

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, 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

Incentives, motivation, and goal pursuit

Health information processing and decision making

Goal pursuit in social contexts

PUBLICATIONS (*equal authorship, +PhD student collaborator)

1. +Lopez, Jessica, **Kaitlin Woolley**, and Ann L. McGill, “A Preference for Preference: Lack of Subjective Preference Evokes Dehumanization,” *Organizational Behavior and Human Decision Processes*, conditionally accepted.
2. **Woolley, Kaitlin** and Peggy J. Liu, “How You Estimate Calories Matters: Calorie Estimation Reversals,” *Journal of Consumer Research*, forthcoming
3. **Woolley, Kaitlin** and Jane L. Risen, “Hiding from the Truth: When and How Cover Enables Information Avoidance,” *Journal of Consumer Research*, forthcoming.
4. *Sharif, Marissa A. and ***Kaitlin Woolley** (2020), “The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Journal of Consumer Research*, 47 (4), 608-30.
5. **Woolley, Kaitlin**, Ayelet Fishbach, and +Ronghan (Michelle) Wang (2020), “Food Restriction and the Experience of Social Isolation,” *Journal of Personality and Social Psychology*, 119 (3), 657-71.

6. **Woolley, Kaitlin** and Ayelet Fishbach (2019), “Shared Plates, Shared Minds: Consuming from a Shared Plate Promotes Cooperation,” *Psychological Science*, 304 (4), 541-52.
7. **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.
8. **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.
9. 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.
10. **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.
11. **Woolley, Kaitlin** and Ayelet Fishbach (2018), “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *Organizational Behavior and Human Decision Processes*, 118, 1-11.
- Lead article
12. 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.
13. **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.
- Lead article
14. **Woolley, Kaitlin** and Ayelet Fishbach (2017), “Immediate Rewards Predict Adherence to Long-Term Goals,” *Personality and Social Psychology Bulletin*, 43 (2), 151-62.
15. **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.
16. **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.
17. Fishbach, Ayelet and **Kaitlin Woolley** (2015), “Avoiding Ethical Temptations,” *Current Opinion in Psychology*, 6, 36-40.

PAPERS UNDER REVIEW OR REVISION (*equal authorship, +PhD student/postdoc collaborator)

18. **Woolley, Kaitlin** and Marissa A. Sharif, “Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing,” under 3rd round review, *Journal of Marketing Research*.
19. *Fisher, Geoffrey and ***Kaitlin Woolley**, “Branding Biases are Determined by the Speed of Processing Product and Brand Information,” under 2nd round review, *Marketing Science*.
20. **Giurge, Laura M. and ***Kaitlin Woolley**, “Can’t Catch a Break: Working During Time Off Undermines Intrinsic Motivation,” invited for 2nd round review, *Organizational Behavior and Human Decision Processes*.

21. 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 for 2nd round review, *Journal of Consumer Research*.
22. +Bae, Sangah, **Kaitlin Woolley**, and Brian Lucas, “The Intrinsic Motivation Penalty: People Assign Less Promotable Tasks to Employees who Like Their Work,” under review, *Organizational Behavior and Human Decision Processes*.
23. +Hur, Elina Y., **Kaitlin Woolley**, and Yanping Tu, “When Searching Pays Off: Options Discovered Later are Valued More,” under review, *Journal of Consumer Research*.
24. Sharif, Marissa A. and **Kaitlin Woolley**, “Just a Little Bit of Anticipation: The Impact of Reward Anticipation on Persistence,” under review, *Management Science*.
25. +Lim, Sarah and **Kaitlin Woolley**, “Motivation from an Experiential (vs. Material) Product Focus,” under review, *Journal of Consumer Research*.

ADDITIONAL PUBLICATIONS

Giurge, Laura M. and **Kaitlin Woolley** (July 2020), “Don’t work on vacation. Seriously,” *Harvard Business Review*.

Woolley, Kaitlin and Ayelet Fishbach (Oct 2018), “To land a great job, talk about why you love your work,” *Harvard Business Review*.

