

KAITLIN WOOLLEY

Samuel Curtis Johnson Graduate School of Management | Cornell University
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EMPLOYMENT

Samuel Curtis Johnson Graduate School of Management, Cornell University
Assistant Professor of Marketing, 2017 – Present

EDUCATION

The University of Chicago Booth School of Business
PhD, Behavioral Science, 2017
Dissertation: Immediate Rewards and Intrinsic Motivation

The University of Chicago Booth School of Business
MBA, 2017

Cornell University
magna cum laude
BA, Psychology, 2012 (Minor: Nutrition and Health)
Thesis: Getting ahead: Visual perspective cues automatically activate goal related concepts

RESEARCH INTERESTS

Motivation and Goal Pursuit, Consumer Behavior, Decision Making

JOURNAL ARTICLES

Woolley, Kaitlin and Ayelet Fishbach (forthcoming), "It's About Time: Earlier Rewards Increase Intrinsic Motivation," *Journal of Personality and Social Psychology*.

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 W., 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 (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.

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.

Fishbach, Ayelet and Kaitlin Woolley (2015), "Avoiding Ethical Temptations," *Current Opinion in Psychology*, 6, 36-40.

BOOK CHAPTERS

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.

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. de Ridder, Denise T. D., Marieke A. Adriaanse, and Kentaro Fujita, London: Routledge Press.

WORKING PAPERS

Woolley, Kaitlin Ayelet Fishbach, "Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews," *conditionally accepted*

Woolley, Kaitlin and Ayelet Fishbach, "Shared Plates, Shared Minds: Consuming from a Shared Plate Promotes Cooperation," *in revision*

Woolley, Kaitlin, Ayelet Fishbach, and Ronghan Wang, "Food Restriction and the Experience of Social Isolation," *in preparation*

Woolley, Kaitlin and Jane L. Risen, "Examining Whether Strategic Ignorance is Consciously Pursued," *in preparation*

Woolley, Kaitlin and Sunita Sah, "The Cost and Consequences of Soliciting and Following Bad Advice," *in preparation*

AWARDS & GRANTS

Business of Food Small Grants Program, SC Johnson College of Business	2018
• Funded proposal with Geoff Fisher (\$7,250)	
Research Collaboration Funding: Marketing Area, SC Johnson College of Business	2018
• Funded proposal with Geoff Fisher (\$1,950)	
Half Century Faculty Research Fellowship, Johnson Graduate School of Management (\$4,000)	2018
Morrison Center Funding, UCLA Anderson School of Management	2017
• Funded proposal with Marissa Sharif (\$6,000)	
Graduate Travel Award, Society for Personality and Social Psychology	2017
Travel Award Recipient, Self-Regulation Preconference at SPSP	2016
Independent Research Grant, Center for Decision Research at Chicago Booth (\$3,000)	2015
• Funded proposal (\$3,000)	
Travel Award Recipient, JDM Preconference at SPSP	2015
EMBA Award for Teaching Excellence, Booth School of Business	2015
Travel Award Recipient, JDM Preconference at SPSP	2014

EMBA Award for Teaching Excellence, Booth School of Business	2014
Hillel Einhorn Research Fund, Booth School of Business	2014
Yale Whitebox Advisors Graduate Student Conference Travel Stipend Recipient	2014
EMBA Award for Teaching Excellence, Booth School of Business	2013
The Joseph A. and Susan E. Pichler PhD Fellowship	2013
PhD Fellowship, Booth School of Business	2012-17
Einhorn Discovery Grant, Cornell University	2011
Undergraduate Research Fund, Cornell University	2011

INVITED PRESENTATIONS

Cornell University, IBECC Roundtable	May, 2018
Cornell University, BEDR Showcase	January, 2018
JACR Invitational Conference on Goals and Motivation	December, 2017
Cornell University, Social Psychology Brownbag	September, 2017
UCLA, Anderson School of Management	November, 2016
Rice University, Jones Graduate School of Business	October, 2016
Washington University, Olin Business School	October, 2016
Cornell University, Johnson Graduate School of Management	October, 2016
Stanford University, Graduate School of Business	October, 2016
University of Minnesota, Carlson School of Management	October, 2016
University of Virginia, Darden School of Business	September, 2016
University of Virginia, Psychology Social Lunch	September, 2016
University of Chicago, Booth School of Business, CDR Brown Bag	June, 2016
University of Chicago, Booth School of Business, CDR Brown Bag	October, 2014
University of Chicago, Booth School of Business, CDR Brown Bag	January, 2014

