student Paper Award, *JDM Preconference at SPSP* 2015

Dean’s Award for Teaching Assistant Excellence, *Chicago* *Booth School of Business* 2014

Invited Presenter, *Yale Whitebox Advisors Graduate Student Conference* 2014

Student Paper Award, *JDM Preconference at SPSP* 2014

Hillel Einhorn Research Fund, *Chicago* *Booth School of Business* 2014

Dean’s Award for Teaching Assistant Excellence, *Chicago* *Booth School of Business* 2013

Pichler PhD Summer Fellowship, *Chicago* *Booth School of Business* 2013

**FUNDED PROPOSALS**

Cornell Center for Social Sciences Small Grant w/ V. Bohns and S. Bae 2024

Cornell Business of Food Small Grant w/ A. Pan, M. Ozanne and X. Zhang 2022

Cornell Center for Social Sciences Small Grant w/ A. Pan, M. Ozanne, and X. Zhang 2022

Society for Personality and Social Psychology Small Grant w/ L. Giurge 2022

Cornell Business of Food Small Grant w/ S. Lim 2020

Cornell Center for Social Sciences Faculty Fellowship 2020

Cornell LEEDR Seed Grant w/ S. Lim 2020

Cornell PCCW Affinito-Stewart Award 2019

Cornell Institute for the Social Sciences Small Grant 2019

Cornell LEEDR Seed Grant w/ E. Hur 2019

Cornell Business of Food Small Grant w/ G. Fisher 2018

UCLA Morrison Center Funded Proposal w/ M. Sharif 2017

Chicago Booth School of Business, CDR Independent Research Grant 2015

Cornell Einhorn Discovery Grant and Undergraduate Research Fund 2011

**INVITED PRESENTATIONS**

Harvard University, Harvard Business School 2025

NYU, Stern School of Business 2025

University of Texas at Austin, Behavioral Science Colloquium 2025

Motivation Pre-conference, Society for Personality and Social Psychology 2025

Columbia Business School 2024

Baruch, Mini-Research Camp 2024

University of Chicago Booth School of Business, Alumni Insight 2024

Marketing Research Camp, London Business School 2024

Bayes Business School, City University of London 2024

Georgetown University, McDonough School of Business 2024

University of Florida, Warrington College of Business 2024

UCLA Anderson Behavioral Decision Making Seminar 2024

University of Colorado Boulder, Leeds School of Business 2023

University of Colorado Boulder, Institute for Cognitive Science 2023

Marketing Research Camp, Northwestern University, Kellogg School of Management 2023

Marketing Research Camp, University of Alberta 2023

MSI Young Scholars Conference, Boulder 2022

National University of Singapore, NUS Business School 2022

INSEAD, Fontainebleau 2022

University of Southern California, Behavioral Science & Well-being Policy 2022

Motivation Science Preconference, Society for Personality and Social Psychology 2022

Dartmouth College, Tuck School of Business 2021

Duke University, The Fuqua School of Business 2021

20+ Years of Goal Systems Theory, Chicago Booth School of Business 2021

Grenoble Ecole de Management 2021

University of Pennsylvania, The Wharton School 2021

University of California Berkeley, Haas School of Business 2021

York University, Schulich School of Business 2020

Carnegie Mellon University, Center for Behavioral and Decision Research 2019

Binghamton University, School of Management 2019

Yale University, Yale School of Management 2018

Northeastern Marketing Conference, Harvard University 2018

Cornell University, IBECC Roundtable 2018

Cornell University, BEDR Showcase 2018

JACR, Invitational Conference on Goals and Motivation 2017

Cornell University, Social Psychology Brown Bag 2017

University of California, Los Angeles, Anderson School of Management 2016

Rice University, Jones Graduate School of Business 2016

Washington University, Olin Business School 2016

Cornell University, Johnson Graduate School of Management 2016

Stanford University, Stanford Graduate School of Business 2016

University of Minnesota, Carlson School of Management 2016

University of Virginia, Darden School of Business 2016

University of Virginia, Social Psychology Brown Bag 2016

**SERVICE**

**Associate Editor**

*Organizational Behavior and Human Decision Processes* (2024 –)

