

**KAITLIN WOOLLEY**

Samuel Curtis Johnson Graduate School of Management | Cornell University  
 328 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
Clifford H. Whitcomb Faculty Fellowship, SC Johnson College of Business	2019 – 2020
Half Century Faculty Research Fellowship SC Johnson College of Business	2018 – 2019

**EDUCATION**

---

**The University of Chicago Booth School of Business**

PhD, Behavioral Science

Dissertation Committee: Ayelet Fishbach (Chair), Jane L. Risen, Oleg Urminsky, Ann L. McGill

**The University of Chicago Booth School of Business**

MBA

**Cornell University, *magna cum laude***

BA, Psychology (Minor: Nutrition and Health)

Honors thesis committee: Melissa J. Ferguson (Chair), David Dunning, Dennis Regan

**RESEARCH INTERESTS**

---

Motivation and Goal Pursuit, Judgment and Decision Making, Shared Consumption

**HONORS & AWARDS**

---

Outstanding Reviewer Award, <i>Journal of Consumer Research</i>	2020
Business of Food Small Grants Program, Cornell University (\$10,000)	2020
<ul style="list-style-type: none"> <li>Funded proposal with Sarah Lim</li> </ul>	
CCSS Faculty Fellowship, Cornell University (\$8,500)	2020
LEEDR Seed Grant, Cornell University (\$1,250)	2020
<ul style="list-style-type: none"> <li>Funded proposal with Sarah Lim</li> </ul>	
PCCW Affinito-Stewart Grant, Cornell University (\$10,000)	2019
Institute for the Social Sciences Small Grant, Cornell University (\$8,500)	2019
Research Collaboration Funding, SC Johnson College of Business (\$3,000)	2019
<ul style="list-style-type: none"> <li>Funded proposal with Wenxue Zheng</li> </ul>	
Clifford H. Whitcomb Faculty Fellowship, SC Johnson College of Business (\$4,000)	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
<ul style="list-style-type: none"> <li>Funded proposal with Geoff Fisher</li> </ul>	
Research Collaboration Funding, SC Johnson College of Business (\$1,950)	2018
<ul style="list-style-type: none"> <li>Funded proposal with Geoff Fisher</li> </ul>	

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
EMBA Award for Teaching Excellence, Booth School of Business	2015
Independent Research Grant, Chicago Booth Center for Decision Research (\$3,000)	2015
Travel Award Recipient, JDM Preconference at SPSP	2015
EMBA Award for Teaching Excellence, Booth School of Business	2014
Hillel Einhorn Research Fund, Booth School of Business	2014
Travel Award Recipient, JDM Preconference at SPSP	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

## **PUBLICATIONS**

---

**Woolley, K. & Liu, P. J.** How you estimate calories matters: Calorie estimation reversals, *Journal of Consumer Research*, conditionally accepted.

\*Sharif, M. A. & \* **Woolley, K.** (forthcoming). The effect of categorization on goal progress perceptions and motivation. *Journal of Consumer Research*.

\*First two authors contributed equally

**Woolley, K. & Risen, J. L.** (forthcoming). Hiding from the truth: When and how cover enables information avoidance. *Journal of Consumer Research*.

**Woolley, K.** Fishbach, A., & Wang R. M. (2020). Food restriction and the experience of social isolation. *Journal of Personality and Social Psychology*, 119(3), 657-671.

**Woolley, K. & Fishbach, A.** (2019). Shared plates, shared minds: Consuming from a shared plate promotes cooperation. *Psychological Science*, 304(4), 541-552.

**Woolley, K. & Risen J. L.** (2018). Closing your eyes to follow your heart: Avoiding information to protect a strong intuitive preference. *Journal of Personality and Social Psychology*, 114(2), 230-245.

**Woolley, K. & Fishbach, A.** (2018). It's about time: Earlier rewards increase intrinsic motivation. *Journal of Personality and Social Psychology*, 114(6), 877-890.

