

KAITLIN WOOLLEY

Samuel Curtis Johnson Graduate School of Management | Cornell University
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ACADEMIC POSITIONS

Cornell University

Assistant Professor of Marketing	2017 – Present
Co-Director, Center for Behavioral Economics and Decision Research	2018 – Present
Clifford H. Whitcomb Faculty Fellow	2019 – 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, Judgment and Decision Making, Shared Consumption

PUBLICATIONS

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 Ayelet Fishbach (2018), “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *Organizational and Human Decision Processes*, 118, 1-11.

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 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 Molinaro, 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), “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.
- 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.

WORKING PAPERS (*denotes equal authorship)

- Woolley, Kaitlin and Jane L. Risen, “Hiding from the Truth: When and How Attributional Ambiguity Enables Information Avoidance” invited for 3rd round review at *Journal of Consumer Research*.
- *Sharif, Marissa A. and *Kaitlin Woolley, “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” invited for 3rd round review at *Journal of Consumer Research*.
- Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation” (under review).
- Sharif, Marissa A. and Kaitlin Woolley, “Keeping Rewards Rewarding: Quota-Piecemeal Rewards Reduce Adaptation to Rewards and Increase Persistence,” (under review).
- *Fisher, Geoffery and *Kaitlin Woolley, “Need for Speed: Branding Biases are Determined by the Speed of Processing Product and Brand Information,” (under review).
- Woolley, Kaitlin and Marissa A. Sharif, “Incentives Cause Sustained Positivity in Product Reviews and Heighten Interest in the Reviewed Product.”
- Lopez, Jessica, Kaitlin Woolley, and Ann McGill, “A Preference for Preference: Lack of Subjective Preference Evokes Dehumanization.”
- *Woolley, Kaitlin and *Marissa A. Sharif, “Binge Interrupted: Interruptions Reduce Binge-Watching by Alleviating Bias in Time Perceptions.”

Woolley, Kaitlin and Sunita Sah, “Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice.”

HONORS & AWARDS

Clifford H. Whitcomb Faculty Fellowship, Johnson Graduate School of Management (\$4,000)	2019
PCCW Affinito-Stewart Grant, Cornell University (\$10,000)	2019
Institute for the Social Sciences Small Grant, Cornell University (\$8,500)	2019
LEEDR Seed Grant, Cornell University (\$1,250)	2019
Half Century Faculty Research Fellowship, Johnson Graduate School of Management (\$4,000)	2018
Business of Food Small Grants Program, SC Johnson College of Business (\$7,250)	2018
<ul style="list-style-type: none"> Funded proposal with Geoff Fisher 	
Research Collaboration Funding: Marketing Area, SC Johnson College of Business (\$1,950)	2018
<ul style="list-style-type: none"> Funded proposal with Geoff Fisher 	
Morrison Center Funding, UCLA Anderson School of Management (\$6,000)	2017
<ul style="list-style-type: none"> Funded proposal with Marissa A. Sharif 	
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
Travel Award Recipient, JDM Preconference at SPSP	2014, 2015
EMBA Award for Teaching Excellence, Booth School of Business	2013, 2014, 2015
Hillel Einhorn Research Fund, Booth School of Business	2014
Yale Whitebox Advisors Graduate Student Conference Travel Stipend Recipient	2014
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

Carnegie Mellon, Center for Behavioral and Decision Research	March, 2019
Binghamton University, School of Management	March, 2019
Yale School of Management	November, 2018
Northeastern Marketing Consortium, Cambridge, MA	September, 2018
Cornell University, IBECC roundtable	May, 2018
Cornell University, BEDR seminar series	January, 2018
JACR Invitational Conference on Goals and Motivation	December, 2017
Cornell University, Social Psychology	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, Social Psychology	September, 2016
University of Chicago, Booth School of Business	June, 2016
University of Chicago, Booth School of Business	October, 2014
University of Chicago, Booth School of Business	January, 2014

CHAired SYMPOSIA

Sharif, Marissa A. and Kaitlin Woolley (October, 2019). “Wising Up About Goal Progress: The Antecedents and Consequences of Goal Progress Perceptions” *Association for Consumer Research*, Atlanta GA.

Woolley, Kaitlin and Jane L. Risen (October, 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 (October, 2017). “Eyes on the Prize: When Rewards Hurt vs. Help Motivation” *Association for Consumer Research*, San Diego, CA.

Woolley, Kaitlin and Janet Polivy (January, 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 (January, 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 (January, 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.

Kellogg-Booth Student Symposium, Chicago, IL. April 2014. Jointly organized with Rachel Ruttan.

PEER-REVIEWED CONFERENCE PRESENTATIONS

* indicates presenting author

*Sharif, Marissa A. and Kaitlin Woolley, “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Society for Judgment and Decision Making*, Montreal, Canada, November 2019.

*Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *Association of Consumer Research*, Atlanta, GA, October 2019.

Sharif, Marissa A. and *Kaitlin Woolley, “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Academy of Management*, Boston, MA, August 2019.

*Woolley, Kaitlin and Sunita Sah, “Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice,” *Academy of Management*, Boston, MA, August 2019.

*Kaitlin Woolley and Jane Risen, “Examining Strategic Ignorance as a Hidden Motive,” *Society for the Study of Motivation*, Washington DC, May 2019.

Sharif, Marissa A. and *Kaitlin Woolley, “The Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation,” *Society for Consumer Psychology*, Savannah, GA, March 2019.