**Guest Associate Editor**

*Journal of Marketing Research* (2022-2024)

**Editorial Board Member**

*Journal of Marketing Research* (2021 –)

*Journal of Consumer Research* (2019 –)

* Outstanding Reviewer Award: 2020, 2022

**Ad-hoc Journal Reviewing**

*Appetite, Journal of Consumer Psychology, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing, Journal of Personality and Social Psychology, Journal of the Association for Consumer Research, Management Science, Marketing Letters, Motivation and Emotion, Motivation Science, Nature Human Behaviour, Personality and Social Psychology Bulletin, Perspectives on Psychological Science, Psychological Inquiry, Psychological Science, Social and Personality Psychology Compass, Social Psychological and Personality Science*

**Ad-hoc Grant, Competition, and Conference Reviewing**

*Association for Consumer Research (ACR) Conference, Behavioral Decision Research in Management (BDRM) Conference, MSI Clayton Dissertation Proposal Competition, Society for Judgment and Decision-Making (SJDM) Conference, Society for Consumer Psychology (SCP) Conference, US-Israel Binational Science Foundation (BSF)*

**UNIVERSITY AND SCHOOL SERVICE**

Director of Graduate Studies (PhD program), Field of Management (2024 – Present)

Member, Tenure and Promotion Internal Ad-Hoc Committee (2024-2025)

Chair, Faculty Search Committee, Marketing Area (2024-2025)

Co-Director, Behavioral Economics and Decision Research (BEDR) Center (Fall 2018 – Present)

Member, Cornell Behavioral Simulation Lab Advisory Committee (Spring 2018 – Present)

PhD Coordinator, Marketing Area (2022)

Co-Chair, Faculty Search Committee, Marketing Area (2021-2022)

Coordinator, Behavioral Marketing Research Lab Meetings (2019-2022)

Member, Faculty Search Committee, Marketing Area (2020-2021)

Member, Faculty Search Committee, Management and Organizations Area (2020-2021)

Co-Organizer, Cornell Marketing Seminar Series (2018-2019, Spring 2020, Fall 2020)

Co-Organizer, Cornell Marketing Research Camp (2018-2019, Spring 2020, Fall 2020)

**ACADEMIC ADVISING**

**PhD Dissertation Committee Member** (graduation year; placement)

Sarah Lim, Cornell Marketing (2021; University of Illinois at Urbana-Champaign)

Elina Y. Hur, Cornell Marketing (2023; Temple University)

Sangah Bae, Cornell ILR (in progress)

Brandon Christensen, CU Boulder Marketing (in progress)

Lena Kim, Cornell Marketing (in progress)

Yue (Archer) Pan, Cornell Marketing (in progress)

Ronghan (Michelle) Wang, Cornell Marketing (in progress)

Yuchen Wu, Cornell Marketing (in progress; Chair)

Ye Rin Yoon, Cornell Marketing (in progress)

**Master’s Thesis Committee Member**

Alanna O’Brien, Psychology, University of Chicago, 2015

Alex Jones, Psychology, University of Chicago, 2015

Ronghan (Michelle) Wang, Psychology, University of Chicago, 2017

Sangah Bae, Organizational Behavior, Cornel ILR, 2021

**TEACHING**

Marketing Management, Full-time MBA Core (NCC 5030)

Consumer Behavior, Full-time MBA Elective (NBA 6260)

Doctoral Seminar in Behavioral Marketing, PhD (NRE 5150)

**PROFESSIONAL AFFILIATIONS**

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society of Judgment and Decision Making (SJDM)

Society for Personality and Social Psychology (SPSP)

Society for the Science of Motivation (SSM)

