

# KAITLIN WOOLLEY

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## ACADEMIC POSITIONS

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### Cornell University

Professor of Marketing	2024 – Present
Director of Graduate Studies (PhD Program), Field of Management	2024 – Present
Associate Professor of Marketing (with tenure)	2021 – 2024
Assistant Professor of Marketing	2017 – 2021

### Visiting Positions

Visiting Faculty, <i>London Business School</i> (May 2024 – June 2024)
Visiting Associate Professor of Marketing, <i>University of Colorado</i> (July 2023 – April 2024)

## EDUCATION

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### The University of Chicago, Booth School of Business

PhD, Behavioral Science	2017
MBA	2017

### Cornell University

BA, Psychology (Minor: Nutrition and Health), magna cum laude	2012
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## RESEARCH INTERESTS

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

## JOURNAL PUBLICATIONS (\*Equal first authorship; +Student collaborator at start of project)

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Woolley, Kaitlin and Marissa A. Sharif (in press), “Digital Tracking, Gamification, Social Media, and AI: How Technology Influences Motivation,” *Consumer Psychology Review*.  
<https://doi.org/10.1002/arcp.70004>

Eskreis-Winkler, Lauren, Kaitlin Woolley, +Minhee Kim, and +Eliana Polimeni (in press), “The Failure Gap,” *Journal of Personality and Social Psychology*.  
<https://doi.org/10.1037/pspa0000468>

+Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif (in press), “Categorizing Tasks Around a Break Reduces Rumination and Improves Task Performance,” *Journal of Experimental Psychology: General*. <https://doi.org/10.1037/xge0001843>

+Wu, Yuchen, Laura M. Giurge, and Kaitlin Woolley (in press), “The Role of Time and Enjoyment in Consumers’ Goal Progress Perceptions,” *Journal of the Association for Consumer Research*.

- Lin, Stephanie C., Kaitlin Woolley, and Peggy J. Liu (in press), "Health as an Alibi: The Virtuous Framing of Appearance Pursuits," *Personality and Social Psychology Bulletin*. <https://doi.org/10.1177/01461672251396231>
- Woolley, Kaitlin, Laura M. Giurge, and Ayelet Fishbach (2025), "Adherence to Personal Resolutions Across Time, Culture, and Goal Domains," *Psychological Science*, 36 (8), 607-21. <https://doi.org/10.1177/09567976251350960>
- Woolley, Kaitlin and Sunita Sah (2025), "Kicking Yourself: Going Against Your Inclinations Leads to Greater Feelings of Control and Culpability," *Personality and Social Psychology Bulletin*. <https://doi.org/10.1177/01461672251319380>
- Eskreis-Winkler, Lauren, Kaitlin Woolley, <sup>+</sup>Eda Erensoy, and <sup>+</sup>Minhee Kim (2024), "The Exaggerated Benefits of Failure," *Journal of Experimental Psychology: General*, 153 (7), 1920-37. <https://doi.org/10.1037/xge0001610>  
- 2024 Best Article Award, *American Psychological Association Division 3*
- <sup>+</sup>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. <https://doi.org/10.1177/09567976241234560>
- \*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. <https://doi.org/10.1177/00222437231170838>
- \*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. <https://doi.org/10.1093/jcr/ucad004>
- 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. <https://doi.org/10.1177/00222437221124857>  
- 2024–25 Research in Practice Award, *American Marketing Association CB-SIG*  
- Lead article
- Woolley, Kaitlin and Sarah Lim (2023), "Interpersonal Consequences of Joint Food Consumption for Connection and Conflict," *Social and Personality Psychology Compass*, 17 (6), e12748. <https://doi.org/10.1111/spc3.12748>
- \*Giurge, Laura M. and \*Kaitlin Woolley (2022), "Working During Non-Standard Work Time Undermines Intrinsic Motivation," *Organizational Behavior and Human Decision Processes*, 170, 104134. <https://doi.org/10.1016/j.obhdp.2022.104134>  
- Lead article