ORGANIZED SYMPOSIA

- Woolley, Kaitlin and Jane Risen (2017), “Choosing How to Choose: New Perspectives on Information Avoidance and Disclosure for Consumer Decision Making” *Association for Consumer Research*, San Diego, CA.
- Woolley, Kaitlin and Ayelet Fishbach (2017), “Eyes on the Prize: When Rewards Hurt vs. Help Motivation” *Association for Consumer Research*, San Diego, CA.
- Woolley, Kaitlin and Janet Polivy (2017), “Eat, Drink, and Be Merry: Food Consumption and Social Connection” *Society for Personality and Social Psychology*, San Antonio, TX.
- Woolley, Kaitlin and Ayelet Fishbach (2016), “It’s About Time: Exploring the Juncture of Time and Intrinsic Motivation,” *Society for Personality and Social Psychology*, San Diego, CA.
- Woolley, Kaitlin and Jane L. Risen (2016), “Don’t Tell Me, I Don’t Want to Know: The Protective Role of Information Avoidance,” *Society for Personality and Social Psychology*, San Diego, CA.
- Woolley, Kaitlin and Rachel Ruttan (jointly organized, 2014), *Kellogg-Booth Student Symposium*, Chicago, IL.

SELECTED CONFERENCE PRESENTATIONS

- “Examining Whether Strategic Ignorance is Consciously Pursued,” North East Marketing Conference, *Harvard Business School*, Boston, September 2018.
- “Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference,” *Society for Consumer Psychology*, Dallas, TX, February 2018.
- “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *Association for Consumer Research*, San Diego, CA, October 2017.
- “Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference,” *Association for Consumer Research*, San Diego, CA, October 2017.
- “Immediate Rewards Render Activities More Intrinsically Motivating,” *Association for Consumer Research*, San Diego, CA, October 2017.
- “Immediate Rewards Render Activities More Intrinsically Motivating,” *Midwestern Psychological Association*, Chicago, IL, April 2017.
- “Similar Food Consumption Promotes Trust and Cooperation in Adults,” *Society for Personality and Social Psychology*, San Antonio, TX, January 2017.
- “Immediate Rewards Render Activities More Intrinsically Motivating,” *Self-Regulation Preconference at SPSP*, San Antonio, TX, January 2017.
- “For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Behavioral Decision Research in Management*, Toronto, Canada, June, 2016.
- “For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Society for the Study of Motivation*, Chicago, IL, May 2016.
- “For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Midwestern Psychological Association*, Chicago, IL, May 2016.
- “For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Society for Personality and Social Psychology*, San Diego, CA, February 2016.
- “Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Self-Regulation Preconference at SPSP*, San Diego, CA, February 2016.
- “The Experience Matters More Than You Think: Weighting Intrinsic Incentives,” *Association for Consumer Research*, New Orleans, LA, October 2015.
- “Consumers Expect Favorable Evaluations and Generate More WOM When Buying on Deal,” *Association for Consumer Research*, New Orleans, LA, October 2015.
- “Avoiding Information to Protect an Intuitive Preference,” *Midwestern Psychological Association*, Chicago, IL, May 2015.

“Avoiding Information to Protect an Intuitive Preference,” *Judgment and Decision Making Preconference at SPSP*, Long Beach, CA, February 2015.

“A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust,” *Association for Consumer Research*, Baltimore, MD, October 2014.

“Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Behavioral Decision Research in Management*, London, UK, July 2014.

“Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Midwestern Psychological Association*, Chicago, IL, May 2014.

“Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Yale Whitebox*, New Haven, CT, April 2014.

“Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Judgment and Decision Making Preconference at SPSP*, Austin, TX, February 2014.

“A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust,” *Behavioral Science of Eating*, Pittsburgh, PA, January 2014.

“Money Matters Less Than You Think: External Incentives Weigh More in Planning Than Doing,” *Society for Judgment and Decision Making*, Toronto, ON, November 2013.

SELECTED MEDIA COVERAGE

Business Insider, Harvard Business Review, National Public Radio, Psychology Today, Science Daily, Time Magazine, The Huffington Post, The New York Times, The Wall Street Journal

PROFESSIONAL SERVICE

Journal Reviewer

Behavioural Public Policy
Journal of the Association for Consumer Research
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Psychology: Applied
Journal of Marketing Research
Journal of Personality and Social Psychology
Management Science
Motivation Science

Conference Reviewer

Association for Consumer Research
Society for Consumer Psychology

S.C. Johnson Graduate School of Management, Cornell University

Behavioral Simulation Lab Committee, 2018-
Marketing Department Seminar Series Co-organizer, 2018-2019
Marketing Research Camp Series Co-organizer, 2018-2019

TEACHING

S.C. Johnson Graduate School of Management, Cornell University

NCC 5030: Marketing Management (MBA), 2017-

NBA 6260: Consumer Behavior (MBA), 2017-

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 Study of Motivation (SSM)