**CHAIRED CONFERENCE SYMPOSIA**

* Hur, Elina Y. and Kaitlin Woolley, “It’s the “Quantity” that Counts: Quantity Cues in Decision-Making,” *ACR*, Denver CO, Oct 2022.
* Stillman, Paul and Kaitlin Woolley, “Metamotivation: The Science of How we Motivate Ourselves and Others,” *SSM*, Virtual, May 2021.
* Lim, Sarah and Kaitlin Woolley, “A New Look at the Material vs. Experiential Distinction: Consequences for Information Gathering, Expressions of Happiness, and Goal Pursuit,” *SCP*, Virtual, March 2021.
* Hur, Elina Y. and Kaitlin Woolley, “Searching, Spending, and Saving: How Search Affects Financial and Purchase Decisions, *SCP,* Virtual, March 2021.
* Hur, Elina Y. and Kaitlin Woolley, “Difficult by Design: Choice Difficulty and Effort in Decision Making,” *ACR,* Virtual, Oct. 2020.
* Sharif, Marissa A. and Kaitlin Woolley, “Wising Up About Goal Progress: The Antecedents and Consequences of Goal Progress Perceptions,” *ACR,* Atlanta GA, Oct. 2019.
* Woolley, Kaitlin and Jane L. Risen, “Choosing How to Choose: New Perspectives on Information Avoidance and Disclosure for Consumer Decision Making,” *ACR,* San Diego, CA, Oct. 2017.
* Woolley, Kaitlin and Ayelet Fishbach, “Eyes on the Prize: When Rewards Hurt vs. Help Motivation,” *ACR,* San Diego, CA, Oct. 2017.
* Woolley, Kaitlin and Janet Polivy, “Eat, Drink, and Be Merry: Food Consumption and Social Connection,” *SPSP*, San Antonio, TX, Jan. 2017.
* Woolley, Kaitlin and Ayelet Fishbach, “It’s About Time: Exploring the Juncture of Time and Intrinsic Motivation,” *SPSP*, San Diego, CA, Jan. 2016.
* Woolley, Kaitlin and Jane L. Risen, “Don’t Tell Me, I Don’t Want to Know: The Protective Role of Information Avoidance,” *SPSP*, San Diego, CA, Jan. 2016.

