

KAITLIN WOOLLEY

Samuel Curtis Johnson Graduate School of Management | Cornell University
322 Sage Hall, Ithaca, NY 14853 | krw67@cornell.edu | 607.255.9470

ACADEMIC POSITIONS

Cornell University

Assistant Professor of Marketing	2017 – Present
Clifford H. Whitcomb Faculty Fellow	2019 – Present
Co-Director, Center for Behavioral Economics and Decision Research	2018 – Present
Faculty Fellow, Cornell Center for the Social Sciences	2020 – 2021

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 (**denotes graduate student)

- **Woolley, Kaitlin** and Jane L. Risen, "Hiding from the Truth: When and How Cover Enables Information Avoidance," conditionally accepted, *Journal of Consumer Research*.
- **Woolley, Kaitlin**, Ayelet Fishbach, and **Michelle Wang (in press), "Food Restriction and the Experience of Social Isolation," *Journal of Personality and Social Psychology*.
- **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.
- **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.
- 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), “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *Organizational and Human Decision Processes*, 118, 1-11.
- **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.

RESEARCH IN PROGRESS (*denotes equal authorship)

- *Sharif, Marissa A. and ***Kaitlin Woolley**, “The Effect of Categorization on Goal Progress Perceptions and Motivation,” invited revision, *Journal of Consumer Research*.
- **Woolley, Kaitlin** and Peggy J. Liu, “Counting Calories: How Calorie Perceptions and Estimates Diverge,” invited revision, *Journal of Consumer Research*.
- Lopez, Jessica, **Kaitlin Woolley**, and Ann McGill, “A Preference for Preference: Lack of Subjective Preference Evokes Dehumanization,” invited revision, *Organizational and Human Decision Processes*.
- *Fisher, Geoffrey and ***Kaitlin Woolley**, “Branding Biases are Determined by the Speed of Processing Product and Brand Information,” (under review).
- Sharif, Marissa A. and **Kaitlin Woolley**, “Just a Little Bit of Anticipation: The Impact of Reward Anticipation on Persistence,” (under review).
- **Woolley, Kaitlin** and Marissa A. Sharif, “Incentives for Reviewing Increase Linguistic Expressions of Positivity in Reviews and Interest in the Product Category” (under review).
- Lin, Stephanie C., **Kaitlin Woolley**, and Peggy J. Liu, “To Look Good or to Be Good? Holding (but Hiding) Non-Virtuous Motivations for Health Goals.”
- ***Woolley, Kaitlin** and *Marissa A. Sharif, “Understanding and Generalizing the Phenomenon of Binge-Watching.”
- **Woolley, Kaitlin** and Sunita Sah, “Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice.”

- *Giurge, Laura and **Kaitlin Woolley**, “Can’t Catch a Break: When Working During Time Off Undermines Intrinsic Motivation.”

HONORS & AWARDS

CCSS Faculty Fellowship, Cornell University, \$8,500	2020
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, IBEC 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

- Woolley, Kaitlin, “Motivation from Perceived Goal Progress,” *Society for the Study of Motivation*, Chicago IL, May 2020.
- Sharif, Marissa and Kaitlin Woolley, “Wising Up About Goal Progress: The Antecedents and Consequences of Goal Progress Perceptions” *Association for Consumer Research*, 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” *Association for Consumer Research*, San Diego, CA, Oct. 2017.
- Woolley, Kaitlin and Ayelet Fishbach, “Eyes on the Prize: When Rewards Hurt vs. Help Motivation” *Association for Consumer Research*, San Diego, CA, Oct. 2017.
- Woolley, Kaitlin and Janet Polivy, “Eat, Drink, and Be Merry: Food Consumption and Social Connection” *Society for Personality and Social Psychology*, San Antonio, TX, Jan. 2017.
- Woolley, Kaitlin and Ayelet Fishbach, “It’s About Time: Exploring the Juncture of Time and Intrinsic Motivation,” *Society for Personality and Social Psychology*, 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,” *Society for Personality and Social Psychology*, San Diego, CA, Jan. 2016.