*Woolley, Kaitlin and Jane Risen, “Examining Strategic Ignorance as a Hidden Motive,” *Society for Consumer Psychology*, Savannah, GA, March 2019.

- *Woolley, Kaitlin and Ayelet Fishbach, “Feeling Comfortable with Discomfort: When Immediate Negative Goals are Motivating,” *International Convention of Psychological Science*, Paris, France, March 2019.
- *Woolley, Kaitlin and Jane Risen, “Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference,” *Society for Consumer Psychology*, Dallas, TX, February 2018.
- *Woolley, Kaitlin and Ayelet Fishbach, “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *Association for Consumer Research*, San Diego, CA, October 2017.
- *Woolley, Kaitlin and Jane Risen, “Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference,” *Association for Consumer Research*, San Diego, CA, October 2017.
- *Woolley, Kaitlin and Ayelet Fishbach, “Immediate Rewards Render Activities More Intrinsically Motivating,” *Association for Consumer Research*, San Diego, CA, October 2017.
- *Woolley, Kaitlin and Ayelet Fishbach, “Immediate Rewards Render Activities More Intrinsically Motivating,” *Midwestern Psychological Association*, Chicago, IL, April 2017.
- *Woolley, Kaitlin and Ayelet Fishbach, “Similar Food Consumption Promotes Trust and Cooperation in Adults,” *Society for Personality and Social Psychology*, San Antonio, TX, January 2017.
- *Woolley, Kaitlin and Ayelet Fishbach, “Immediate Rewards Render Activities More Intrinsically Motivating,” *Self-Regulation Preconference at SPSP*, San Antonio, TX, January 2017.
- *Woolley, Kaitlin and Ayelet Fishbach, “For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Behavioral Decision Research in Management*, Toronto, Canada, June, 2016.
- *Woolley, Kaitlin and Ayelet Fishbach, “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.
- *Woolley, Kaitlin and Ayelet Fishbach, “For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Midwestern Psychological Association*, Chicago, IL, May 2016.
- *Woolley, Kaitlin and Ayelet Fishbach, “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.
- *Woolley, Kaitlin and Ayelet Fishbach, “Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Self-Regulation Preconference at SPSP*, San Diego, CA, February 2016.
- *Woolley, Kaitlin and Ayelet Fishbach, “The Experience Matters More Than You Think: Weighting Intrinsic Incentives,” *Association for Consumer Research*, New Orleans, LA, October 2015.

- *Woolley, Kaitlin, Jane L. Risen, and Ann L. McGill, “Consumers Expect Favorable Evaluations and Generate More WOM When Buying on Deal,” *Association for Consumer Research*, New Orleans, LA, October 2015.
- *Woolley, Kaitlin and Jane L. Risen, “Avoiding Information to Protect an Intuitive Preference,” *Midwestern Psychological Association*, Chicago, IL, May 2015.
- *Woolley, Kaitlin and Jane L. Risen, “Avoiding Information to Protect an Intuitive Preference,” *Judgment and Decision Making Preconference at SPSP*, Long Beach, CA, February 2015.
- *Woolley, Kaitlin and Ayelet Fishbach, “A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust,” *Association for Consumer Research*, Baltimore, MD, October 2014.
- *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Behavioral Decision Research in Management*, London, UK, July 2014.
- *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Midwestern Psychological Association*, Chicago, IL, May 2014.
- *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Yale Whitebox*, New Haven, CT, April 2014.
- *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Judgment and Decision Making Preconference at SPSP*, Austin, TX, February 2014.
- *Woolley, Kaitlin and Ayelet Fishbach, “A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust,” *Behavioral Science of Eating*, Pittsburgh, PA, January 2014.
- *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Think: External Incentives Weigh More in Planning Than Doing,” *Society for Judgment and Decision Making*, Toronto, ON, November 2013.

TEACHING EXPERIENCE

SC Johnson Cornell College of Business, Cornell University

- NCC 5030: Marketing Management, Full-time MBA Core
- NBA 6260: Consumer Behavior, Full-time MBA Elective
- NMI 5030: Directed Reading and Research

Guest lectures and seminars

- Pro-seminar, SC Johnson Cornell College of Business (doctoral)

ADVISING

Doctoral students

Elina Hur, Marketing, Cornell University (Committee Member)
Sarah Lim, Marketing, Cornell University (Committee Member)

Master's students

Alex Jones, Psychology, University of Chicago, 2015
Alanna O'Brien, Psychology, University of Chicago, 2015
Ronghan (Michelle) Wang, Psychology, University of Chicago, 2017

SERVICE

Cornell University

Behavioral Simulation Lab Committee, 2018 – present
Marketing Department Seminar Series Co-Organizer, 2018 – 2019
Marketing Department Research Camp Co-Organizer, 2018 – 2019
Co-Director of the Center for Behavioral Economics and Decision Research, 2018 – present

Ad Hoc Reviewing

Behavioural Public Policy
Current Directions in Psychological Science
Frontiers Psychology
Journal of the Association for Consumer Research
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Psychology: Applied
Journal of Experimental Social Psychology
Journal of Marketing Research
Journal of Personality and Social Psychology
Management Science
Motivation and Emotion
Motivation Science
Personality and Social Psychology Bulletin
Perspectives on Psychological Science
Psychological Science
Social and Personality Psychology Compass
Association for Consumer Research Conference
Society for Consumer Psychology Conference

External Service

Program Committee, Society for the Study of Motivation, 2019

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)