

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
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, Ann L. McGill, Oleg Urminsky

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"> Funded proposal with Sarah Lim 	
CCSS Faculty Fellowship, Cornell University (\$8,500)	2020
LEEDR Seed Grant, Cornell University (\$1,250)	2020
<ul style="list-style-type: none"> Funded proposal with Sarah Lim 	
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"> Funded proposal with Wenxue Zheng 	
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"> Funded proposal with Geoff Fisher 	
Research Collaboration Funding, 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
• 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 (**denotes graduate student)

Woolley, Kaitlin and Peggy J. Liu (forthcoming), “How you estimate calories matters: Calorie estimation reversals,” *Journal of Consumer Research*.

*Sharif, Marissa A. and ***Kaitlin Woolley**, “The Effect of Categorization on Goal Progress Perceptions and Motivation,” forthcoming, *Journal of Consumer Research*.

*First two authors contributed equally

Woolley, Kaitlin and Jane L. Risen (forthcoming), “Hiding from the Truth: When and How Cover Enables Information Avoidance,” *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.

MANUSCRIPTS UNDER REVIEW

- Lopez, Jessica, **Kaitlin Woolley**, and Ann L. McGill, “A Preference for Preference: Lack of Subjective Preference Evokes Dehumanization,” under 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,” under 2nd round review, *Journal of Marketing Research*.
- 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,” invited revision, *Journal of Consumer Research*.
- *Fisher, Geoffrey and ***Kaitlin Woolley**, “Branding Biases are Determined by the Speed of Processing Product and Brand Information,” invited revision, *Marketing Science*.
*First two authors contributed equally.
- Sharif, Marissa A. and **Kaitlin Woolley**, “Just a Little Bit of Anticipation: The Impact of Reward Anticipation on Persistence,” under review.
- Woolley, Kaitlin**, Daniella Kupor, and Peggy J. Liu, “Misperceiving Intrinsic Motivation in the Marketplace: How Company Size Biases Perceptions of Intrinsic Motivation and Thus Product Judgments,” under review.
- **Bae, Sangah, **Kaitlin Woolley**, and Brian Lucas, “The Intrinsic Motivation Penalty: People Assign Less Promotable Tasks to Employees who Like Their Work,” under review.

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

*First two authors contributed equally.

Hur, Elina Y, **Kaitlin Woolley, and Yanping Tu, “When Searching Pays Off: Options Discovered Later are Valued More,” under review

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

Wharton School, University of Pennsylvania	April, 2021
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, full-time MBA core Fall 2017, 2018, 2019, 2020

SC Johnson Cornell College of Business, Cornell University
Consumer Behavior, full-time MBA elective Fall 2017, 2018, 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)