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. <https://doi.org/10.1093/jcr/ucac007>

\*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. <https://doi.org/10.1177/00222437211055403>  
 - Lead article

Woolley, Kaitlin and Ayelet Fishbach (2022), “Motivating Personal Growth by Seeking Discomfort,” *Psychological Science*, 33 (4), 510-23.  
<https://doi.org/10.1177/09567976211044685>

Fishbach, Ayelet and Kaitlin Woolley (2022), “The Structure of Intrinsic Motivation,” *Annual Review of Organizational Psychology and Organizational Behavior*, 9, 339-63.  
<https://doi.org/10.1146/annurev-orgpsych-012420-091122>  
 - 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. <https://doi.org/10.1007/s40547-022-00129-0>

Woolley, Kaitlin and Peggy J. Liu (2021), “How You Estimate Calories Matters: Calorie Estimation Reversals,” *Journal of Consumer Research*, 48 (1), 147-68.  
<https://doi.org/10.1093/jcr/ucaa059>

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. <https://doi.org/10.1177/00222437211010439>

<sup>+</sup>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. <https://doi.org/10.1016/j.obhdp.2021.01.002>

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.  
<https://doi.org/10.1093/jcr/ucaa030>

\*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.  
<https://doi.org/10.1093/jcr/ucaa022>

Woolley, Kaitlin, Ayelet Fishbach, and <sup>+</sup>Ronghan (Michelle) Wang (2020), “Food Restriction and the Experience of Social Isolation,” *Journal of Personality and Social Psychology*, 119 (3), 657-71. <https://doi.org/10.1037/pspi0000223>

- Woolley, Kaitlin and Ayelet Fishbach (2019), “Shared Plates, Shared Minds: Consuming from a Shared Plate Promotes Cooperation,” *Psychological Science*, 30 (4), 541-52.  
<https://doi.org/10.1177/0956797619830633>
- 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. <https://doi.org/10.1037/pspa0000100>
- 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.  
<https://doi.org/10.1037/rev0000095>
- 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.  
<https://doi.org/10.1037/pspa0000116>
- Woolley, Kaitlin and Ayelet Fishbach (2018), “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *Organizational Behavior and Human Decision Processes*, 148, 1-11. <https://doi.org/10.1016/j.obhdp.2018.06.004>  
- Lead article
- 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. <https://doi.org/10.1016/j.jcps.2016.06.003>  
- Lead article
- Woolley, Kaitlin and Ayelet Fishbach (2017), “Immediate Rewards Predict Adherence to Long-Term Goals,” *Personality and Social Psychology Bulletin*, 43 (2), 151-62.  
<https://doi.org/10.1177/0146167216676480>
- 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.  
<https://doi.org/10.1093/jcr/ucv098>
- Fishbach, Ayelet and Kaitlin Woolley (2015), “Avoiding Ethical Temptations,” *Current Opinion in Psychology*, 6, 36-40. <https://doi.org/10.1016/j.copsyc.2015.03.019>
- 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. <http://doi.org/10.1037/pspa0000035>

**UNDER REVIEW** (\*Equal first authorship; +Student collaborator at start of project)

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<sup>+</sup>Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “Best at Last? Heightened Commitment to Preferred Options Presented at the End,” *conditionally accepted*.

<sup>+</sup>Bae, Sangah and Kaitlin Woolley, “Managers Allocate Additional Tasks to Intrinsically Motivated Employees: Exploring Mechanisms, Consequences, and Solutions,” *conditionally accepted*.

Ozanne, Marie, <sup>+</sup>Xinlian (Priscilla) Zhang, <sup>+</sup>Archer Yue Pan, and Kaitlin Woolley, “The Effect of Native vs. Non-Native Language on Monetary Donations,” *under 2<sup>nd</sup> round review*.

<sup>+</sup>Kim, Lena, Kaitlin Woolley, and Marissa Sharif, “From Earning to Exit: When and Why Redeeming Points in Incentive Systems Reduces Consumer Engagement,” *invited for 2<sup>nd</sup> round review*.