PEER-REVIEWED CONFERENCE PRESENTATIONS

* indicates presenting author

- Woolley, Kaitlin and *Peggy J. Liu, “Counting Calories: Consumers’ Perceptions and Estimates of Calories Diverge,” *Society for Consumer Psychology*, Huntington Beach, CA, March 2020.
- *Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *Society for Consumer Psychology*, Huntington Beach, CA, March 2020.
- *Woolley, Kaitlin and Ayelet Fishbach, “This Will Hurt: Motivation from Negative Experiences,” *Society for Consumer Psychology*, Huntington Beach, CA, March 2020.
- *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, Nov. 2019.
- *Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *Association of Consumer Research*, Atlanta, GA, Oct. 2019.
- *Sharif, Marissa A. and Kaitlin Woolley, “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Association of Consumer Research*, Atlanta, GA, Oct. 2019.
- Kaitlin Woolley and *Marissa A. Sharif, “Understanding the Drivers of Binge-Watching,” *Association of Consumer Research*, Atlanta, GA, Oct. 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, Aug. 2019.
- *Woolley, Kaitlin and Sunita Sah, “Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice,” *Academy of Management*, Boston, MA, Aug. 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, Feb. 2018.
- *Woolley, Kaitlin and Ayelet Fishbach, "Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews," *Association for Consumer Research*, San Diego, CA, Oct. 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, Oct. 2017.
- *Woolley, Kaitlin and Ayelet Fishbach, "Immediate Rewards Render Activities More Intrinsically Motivating," *Association for Consumer Research*, San Diego, CA, Oct. 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, Jan. 2017.
- *Woolley, Kaitlin and Ayelet Fishbach, "Immediate Rewards Render Activities More Intrinsically Motivating," *Self-Regulation Preconference at SPSP*, San Antonio, TX, Jan. 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, Feb. 2016.
- *Woolley, Kaitlin and Ayelet Fishbach, "Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *Self-Regulation Preconference at SPSP*, San Diego, CA, Feb. 2016.
- *Woolley, Kaitlin and Ayelet Fishbach, "The Experience Matters More Than You Think: Weighting Intrinsic Incentives," *Association for Consumer Research*, New Orleans, LA, Oct. 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, Oct. 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, Feb. 2015.
- *Woolley, Kaitlin and Ayelet Fishbach, "A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust," *Association for Consumer Research*, Baltimore, MD, Oct. 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, Feb. 2014.
- *Woolley, Kaitlin and Ayelet Fishbach, "A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust," *Behavioral Science of Eating*, Pittsburgh, PA, Jan. 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, Nov. 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)
 Ronghan (Michelle) Wang, Marketing, Cornell University (Committee Member)
 Sangah Bae, ILR, 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

PROFESSIONAL SERVICE

Editorial Review Board

Journal of Consumer Research

Ad Hoc Reviewer (Journals)

Behavioural Public Policy
 Current Directions in Psychological Science
 Frontiers Psychology
 Journal of the Association for Consumer Research
 Journal of Consumer Psychology
 Journal of Experimental Psychology: Applied
 Journal of Experimental Psychology: General
 Journal of Experimental Social Psychology
 Journal of Marketing Research
 Journal of Personality and Social Psychology
 Management Science
 Motivation and Emotion
 Motivation Science
 Organizational Behavior and Human Decision Processes
 Personality and Social Psychology Bulletin
 Perspectives on Psychological Science
 Psychological Science
 Social and Personality Psychology Compass

Ad Hoc Reviewer (Conferences)

Association for Consumer Research Conference
 Society for Consumer Psychology Conference

Cornell University Service

Behavioral Simulation Lab Committee	2018 – Present
Co-Director of the Center for Behavioral Economics and Decision Research	2018 – Present
Grant Reviewer, Cornell Center for Social Sciences	2019 – Present
Marketing Department Seminar Series Co-Organizer	2018 – Present
Marketing Department Research Camp Co-Organizer	2018 – Present

External Service

Program Committee, Society for the Study of Motivation	2019
Program Committee, Behavioral Decision Research in Management Conference	2020

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)