Kruglanski, A. W., Fishbach, A., **Woolley, K.**, Bélanger, J. J., Chernikova, M., Molinario, E., & Pierro, A. (2018). A structural model of intrinsic motivation: On the psychology of means-ends fusion. *Psychological Review*, 125(2), 165-182.

**Woolley, K. & Fishbach, A.** (2018). Underestimating the importance of expressing intrinsic motivation in job interviews. *Organizational and Human Decision Processes*, 118, 1-11. (lead article).

**Woolley, K. & Fishbach, A.** (2018). When intrinsic motivation and immediate rewards overlap. *The Motivation-Cognition Interface: from the Lab to the Real World*, ed. Kopetz, C. & Fishbach, A., Psychology Press, Taylor & Francis.

Fishbach, A. & **Woolley, K.** (2018). Combatting temptation to promote health and well-being. *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, K.** & Fishbach, A. (2017). A recipe for friendship: Similar food consumption promotes trust and cooperation. *Journal of Consumer Psychology*, 27(1), 1-10. (lead article).

**Woolley, K.** & Fishbach, A. (2017). Immediate rewards predict adherence to long-term goals. *Personality and Social Psychology Bulletin*, 43(2), 151-162.

**Woolley, K.** & Fishbach, A. (2016). For the fun of it: Harnessing immediate rewards to increase persistence in long-term goals. *Journal of Consumer Research*, 42(6), 952-966.

**Woolley, K.** & Fishbach, A. (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), 968-982.

Fishbach, A. & **Woolley, K.** (2015). Avoiding ethical temptations. *Current Opinion in Psychology*, 6, 36-40.

#### MANUSCRIPTS UNDER REVIEW

---

Lopez, J, **Woolley, K.**, & McGill, A. L. A preference for preference: Lack of subjective preference evokes dehumanization, invited for 3<sup>rd</sup> round review, *Organizational and Human Decision Processes*.

**Woolley, K.**, & Sharif, M. A. Incentives for reviewing increase linguistic expressions of positivity in reviews by changing the experience of review writing, under 2<sup>nd</sup> round review, *Journal of Marketing Research*.

Lin, S.C., **Woolley, K.**, & Liu, P. J. To look good or to be good? Holding (but hiding) non-virtuous motivations for health goals, invited for 2<sup>nd</sup> round review, *Journal of Consumer Research*.

\*Fisher, G. & \***Woolley, K.** Branding biases are determined by the speed of processing product and brand information, invited for 2<sup>nd</sup> round review, *Marketing Science*.

\*First two authors contributed equally.

Sharif, M. A., & **Woolley, K.**, Just a little bit of anticipation: The impact of reward anticipation on Persistence, under review, *Management Science*.

**Woolley, K.** & Fishbach, A. Seeking to feel uncomfortable motivates self-growth when pain signals Progress, reject and resubmit, *Psychological Science*.

#### WORKING PAPERS (\*\* graduate student first author)

---

\*\*Bae, S., **Woolley, K.**, & Lucas, B. The intrinsic motivation penalty: People assign less promotable tasks to employees who like their work.”

\*Giurge, L. M. & \*Woolley, K.. Can't catch a break: Working during time off undermines intrinsic motivation.

\*First two authors contributed equally.

**Woolley, K.** & Sah, S. Following poor quality advice increases self-blame and counterfactual thoughts.

\***Woolley, K.** & \*Sharif, M. A. Consuming similar, sequential experiences affects variety seeking through categorical mindset."

\*First two authors contributed equally.

\*\*Hur, E.Y., **Woolley, K.** & Tu, Y. Hidden benefits of hiding the best option: Consumers value their selection more when discovering it later.

\*\*Lim, S., & **Woolley, K.** Focusing on experiential (vs. material) aspects of goal-related products increases motivation

## POPULAR PRESS ARTICLES

---

Giurge, L. & **Woolley, K.** (July 2020). Don't work on vacation. Seriously. *Harvard Business Review*.

**Woolley, K.** & Fishbach, A. (Oct 2018). To land a great job, talk about why you love your work. *Harvard Business Review*.

**Woolley, K.** & Fishbach, A. (April 2017). What separates goals we achieve from goals we don't. *Harvard Business Review*.