Achar, Chethana and Kaitlin Woolley, “Moralized Benefits, Manipulative Motives: How Persuasion Knowledge Shapes Product Efficacy Beliefs,” *working paper*.

Eskreis-Winkler, Lauren, Kaitlin Woolley, <sup>+</sup>Victoria Liu, and <sup>+</sup>Rachel Jensen, “The Punishment Penalty,” *working paper*.

## BOOK CHAPTERS

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Woolley, Kaitlin and Marissa Sharif (in press), “From Rabbit Holes to AI Reminders: How Technology Helps and Hurts Motivation,” in *Handbook of Motivation and Social Psychology*, ed. Ed Hirt, Cheltenham, UK: Edward Elgar Publishing Ltd.

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 E. Kopetz, New York: Oxford University Press, 55–76. <https://doi.org/10.1093/oso/9780197687468.003.0004>

Fishbach, Ayelet and Kaitlin Woolley (2018), “Combating Temptation to Promote Health and Well-Being,” in *The Routledge International Handbook of Self-Control in Health and Well-Being*, ed. Denise de Ridder, Marieke Adriaanse, and Kentaro Fujita, London: Routledge, 167–79. <https://doi.org/10.4324/9781315648576-14>

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 E. Kopetz and Ayelet Fishbach, New York: Routledge, 1–19. <https://doi.org/10.4324/9781315171388-1>

## PRACTITIONER AND POPULAR PRESS PUBLICATIONS

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- Woolley, Kaitlin and Paul E. Stillman (January 2024), “To Resist Temptation, Think Short Term,” *The Washington Post*.
- 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 (October 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

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Dean’s Distinguished Award for Impact Through Service, <i>SC Johnson College of Business</i>	2026
Research in Practice Award, <i>American Marketing Association CB-SIG</i>	2025
Early Career Award, <i>Association for Consumer Research</i>	2024
Top-50 Marketing Scholar in Premier AMA Journals, <i>DocSig</i>	2024
New Investigator Award, Honorable Mention, <i>Behavioral Science &amp; Policy Association</i>	2023
Best Working Paper Award, <i>Society for Consumer Psychology</i>	2023
Top-50 Marketing Scholar in Premier AMA Journals, <i>DocSig</i>	2023
Outstanding Reviewer Award, <i>Journal of Consumer Research</i>	2022
Early Career Award, <i>Society for Consumer Psychology</i>	2022
Faculty Research Award, <i>Cornell SC Johnson College of Business</i>	2022
AMA-Sheth Doctoral Consortium Invited Faculty, <i>UT Austin</i>	2022
Rising Star, <i>Association for Psychological Science</i>	2021
MSI Young Scholar, <i>Marketing Science Institute</i>	2021
Jean F. Rowley Faculty Research Excellence, <i>Cornell SC Johnson College of Business</i>	2021
Outstanding Reviewer Award, <i>Journal of Consumer Research</i>	2020
Clifford H. Whitcomb Faculty Fellowship, <i>Cornell SC Johnson College of Business</i>	2019
Half Century Faculty Research Fellowship, <i>Cornell SC Johnson College of Business</i>	2018
Graduate Student Travel Award, <i>Society for Personality and Social Psychology</i>	2017
Student Paper Award, <i>Self-Regulation Preconference at SPSP</i>	2016
Dean’s Award for Teaching Assistant Excellence, <i>Chicago Booth School of Business</i>	2015
Student Paper Award, <i>JDM Preconference at SPSP</i>	2015
Dean’s Award for Teaching Assistant Excellence, <i>Chicago Booth School of Business</i>	2014
Invited Presenter, <i>Yale Whitebox Advisors Graduate Student Conference</i>	2014

## FUNDED PROPOSALS

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Cornell Center for Social Sciences Small Grant w/ A. Pan, M. Ozanne and X. Zhang	2025
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