Woolley, Kaitlin and Ayelet Fishbach (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

HONORS & AWARDS

Post PhD

MSI Young Scholar, Marketing Science Institute	2021
Outstanding Reviewer Award, <i>Journal of Consumer Research</i>	2020
Business of Food Small Grants Program, Cornell University (\$10,000)	2020
Cornell Center for Social Sciences Faculty Fellowship, Cornell University (\$8,500)	2020
LEEDR Seed Grant, Cornell University (\$1,250)	2019, 2020
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	2018, 2019
Clifford H. Whitcomb Faculty Fellowship, SC Johnson College of Business (\$4,000)	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

During PhD

Morrison Center Funding, UCLA Anderson School of Management (\$6,000)	2017
Graduate Travel Award, Society for Personality and Social Psychology	2017
Travel Award Recipient, Self-Regulation Preconference at SPSP	2016
Dean's Award for Teaching Assistant Excellence, Booth School of Business	2013-2015
Independent Research Grant, Chicago Booth Center for Decision Research (\$3,000)	2015
Hillel Einhorn Research Fund, Booth School of Business	2014
Travel Award Recipient, JDM Preconference at SPSP	2014, 2015
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

CHAired CONFERENCE SYMPOSIA

- Lim, Sarah and **Kaitlin Woolley**, “A New Look at the Material vs. Experiential Distinction: Consequences for Information Gathering, Expressions of Happiness, and Goal Pursuit.” *Society for Consumer Psychology*, Virtual Conference. March 2021.
- Hur, Elina and **Kaitlin Woolley**, “Searching, Spending, and Saving: How Search Affects Financial and Purchase Decisions,” *Society for Consumer Psychology*, Virtual Conference. March. 2020.
- Hur, Elina and **Kaitlin Woolley**, “Difficult by design: Choice difficulty and effort in decision making.” *Association for Consumer Research*. Virtual Conference. Oct. 2020.
- **Woolley, Kaitlin**, “Motivation from Perceived Goal Progress,” *Society for the Study of Motivation*, Chicago IL, May 2020 (*Cancelled due to COVID-19*).
- 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 Marissa Sharif, “Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation,” *Society for Consumer Psychology*, March 2020.
- ***Yoon, Rin** and **Kaitlin Woolley**, “Pennies for Good Samaritans: The Differential Impact of Reward Motivation on Prosocial Behavior,” *Society for Consumer Psychology*, March 2020.
- ***Woolley, Kaitlin**, Daniella Kupor, and Peggy J. Liu, “Misperceiving intrinsic motivation in the marketplace: Company size biases perceptions of intrinsic motivation and thus product judgments,” *Society for Consumer Psychology*, March 2020.
- ***Hur, Elina, Kaitlin Woolley**, and Yanping Tu, “When Searching Pays Off: Options Discovered Later are Valued More,” *Society for Consumer Psychology*, March 2020.
- ***Lim, Sarah** and **Kaitlin Woolley**, “Focusing on Experiential (vs. Material) Aspects of Goal Related Products Increases Motivation,” *Society for Consumer Psychology*, March 2020.
- **Woolley, Kaitlin** and Peggy J. Liu, “Counting Calories: How Calorie Perceptions and Estimates Diverge,” *Association for Consumer Research*, 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*, 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*, 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*, August 2020.
- Hur, Elina Y., **Kaitlin Woolley**, and Yanping Tu, “Hidden Benefits Of Hiding The Best Option: Perceived Effort Payoff In Search,” *Marketing Science*, 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, “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

Instructor: SC Johnson Cornell College of Business, Cornell University

- NCC 5030: Marketing Management, Full-time MBA Core
 - Fall: 2017, 2018, 2019, 2020
- NBA 6260: Consumer Behavior, Full-time MBA Elective
 - Fall: 2017, 2018, 2020
- NMI 5030: Directed Reading and Research
 - Spring 2018, Spring 2019, Fall 2020

Guest Instructor: SC Johnson Cornell College of Business, Cornell University

- Marketing PhD Pro-seminar (Oct. 2018)

PROFESSIONAL SERVICE

Editorial Review Board

Journal of Consumer Research

Reviewer

Appetite
 Association for Consumer Research Conference
 Behavioural Public Policy
 Current Directions in Psychological Science
 Current Opinion in Behavioral Sciences
 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

Member, Johnson Faculty Search Committee: Marketing (2020-2021)
 Member, Johnson Faculty Search Committee: Management and Organizations (2020-2021)
 Co-Organizer, Marketing Department Seminar Series (2018-2019, Spring 2020, Fall 2020)
 Co-Organizer, Marketing Department Research Camp (2018-2019, Spring 2020, Fall 2020)
 Grant Reviewer, Cornell Center for Social Sciences (2019)
 Co-Director, Behavioral Economics and Decision Research Center (Fall 2018 – Present)
 Member, Behavioral Simulation Lab Committee (Spring 2018 – Present)

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 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)