## 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

## CHAired SYMPOSIA

---

Hur, E. & **Woolley, K.** Difficult by design: Choice difficulty and effort in decision making. *Association for Consumer Research*. Virtual Conference. Oct. 2020.

**Woolley, K.** Motivation from perceived goal progress. *Society for the Study of Motivation*, Chicago IL, May 2020 (postponed).

Sharif, M. A. & Woolley, K. Wising up about goal progress: The antecedents and consequences of goal progress perceptions. *Association for Consumer Research*, Atlanta GA, Oct. 2019.

**Woolley, K.** & Risen, J. L. 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, K.** & Fishbach, A. Eyes on the prize: When rewards hurt vs. help motivation. *Association for Consumer Research*. San Diego, CA, Oct. 2017.

**Woolley, K.** & Polivy, J., Eat, drink, and be merry: Food consumption and social connection. *Society for Personality and Social Psychology*. San Antonio, TX, Jan. 2017.

**Woolley, K.** & Fishbach, A. It's about time: Exploring the juncture of time and intrinsic motivation. *Society for Personality and Social Psychology*. San Diego, CA, Jan. 2016.

**Woolley, K.** & Risen, J. L. 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, K.** & Liu, P.J. "Counting Calories: How Calorie Perceptions and Estimates Diverge," *Association for Consumer Research*, Virtual Conference, October 2020.

\*Hur, E. Y., **Woolley, K.** & Tu, Y. "Hidden Benefits of Hiding the Best Option: Consumers Value their Selection more when Discovering it Later," *Association for Consumer Research*, Virtual Conference. October 2020.

\*Giurge, L. M. & **Woolley, K.** "Can't Catch a Break: When Working During Time Off Undermines Intrinsic Motivation," *Association for Consumer Research*, Virtual Conference, October 2020.

\*Lim, S. & **Woolley, K.** "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, S., **Woolley, K.**, & Lucas B. "The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks," *Academy of Management*, Virtual Conference, August 2020.

\*Hur, E. Y., **Woolley, K.** & Tu, Y. "Hidden Benefits Of Hiding The Best Option: Perceived Effort Payoff In Search," *Marketing Science*, Virtual Conference, June 2020.