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University of California, Berkeley, <i>Haas School of Business</i>	November 2025
Washington University, <i>Olin Business School</i>	October 2025
Harvard University, <i>Harvard Business School</i>	April 2025
NYU, <i>Stern School of Business</i>	March 2025
University of Texas at Austin, <i>Behavioral Science Colloquium</i>	February 2025
Motivation Pre-conference, <i>Society for Personality and Social Psychology</i>	February 2025
Columbia Business School	December 2024
Baruch, <i>Mini-Research Camp</i>	November 2024
University of Chicago Booth School of Business, <i>Alumni Insight</i>	October 2024
London Business School, <i>Marketing Research Camp</i>	June 2024
Bayes Business School, <i>City University of London</i>	May 2024
Georgetown University, <i>McDonough School of Business</i>	March 2024
University of Florida, <i>Warrington College of Business</i>	February 2024
UCLA Anderson School of Management, <i>Behavioral Decision Making Seminar</i>	January 2024
University of Colorado, Boulder, <i>Leeds School of Business</i>	December 2023
University of Colorado, Boulder, <i>Cognitive Lunch</i>	October 2023
Kellogg School of Management, <i>Marketing Research Camp</i>	September 2023
University of Alberta, <i>Marketing Research Camp</i>	June 2023
MSI Young Scholars Conference, <i>Boulder, CO</i>	June 2022
National University of Singapore, <i>NUS Business School [virtual]</i>	May 2022
INSEAD, <i>Europe campus</i>	April 2022
University of Southern California, <i>Behavioral Science &amp; Well-Being Policy</i>	March 2022
Society for Personality and Social Psychology, <i>Motivation Pre-conference</i>	February 2022
Dartmouth College, <i>Tuck School of Business</i>	October 2021
Duke University, <i>The Fuqua School of Business</i>	October 2021
Chicago Booth School of Business, <i>20+ Years of Goal Systems Theory</i>	September 2021

Grenoble Ecole de Management [virtual]	April 2021
University of Pennsylvania, <i>The Wharton School</i> [virtual]	April 2021
University of California, Berkeley, <i>Haas School of Business</i> [virtual]	April 2021
York University, <i>Schulich School of Business</i> [virtual]	October 2020
Carnegie Mellon University, <i>Center for Behavioral and Decision Research</i>	March 2019
Binghamton University, <i>School of Management</i>	March 2019
Yale University, <i>Yale School of Management</i>	November 2018
Northeastern Marketing Conference, <i>Harvard University</i>	September 2018
Cornell University, <i>IBECC Roundtable</i>	May 2018
Cornell University, <i>BEDR Showcase</i>	January 2018
JACR, <i>Invitational Conference on Goals and Motivation</i>	December 2017
Cornell University, <i>Social Psychology Brown Bag</i>	September 2017
UCLA, <i>Anderson School of Management</i>	November 2016
Rice University, <i>Jones Graduate School of Business</i>	October 2016
Washington University, <i>Olin Business School</i>	October 2016
Cornell University, <i>Johnson Graduate School of Management</i>	October 2016
Stanford University, <i>Stanford Graduate School of Business</i>	October 2016
University of Minnesota, <i>Carlson School of Management</i>	October 2016
University of Virginia, <i>Darden School of Business</i>	September 2016
University of Virginia, <i>Social Psychology Brown Bag</i>	September 2016

## EDITORIAL ROLES

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### Associate Editor

<i>Journal of Marketing Research</i>	2026 – Present
<i>Organizational Behavior and Human Decision Processes</i>	2024 – Present

### Guest Associate Editor

<i>Journal of Marketing Research</i>	2022 – 2025
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### Editorial Board Member

<i>Journal of Marketing Research</i>	2021 – 2025
<i>Journal of Consumer Research</i>	2019 – Present
<ul style="list-style-type: none"> <li>JCR Outstanding Reviewer Award: 2020, 2022</li> </ul>	