**SELECT PEER-REVIEWED CONFERENCE PAPERS** (\* denotes presenter)

1. Eskreis-Winkler, Lauren, Kaitlin Woolley, \*Minhee Kim, and Eliana Polimeni, “The Failure Gap,” *SJDM,* New York, New York, November 2024.
2. \*Achar, Chethana, and Kaitlin Woolley, “Do You Really Need Ozempic? High- versus Low-need Claims Shape Moralization and Skepticism Toward Products,” *ACR*, Paris, France, September 2024.
3. \*Lim, Sarah, and Kaitlin Woolley, “The Double-Edged Sword of Experiential (vs. Material) Gifting: Greater Motivation, but Reduced Appreciation,” *ACR*, Paris, France, September 2024.
4. \*Xinlian (Priscilla) Zhang, Marie Ozanne, Archer Yue Pan, and Kaitlin Woolley, “A “Better” Self: How Using a Non-native Language Influences Self-control Behaviors,” *SSM*, San Francisco, CA, May 2024.
5. \*Kim, Lena, Kaitlin Woolley, and Marissa Sharif, “When and Why Redeeming Loyalty Points Leads to Disloyal Customers,” *ACR*, Seattle WA, October 2023.
6. \*Woolley, Kaitlin and Sarah Lim, “Interpersonal Consequences of Joint Food Consumption for Connection and Conflict,” *ACR*, Seattle WA, October 2023.
7. \*Giurge, Laura M. and Kaitlin Woolley, “How do Employees Evaluate Goal Progress? The Role of Hedonic Evaluations and Time Investment on Progress Judgments,” *AOM*, Boston MA, August 2023.
   * *Finalist for MOC Division Best Symposium Award*
8. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eliana Polimeni, “The Failure Gap,” *AOM*, Boston MA, August 2023.
9. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Is Failure a Steppingstone to Success?” *AOM*, Boston MA, August 2023.
10. \*Lim, Sarah and Kaitlin Woolley, “The Gift of Goals: Receiving an Experiential (vs. Material) Gift Increases a Sense of Obligation and Motivation,” *SSM*, Washington DC, May 2023.
11. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eliana Polimeni, “The Failure Gap,” *SSM*, Washington DC, May 2023.
12. \*Giurge, Laura M. and Kaitlin Woolley, “Inputs into Goal Progress Judgments: Hedonic Evaluation versus Time Investment,” *SCP,* Puerto Rico, March 2023.
13. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Our Rosy View of Failure,” *SPSP*, Atlanta GA, February 2023.
14. \*Woolley, Kaitlin and Marissa Sharif, “Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing,” *ACR*, Denver CO, October 2022.
15. Woolley, Kaitlin, Daniella Kupor, \*Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *ACR*, Denver CO, October 2022.
16. \*Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *ACR*, Denver CO, October 2022.
17. \*Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif “Categorizing Tasks Around a Break Reduces Rumination and Improves Task Performance, *ACR*, Denver CO, October 2022.
18. \*Hur, Elina Y. and Kaitlin Woolley, When Less is More: Adopting Consummatory Motives to Reduce Overconsumption,” *ACR*, Denver CO, October 2022.
19. \*Bae, Sangah, Kaitlin Woolley, and Brian Lucas “The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks,” *SSM*, Chicago, May 2022.
20. \*Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif, “Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance,” *SCP,* Virtual,March 2022.
    * *Recipient of the Best Talk Award for the Goals and Motivation Track*
21. \*Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *SCP*, Virtual, March 2022.
22. \*Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *SCP,* Virtual,March 2022.
23. Stillman, Paul and \*Kaitlin Woolley, “Undermining Desire: When and Why Emphasizing Short-term Costs Reduces Indulgence,” *SJDM*, Virtual, Feb. 2022.
24. \*Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *SJDM*, Virtual, Feb 2022.
25. \*Lim, Sarah and Kaitlin Woolley, “Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation” *SCP* boutique conference, Gainesville, FL, Jan 2022.
26. \*Stillman, Paul and Kaitlin Woolley, “Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging,” *SESP*, Santa Barbara, Oct. 2021.
27. \*Yoon, Y. Rin and Kaitlin Woolley, “Whether (and When) Incentives Can Encourage Prosocial Behavior,” *ACR*, Virtual, Oct. 2021.
28. \*Stillman, Paul and Kaitlin Woolley, “Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging,” *ACR*, Virtual, Oct. 2021.
29. \*Giurge, Laura M. and Kaitlin Woolley, “Can't Catch a Break: Working During Time Off Undermines Intrinsic Motivation,” *AOM,* Virtual, July 2021.
30. Lim, Sarah and \*Kaitlin Woolley, “Motivation from an Experiential (vs. Material) Product Focus,” *SSM*, Virtual, May 2021.
31. \*Stillman, Paul E. and Kaitlin Woolley, “The Persuasive Power of Immediate (vs. Delayed) Costs of Indulging,” *SSM,* Virtual, May 2021.
32. \*Woolley, Kaitlin and Marissa A. Sharif, “Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation,” *SCP,* Virtual, March 2021.
33. \*Yoon, Y. Rin and Kaitlin Woolley, “Pennies for Good Samaritans: The Differential Impact of Reward Motivation on Prosocial Behavior,” *SCP,* Virtual, March2021.
34. \*Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Success Metrics on Product Quality Judgments,” *SCP*, Virtual, March 2021.
35. \*Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “When Searching Pays Off: Options Discovered Later are Valued More,” *SCP*, Virtual, March 2021.
36. \*Lim, Sarah and Kaitlin Woolley, “Focusing on Experiential (vs. Material) Aspects of Goal Related Products Increases Motivation,” *SCP*, Virtual, March 2021.
37. \*Woolley, Kaitlin and Peggy J. Liu, “Counting Calories: How Calorie Perceptions and Estimates Diverge,” *ACR*, Virtual, Oct. 2020.
38. \*Giurge, Laura M. and Kaitlin Woolley, “Can’t Catch a Break: When Working During Time Off Undermines Intrinsic Motivation,” *ACR*, Virtual, Oct. 2020.
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