

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
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
Dissertation: Immediate Rewards and Intrinsic Motivation

The University of Chicago Booth School of Business

MBA

Cornell University, *magna cum laude*

BA, Psychology (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 equal authorship; **denotes graduate student)

- *Sharif, Marissa A. and ***Kaitlin Woolley**, “The Effect of Categorization on Goal Progress Perceptions and Motivation,” forthcoming, *Journal of Consumer Research*.
- **Woolley, Kaitlin** and Jane L. Risen, “Hiding from the Truth: When and How Cover Enables Information Avoidance,” forthcoming, *Journal of Consumer Research*.
- **Woolley, Kaitlin**, Ayelet Fishbach, and **Michelle Wang, “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.
- **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 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), “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.

WORKING PAPERS (*denotes equal authorship; **denotes graduate student)

- **Woolley, Kaitlin** and Peggy J. Liu, “Counting Calories: How Calorie Perceptions and Estimates Diverge,” under 3rd round review, *Journal of Consumer Research*.
- Lopez, Jessica, **Kaitlin Woolley**, and Ann McGill, “A Preference for Preference: Lack of Subjective Preference Evokes Dehumanization,” invited for 3rd round review, *Organizational and Human Decision Processes*.
- **Woolley, Kaitlin** and Marissa A. Sharif, “Incentives for Reviewing Increase Linguistic Expressions of Positivity in Reviews and Interest in the Product Category,” invited revision, *Journal of Marketing Research*.
- *Fisher, Geoffrey and ***Kaitlin Woolley**, “Branding Biases are Determined by the Speed of Processing Product and Brand Information,” invited revision, *Marketing Science*.

- **Woolley, Kaitlin** and Ayelet Fishbach, “Seeking to Feel Uncomfortable Motivates Self-Growth When Pain Signals Progress,” reject and resubmit, *Psychological Science*.
- 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,” under review.
- Sharif, Marissa A. and **Kaitlin Woolley**, “Just a Little Bit of Anticipation: The Impact of Reward Anticipation on Persistence,” under review.
- **Bae, Sangah, **Kaitlin Woolley**, and Brian Lucas, “The Intrinsic Motivation Penalty: People Assign Less Promotable Tasks to Employees who Like Their Work.”
- *Giurge, Laura M. and ***Kaitlin Woolley**, “Can’t Catch a Break: Working During Time Off Undermines Intrinsic Motivation.”
- **Woolley, Kaitlin** and Sunita Sah, “Following Poor Quality Advice Increases Self-Blame and Counterfactual Thoughts.”
- ***Woolley, Kaitlin** and *Marissa A. Sharif, “Consuming Similar, Sequential Experiences Affects Variety Seeking Through Categorical Mindset.”
- **Hur, Elina Y, **Kaitlin Woolley**, and Yanping Tu, “Hidden Benefits of Hiding the Best Option: Consumers Value their Selection More when Discovering it Later.”

HONORS & AWARDS

Business of Food Small Grants Program, Cornell University (\$10,000)	2020
• Funded proposal with Sarah Lim	
CCSS Faculty Fellowship, Cornell University (\$8,500)	2020
LEEDR Seed Grant, Cornell University (\$1,250)	2020
• Funded proposal with Sarah Lim	
Clifford H. Whitcomb Faculty Fellowship, SC Johnson College of Business (\$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, SC Johnson College of Business (\$4,000)	2018
Business of Food Small Grants Program, Cornell University (\$7,250)	2018
• Funded proposal with Geoff Fisher	
Research Collaboration Funding, SC Johnson College of Business (\$1,950)	2018
• Funded proposal with Geoff Fisher	
Morrison Center Funding, UCLA Anderson School of Management (\$6,000)	2017
• 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, Chicago Booth Center for Decision Research (\$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

Schulich School of Business, York University	October, 2020
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

- Woolley, Kaitlin, "Motivation from Perceived Goal Progress," *Society for the Study of Motivation*, Chicago IL, May 2020 (postponed).
- 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.

CONFERENCE PRESENTATIONS (* indicates presenting author)

- *Woolley, Kaitlin and Peggy J. Liu, "Counting Calories: How Calorie Perceptions and Estimates Diverge," *Association for Consumer Research*, Virtual Conference, October 2020.
- *Giurge, Laura M. and Kaitlin Woolley, "Can't Catch a Break: When Working During Time Off Undermines Intrinsic Motivation," *Association for Consumer Research*, Virtual Conference, October 2020.
- *Lim, Sarah and Kaitlin Woolley, "Motivation From Experiential Purchases: Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Boosts Motivation," *Association for Consumer Research*, Virtual Conference, October 2020.
- *Bae, Sangah, Kaitlin Woolley, and Brian Lucas "The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks," *Academy of Management*, Virtual Conference, August 2020.
- Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, "Hidden Benefits Of Hiding The Best Option: Perceived Effort Payoff In Search," *Marketing Science*, Virtual Conference, June 2020.
- Woolley, Kaitlin and *Peggy J. Liu, "Counting Calories: Consumers' Perceptions and Estimates of Calories Diverge," *Society for Consumer Psychology*, Huntington Beach, CA, March 2020.
- *Stillman, Paul and Kaitlin Woolley, "Resisting Temptation by Highlighting Short-Term Costs," *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

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

Sangah Bae, ILR, Cornell University (Committee Member)

Elina Hur, Marketing, Cornell University (Committee Member)

Sarah Lim, Marketing, Cornell University (Committee Member)

Ronghan (Michelle) Wang, Marketing, Cornell University (Committee Member)

Rin Yoon, 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

PROFESSIONAL SERVICE

Editorial Review Board

Journal of Consumer Research

Reviewer

Association for Consumer Research Conference

Behavioural Public Policy

Current Directions in Psychological Science

Frontiers Psychology

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

Journal of the Association for Consumer Research

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

Society for Consumer Psychology Conference

Cornell University Service

Behavioral Simulation Lab Committee	2018 – Present
Co-Director 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)