## UNIVERSITY & SCHOOL SERVICE

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Director of Graduate Studies (PhD Program), Field of Management (2024 – Present)  
 Chair, Tenure and Promotion Internal Ad Hoc Committee (2025-2026)  
 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**

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### **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)
- Ronghan (Michelle) Wang, Cornell Marketing (2024)
- Yue (Archer) Pan, Cornell Marketing (2025; Wayne State University)
- Ye Rin Yoon, Cornell Marketing (2025; University of Iowa)
- Brandon Christensen, CU Boulder Marketing (2025; University of Arkansas)
- Sangah Bae, Cornell ILR (2025; Northeastern University)
- Lena Kim, Cornell Marketing (in progress)
- Alaa Itani, Cornell Psychology (in progress)
- Yuchen Wu, Cornell Marketing (in progress; Chair)
- Lauren Frederick, Cornell Accounting (in progress)
- Xinlian Zhang, Nolan School, Cornell University (in progress)

### **Master's Thesis Committee Member**

- Alanna O'Brien, Psychology, University of Chicago, 2015
- Alexandra Jones, Psychology, University of Chicago, 2015
- Ronghan (Michelle) Wang, Psychology, University of Chicago, 2017
- Sangah Bae, Organizational Behavior, Cornell ILR, 2021

## **RESEARCH MENTORING**

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AMA-Sheth Doctoral Consortium Invited Distinguished Faculty  
Fordham University (2026) – invited  
University of Manchester (2024) – invited (unable to attend)  
UT-Austin (2022) – invited and attended

Association for Consumer Research  
Invited Faculty, Mid-Career Workshop (2025)  
Invited Faculty, Doctoral Consortium (2025)

## **TEACHING**

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Marketing Management, full-time MBA core course (NCC 5030)  
Consumer Behavior, full-time MBA elective course (NBA 6260)  
Doctoral Seminar in Behavioral Marketing, PhD course (NRE 5150)

## PROFESSIONAL AFFILIATIONS

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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

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- 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)

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1. \*Lin, Stephanie C., Kaitlin Woolley, and Peggy J. Liu, “Health as an Alibi: The Virtuous Framing of Appearance Pursuits,” *SCP*, San Diego, March 2026
2. \*Abreu, Luis, Kaitlin Woolley, and Jordan Etkin, “When Everyone Knows the Plan: How Shared Means Raise Blame for Failure,” *SCP*, San Diego, March 2026.
3. Ozanne, Marie, \*Xinlian Zhang, Archer Yue Pan, and Kaitlin Woolley, “Understanding the Effect of Native vs. Non-Native Language on Charitable Behavior,” *SCP*, San Diego, March 2026.

4. Eskreis-Winkler, Lauren, Kaitlin Woolley, \*Minhee Kim, and Eliana Polimeni, “The Failure Gap,” *ACR*, Washington, DC, October 2025.
5. \*Duncan, Shannon, Marissa A. Sharif, Kaitlin Woolley, “The More You Have, The More You Want: How Having More Points Increases Motivation to Accumulate Even More,” *ACR*, Washington, DC, October 2025.
6. \*Ozanne, Marie, Xinlian Zhang, Archer Yue Pan, Kaitlin Woolley, “How Does Using a Non-Native Language Influence Consumer Response to Service Failure?” *EMAC*, Madrid, Spain, May 2025.
7. Eskreis-Winkler, Lauren, Kaitlin Woolley, \*Minhee Kim, and Eliana Polimeni, “The Failure Gap,” *SJDM*, New York, New York, November 2024.
8. \*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.
9. \*Lim, Sarah, and Kaitlin Woolley, “The Double-Edged Sword of Experiential (vs. Material) Gifting: Greater Motivation, but Reduced Appreciation,” *ACR*, Paris, France, September 2024.
10. \*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.
11. \*Kim, Lena, Kaitlin Woolley, and Marissa Sharif, “When and Why Redeeming Loyalty Points Leads to Disloyal Customers,” *ACR*, Seattle, WA, October 2023.
12. \*Woolley, Kaitlin and Sarah Lim, “Interpersonal Consequences of Joint Food Consumption for Connection and Conflict,” *ACR*, Seattle, WA, October 2023.
13. \*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*
14. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eliana Polimeni, “The Failure Gap,” *AOM*, Boston, MA, August 2023.
15. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Is Failure a Steppingstone to Success?” *AOM*, Boston, MA, August 2023.
16. \*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.
17. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eliana Polimeni, “The Failure Gap,” *SSM*, Washington, DC, May 2023.
18. \*Giurge, Laura M. and Kaitlin Woolley, “Inputs into Goal Progress Judgments: Hedonic Evaluation versus Time Investment,” *SCP*, Puerto Rico, March 2023.
19. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Our Rosy View of Failure,” *SPSP*, Atlanta, GA, February 2023.
20. \*Woolley, Kaitlin and Marissa Sharif, “Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing,” *ACR*, Denver, CO, October 2022.
21. Woolley, Kaitlin, Daniella Kupor, \*Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *ACR*, Denver, CO, October 2022.
22. \*Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *ACR*, Denver, CO, October 2022.