- Woolley, K. & \*Liu, P.J.** “Counting Calories: Consumers’ Perceptions and Estimates of Calories Diverge,” *Society for Consumer Psychology*, Huntington Beach, CA, March 2020.
- \*Stillman, P. & **Woolley, K.** “Resisting Temptation by Highlighting Short-Term Costs,” *Society for Consumer Psychology*, Huntington Beach, CA, March 2020.
- \***Woolley, K.**, Fishbach, A., & Wang, R.M. “Food Restriction and the Experience of Social Isolation,” *Society for Consumer Psychology*, Huntington Beach, CA, March 2020.
- \***Woolley, K.** & Fishbach, A. “This Will Hurt: Motivation from Negative Experiences,” *Society for Consumer Psychology*, Huntington Beach, CA, March 2020.
- \*Sharif, M. A. & **Woolley, K.** “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Society for Judgment and Decision Making*, Montreal, Canada, Nov. 2019.
- \* Woolley, K., Fishbach, A., & Wang, R. M. “Food Restriction and the Experience of Social Isolation,” *Association of Consumer Research*, Atlanta, GA, Oct. 2019.
- \*Sharif, M. A. & **Woolley, K.** “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Association of Consumer Research*, Atlanta, GA, Oct. 2019.
- Woolley, K. & \*Sharif, M.A.** “Understanding the Drivers of Binge-Watching,” *Association of Consumer Research*, Atlanta, GA, Oct. 2019.
- \*Sharif, M. A. & **Woolley, K.** “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Academy of Management*, Boston, MA, Aug. 2019.
- \***Woolley, K.** & Sah, S. “Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice,” *Academy of Management*, Boston, MA, Aug. 2019.
- \***Woolley, K.** & Risen, J. L. “Examining Strategic Ignorance as a Hidden Motive,” *Society for the Study of Motivation*, Washington DC, May 2019.
- \*Sharif, M. A. & **Woolley, K.** “The Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation,” *Society for Consumer Psychology*, Savannah, GA, March 2019.
- \***Woolley, K.** & Risen, J. L. “Examining Strategic Ignorance as a Hidden Motive,” *Society for Consumer Psychology*, Savannah, GA, March 2019.
- \***Woolley, K.** & Fishbach, A. “Feeling Comfortable with Discomfort: When Immediate Negative Goals are Motivating,” *International Convention of Psychological Science*, Paris, France, March 2019.
- \***Woolley, K.** & Risen, J. L. “Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference,” *Society for Consumer Psychology*, Dallas, TX, Feb. 2018.
- \***Woolley, K.** & Fishbach, A. “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *Association for Consumer Research*, San Diego, CA, Oct. 2017.
- \***Woolley, K.** & Risen, J. L. “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, K.** & Fishbach, A. “Immediate Rewards Render Activities More Intrinsically Motivating,” *Association for Consumer Research*, San Diego, CA, Oct. 2017.
- \***Woolley, K.** & Fishbach, A. “Immediate Rewards Render Activities More Intrinsically Motivating,” *Midwestern Psychological Association*, Chicago, IL, April 2017.
- \***Woolley, K.** & Fishbach, A. “Similar Food Consumption Promotes Trust and Cooperation in Adults,” *Society for Personality and Social Psychology*, San Antonio, TX, Jan. 2017.
- \***Woolley, K.** & Fishbach, A. “Immediate Rewards Render Activities More Intrinsically Motivating,” *Self-Regulation Preconference at SPSP*, San Antonio, TX, Jan. 2017.
- \***Woolley, K.** & Fishbach, A. “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, K.** & Fishbach, A. “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, K.** & Fishbach, A. “For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Midwestern Psychological Association*, Chicago, IL, May 2016.
- \***Woolley, K.** & Fishbach, A. “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, K.** & Fishbach, A. “Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Self-Regulation Preconference at SPSP*, San Diego, CA, Feb. 2016.
- \***Woolley, K.** & Fishbach, A. “The Experience Matters More Than You Think: Weighting Intrinsic Incentives,” *Association for Consumer Research*, New Orleans, LA, Oct. 2015.
- \***Woolley, K.**, Risen, J. L. & McGill, A. L. “Consumers Expect Favorable Evaluations and Generate More WOM When Buying on Deal,” *Association for Consumer Research*, New Orleans, LA, Oct. 2015.
- \***Woolley, K.** & Risen, J. L. “Avoiding Information to Protect an Intuitive Preference,” *Midwestern Psychological Association*, Chicago, IL, May 2015.
- \***Woolley, K.** & Risen, J. L. “Avoiding Information to Protect an Intuitive Preference,” *Judgment and Decision Making Preconference at SPSP*, Long Beach, CA, Feb. 2015.
- \***Woolley, K.** & Fishbach, A. “A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust,” *Association for Consumer Research*, Baltimore, MD, Oct. 2014.
- \***Woolley, K.** & Fishbach, A. “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Behavioral Decision Research in Management*, London, UK, July 2014.
- \***Woolley, K.** & Fishbach, A. “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Midwestern Psychological Association*, Chicago, IL, May 2014.
- \***Woolley, K.** & Fishbach, A. “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Yale Whitebox*, New Haven, CT, April 2014.

\***Woolley, K.** & Fishbach, A. “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, K.** & Fishbach, A. “A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust,” *Behavioral Science of Eating*, Pittsburgh, PA, Jan. 2014.

\***Woolley, K.** & Fishbach, A. “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  
Marketing Management (MBA Core) Fall 2017 – 2020

SC Johnson Cornell College of Business, Cornell University  
Consumer Behavior (MBA elective) Fall 2017 – 2020

## 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

Appetite  
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
Faculty Search Committee at Cornell: Johnson Marketing	2020 – 2021
Faculty Search Committee at Cornell: Johnson Management and Organizations	2020 – 2021

### **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)