23. \*Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif, "Categorizing Tasks Around a Break Reduces Rumination and Improves Task Performance," *ACR*, Denver, CO, October 2022.
24. \*Hur, Elina Y. and Kaitlin Woolley, "When Less is More: Adopting Consummatory Motives to Reduce Overconsumption," *ACR*, Denver, CO, October 2022.
25. \*Bae, Sangah, Kaitlin Woolley, and Brian Lucas, "The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks," *SSM*, Chicago, May 2022.
26. \*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*
27. \*Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, "Opposing Effects of Company Size Metrics on Product Quality Evaluations," *SCP*, Virtual, March 2022.
28. \*Sharif, Marissa A. and Kaitlin Woolley, "Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence," *SCP*, Virtual, March 2022.
29. Stillman, Paul and \*Kaitlin Woolley, "Undermining Desire: When and Why Emphasizing Short-term Costs Reduces Indulgence," *SJDM*, Virtual, Feb. 2022.
30. \*Sharif, Marissa A. and Kaitlin Woolley, "Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence," *SJDM*, Virtual, Feb 2022.
31. \*Lim, Sarah and Kaitlin Woolley, "Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation" *SCP boutique conference*, Gainesville, FL, Jan 2022.
32. \*Stillman, Paul and Kaitlin Woolley, "Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging," *SESP*, Santa Barbara, Oct. 2021.
33. \*Yoon, Y. Rin and Kaitlin Woolley, "Whether (and When) Incentives Can Encourage Prosocial Behavior," *ACR*, Virtual, Oct. 2021.
34. \*Stillman, Paul and Kaitlin Woolley, "Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging," *ACR*, Virtual, Oct. 2021.
35. \*Giurge, Laura M. and Kaitlin Woolley, "Can't Catch a Break: Working During Time Off Undermines Intrinsic Motivation," *AOM*, Virtual, July 2021.
36. Lim, Sarah and \*Kaitlin Woolley, "Motivation from an Experiential (vs. Material) Product Focus," *SSM*, Virtual, May 2021.
37. \*Stillman, Paul E. and Kaitlin Woolley, "The Persuasive Power of Immediate (vs. Delayed) Costs of Indulging," *SSM*, Virtual, May 2021.
38. \*Woolley, Kaitlin and Marissa A. Sharif, "Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation," *SCP*, Virtual, March 2021.
39. \*Yoon, Y. Rin and Kaitlin Woolley, "Pennies for Good Samaritans: The Differential Impact of Reward Motivation on Prosocial Behavior," *SCP*, Virtual, March 2021.
40. \*Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, "Opposing Effects of Company Success Metrics on Product Quality Judgments," *SCP*, Virtual, March 2021.
41. \*Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, "When Searching Pays Off: Options Discovered Later are Valued More," *SCP*, Virtual, March 2021.
42. \*Lim, Sarah and Kaitlin Woolley, "Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation," *SCP*, Virtual, March 2021.
43. \*Woolley, Kaitlin and Peggy J. Liu, "Counting Calories: How Calorie Perceptions and Estimates Diverge," *ACR*, Virtual, Oct. 2020.
44. \*Giurge, Laura M. and Kaitlin Woolley, "Can't Catch a Break: When Working During Time Off Undermines Intrinsic Motivation," *ACR*, Virtual, Oct. 2020.

45. \*Lim, Sarah and Kaitlin Woolley, "Motivation From Experiential Purchases: Focusing on Experiential (vs. Material) Aspects of Goal-Related Products," *ACR*, Virtual, Oct. 2020.
46. \*Bae, Sangah, Kaitlin Woolley, and Brian Lucas, "The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks," *AOM*, Virtual, Aug. 2020.
47. \*Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, "Hidden Benefits Of Hiding The Best Option: Perceived Effort Payoff In Search," *Marketing Science*, Virtual, June 2020.
48. Woolley, Kaitlin and \*Peggy J. Liu, "Counting Calories: Consumers' Perceptions and Estimates of Calories Diverge," *SCP*, Huntington Beach, CA, March 2020.
49. \*Stillman, Paul and Kaitlin Woolley, "Resisting Temptation by Highlighting Short-Term Costs," *SCP*, Huntington Beach, CA, March 2020.
50. \*Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, "Food Restriction and the Experience of Social Isolation," *SCP*, Huntington Beach, CA, March 2020.
51. \*Woolley, Kaitlin and Ayelet Fishbach, "This Will Hurt: Motivation from Negative Experiences," *SCP*, Huntington Beach, CA, March 2020.
52. \*Sharif, Marissa A. and Kaitlin Woolley, "Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation," *SJDM*, Montreal, Canada, Nov. 2019.
53. \*Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, "Food Restriction and the Experience of Social Isolation," *ACR*, Atlanta, GA, Oct. 2019.
54. \*Sharif, Marissa A. and Kaitlin Woolley, "The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation," *ACR*, Atlanta, GA, Oct. 2019.
55. Kaitlin Woolley and \*Marissa A. Sharif, "Understanding the Drivers of Binge-Watching," *ACR*, Atlanta, GA, Oct. 2019.
56. Sharif, Marissa A. and \*Kaitlin Woolley, "Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation," *AOM*, Boston, MA, Aug. 2019.
57. \*Woolley, Kaitlin and Sunita Sah, "Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice," *AOM*, Boston, MA, Aug. 2019.
58. \*Woolley, Kaitlin and Jane L. Risen, "Examining Strategic Ignorance as a Hidden Motive," *SSM*, Washington, DC, May 2019.
59. Sharif, Marissa A. and \*Kaitlin Woolley, "Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation," *SCP*, Savannah, GA, March 2019.
60. \*Woolley, Kaitlin and Jane L. Risen, "Examining Strategic Ignorance as a Hidden Motive," *SCP*, Savannah, GA, March 2019.
61. \*Woolley, Kaitlin and Ayelet Fishbach, "Feeling Comfortable with Discomfort: When Immediate Negative Goals are Motivating," *ICPS*, Paris, France, March 2019.
62. Woolley, Kaitlin and \*Jane L. Risen, "Examining Information Avoidance as a Hidden Motive," *JDM preconference at SPSP*, Portland, OR, Feb. 2019.
63. Woolley, Kaitlin and \*Jane L. Risen, "Examining Whether Strategic Ignorance is Consciously (or Unconsciously) Pursued," *AOM*, Chicago, IL, Aug. 2018.
64. \*Woolley, Kaitlin and Jane L. Risen, "Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference," *SCP*, Dallas, TX, Feb. 2018.
65. Woolley, Kaitlin and \*Jane L. Risen, "Examining Whether Strategic Ignorance is Consciously (or Unconsciously) Pursued," *SJDM*, Vancouver, Canada, Nov. 2017.
66. \*Woolley, Kaitlin and Ayelet Fishbach, "Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews," *ACR*, San Diego, CA, Oct. 2017.
67. \*Woolley, Kaitlin and Jane Risen, "Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference," *ACR*, San Diego, CA, Oct. 2017.

68. \*Woolley, Kaitlin and Ayelet Fishbach, "Immediate Rewards Render Activities More Intrinsically Motivating," *ACR*, San Diego, CA, Oct. 2017.
69. \*Woolley, Kaitlin and Ayelet Fishbach, "Immediate Rewards Render Activities More Intrinsically Motivating," *MPA*, Chicago, IL, April 2017.
70. \*Woolley, Kaitlin and Ayelet Fishbach, "Similar Food Consumption Promotes Trust and Cooperation in Adults," *SPSP*, San Antonio, TX, Jan. 2017.
71. \*Woolley, Kaitlin and Ayelet Fishbach, "Immediate Rewards Render Activities More Intrinsically Motivating," *Self-Regulation SPSP Preconference*, San Antonio, TX, Jan. 2017.
72. \*Woolley, Kaitlin and Ayelet Fishbach, "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *BDRM*, Toronto, Canada, June 2016.
73. \*Woolley, Kaitlin and Ayelet Fishbach, "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *SSM*, Chicago, IL, May 2016.
74. \*Woolley, Kaitlin and Ayelet Fishbach, "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *MPA*, Chicago, IL, May 2016.
75. \*Woolley, Kaitlin and Ayelet Fishbach, "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *SPSP*, San Diego, CA, Feb. 2016.
76. Woolley, Kaitlin and \*Jane L. Risen, "Avoiding Information to Protect an Intuitive Preference," *SPSP*, San Diego, CA, Feb. 2016.
77. \*Woolley, Kaitlin and Ayelet Fishbach, "Harnessing Immediate Rewards to Increase Goal Persistence," *Self-Regulation SPSP Preconference*, San Diego, CA, Feb. 2016.
78. Woolley, Kaitlin and \*Jane L. Risen, "Avoiding Information to Protect an Intuitive Preference," *SJDM*, Chicago, IL, Nov. 2015.
79. \*Woolley, Kaitlin and Ayelet Fishbach, "The Experience Matters More Than You Think: Weighting Intrinsic Incentives," *ACR*, New Orleans, LA, Oct. 2015.
80. \*Woolley, Kaitlin, Jane Risen, and Ann McGill, "Consumers Expect Favorable Evaluations and Generate More WOM When Buying on Deal," *ACR*, New Orleans, LA, Oct. 2015.
81. \*Woolley, Kaitlin and Jane L. Risen, "Avoiding Information to Protect an Intuitive Preference," *MPA*, Chicago, IL, May 2015.
82. \*Woolley, Kaitlin and Jane L. Risen, "Avoiding Information to Protect an Intuitive Preference," *SJDM Preconference at SPSP*, Long Beach, CA, Feb. 2015.
83. \*Woolley, Kaitlin and Ayelet Fishbach, "A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust," *ACR*, Baltimore, MD, Oct. 2014.
84. \*Woolley, Kaitlin and Ayelet Fishbach, "Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing," *BDRM*, London, UK, July 2014.
85. \*Woolley, Kaitlin and Ayelet Fishbach, "Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing," *MPA*, Chicago, IL, May 2014.
86. \*Woolley, Kaitlin and Ayelet Fishbach, "Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing," *Whitebox*, New Haven, CT, April 2014.
87. \*Woolley, Kaitlin and Ayelet Fishbach, "Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing," *JDM Preconference at SPSP*, Austin, TX, Feb. 2014.
88. \*Woolley, Kaitlin and Ayelet Fishbach, "A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust," *Behavioral Science of Eating Conference*, Pittsburgh, PA, Jan. 2014.
89. \*Woolley, Kaitlin and Ayelet Fishbach, "Money Matters Less Than You Think: External Incentives Weigh More in Planning Than Doing," *SJDM*, Toronto, ON, Nov. 2013.