

**KAITLIN WOOLLEY**

Samuel Curtis Johnson Graduate School of Management | Cornell University  
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**ACADEMIC POSITIONS**

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**Cornell University**

Assistant Professor of Marketing	2017 – Present
Co-Director, Behavioral Economics and Decision Research Center	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**

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**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**

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Incentives, motivation, and goal pursuit; Health information processing; Goal pursuit in social contexts

**AWARDS & GRANTS**

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Rising Star, Association for Psychological Science	2021
MSI Young Scholar, Marketing Science Institute	2021
Outstanding Reviewer Award, Journal of Consumer Research	2020
Business of Food Small Grant Recipient, Cornell University	2018, 2020
Cornell Center for Social Sciences Faculty Fellowship, Cornell University	2020
PCCW Affinito-Stewart Award Recipient, Cornell University	2019
Institute for the Social Sciences Small Grant Recipient, Cornell University	2019
LEEDR Seed Grant Recipient, Cornell University	2019, 2020
Clifford H. Whitcomb Faculty Fellowship, SC Johnson College of Business	2019
Half Century Faculty Research Fellowship, SC Johnson College of Business	2018
Research Collaboration Funded Proposal, SC Johnson College of Business	2018, 2019
Morrison Center Funded Proposal with M.A. Sharif, UCLA Anderson School of Management	2017
Graduate Student Travel Award, Society for Personality and Social Psychology	2017
Student Paper Award, Awarded by the SPSP Self-Regulation Preconference	2016
Dean’s Award for Teaching Assistant Excellence, Booth School of Business	2013, 2014, 2015
Student Paper Award, Awarded by the SPSP JDM Preconference	2014, 2015
Independent Research Grant, Chicago Booth Center for Decision Research (\$3,000)	2015
Hillel Einhorn Research Fund, Booth School of Business	2014
Joseph A. and Susan E. Pichler PhD Summer Fellowship, Booth School of Business	2013

**PUBLICATIONS** (+Student Co-Author; \*equal authorship)

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- **\*Woolley, Kaitlin** and **\*Marissa A. Sharif**, “Down a Rabbit Hole: How Prior Media Consumption Shapes Subsequent Media Consumption,” conditionally accepted, *Journal of Marketing Research*.
- **Woolley, Kaitlin** and Ayelet Fishbach (forthcoming), “Motivating Personal Growth by Seeking Discomfort,” *Psychological Science*.
- **Woolley, Kaitlin** and Peggy J. Liu (2021), “How You Estimate Calories Matters: Calorie Estimation Reversals,” *Journal of Consumer Research*, 48 (1), 147-68.
- **Woolley, Kaitlin** and Marissa A. Sharif (2021), “Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing,” *Journal of Marketing Research*, 58 (3), 539-58.
- +Lopez, Jessica, **Kaitlin Woolley**, and Ann L. McGill (2021), “A Preference for Preference: Lack of Subjective Preference Evokes Dehumanization,” *Organizational Behavior and Human Decision Processes*, 164, 52-67.
- **Woolley, Kaitlin** and Jane L. Risen (2021), “Hiding from the Truth: When and How Cover Enables Information Avoidance,” *Journal of Consumer Research*, 47 (5), 675-97.
- \*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.
- **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.
- **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), “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.
- **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)

- 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. (*lead article*)
- **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.

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#### RESEARCH UNDER REVIEW (+Student/Postdoc Co-Author; \*equal authorship)

- \*\*Giurge, Laura M. and \***Kaitlin Woolley**, “Working During Non-Standard Work Time Undermines Intrinsic Motivation,” *invited for 3<sup>rd</sup> round review*.
- **Woolley, Kaitlin**, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Success Metrics on Product Quality Judgments,” *invited for 2<sup>nd</sup> round review*.
- Sharif, Marissa A. and **Kaitlin Woolley**, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *invited for 2<sup>nd</sup> round review*.
- \*Fisher, Geoffrey and \***Kaitlin Woolley**, “Branding Biases are Determined by the Speed of Processing Product and Brand Information,” *invited for 2<sup>nd</sup> round review*.
- \*\*Stillman, Paul E. and \***Kaitlin Woolley**, “Undermining Desire: When and Why Emphasizing Short-term Costs Reduces Indulgence,” *invited for 2<sup>nd</sup> round review*.

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#### SELECT RESEARCH IN PROGRESS (+Student/Postdoc Co-Author; \*equal authorship)

- 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.”
- +Lim, Sarah and **Kaitlin Woolley**, “When and Why Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation.”
- Chae, Rebecca, **Kaitlin Woolley**, and Marissa A. Sharif, “Categorization and Breaks.”
- +Bae, Sangah, **Kaitlin Woolley**, and Brian Lucas, “The Intrinsic Motivation Penalty: People Assign Less Promotable Tasks to Employees who Like Their Work.”
- +Yoon, Y. Rin and **Kaitlin Woolley**, “Increasing Prosocial Behavior Through Incentive Salience.”

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

### ADDITIONAL PUBLICATIONS

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- **Woolley, Kaitlin** and Marissa A. Sharif (June 2021), “What Happens When Companies Pay Customers to Write Reviews?” *Harvard Business Review*.
- 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

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Motivation Science Preconference, SPSP	February, 2022
Duke University, The Fuqua School of Business	October, 2021
Grenoble Ecole de Management	April, 2021
University of Pennsylvania, Wharton School	April, 2021
York University, Schulich School of Business	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 CONFERENCE SYMPOSIA

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- Stillman, Paul and **Kaitlin Woolley**, “Metamotivation: The Science of How we Motivation Ourselves and Others,” *Society for the Science of Motivation*, Virtual Conference, May 2021.
- 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 2021.
- 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 Science 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.

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**PEER-REVIEWED CONFERENCE PRESENTATIONS** (\*Denotes that I presented)

“Undermining Desire: When and Why Emphasizing Short-term Costs Reduces Indulgence”

- \**Society for Judgment and Decision Making*, San Diego (November 2021)
- *Society for Experimental Social Psychology*, Santa Barbara (October 2021)
- *Association for Consumer Research*, Virtual (October 2021)
- *Society for the Science of Motivation*, Virtual (May 2021)
- *Society for Consumer Psychology*, Huntington Beach, CA (March 2020)

“Motivating Personal Growth by Seeking Discomfort”

- \**Society for Experimental Social Psychology*, Santa Barbara (October 2021)
- \**Society for Consumer Psychology*, Huntington Beach, CA (March 2020)
- \**International Convention of Psychological Science*, Paris, France (March 2019)

“Increasing Prosocial Behavior Through Incentive Salience”

- *Association for Consumer Research*, Virtual (October 2021)
- *Society for Consumer Psychology*, Virtual (March 2021)

“Working During Non-Standard Work Time Undermines Intrinsic Motivation”

- *Academy of Management Annual Meeting*, Virtual (August 2021)
- *Association for Consumer Research*, Virtual (October 2020)

“Motivation from an Experiential (vs. Material) Product Focus”

- *\*Society for the Science of Motivation*, Virtual (May 2021)
- *Society for Consumer Psychology*, Virtual (March 2021)
- *Association for Consumer Research*, Virtual (October 2020)

“Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing”

- *\*Society for Consumer Psychology*, Virtual (March 2021)

“When Searching Pays Off: Options Discovered Later are Valued More”

- *Society for Consumer Psychology*, Virtual (March 2021)
- *Association for Consumer Research*, Virtual (October 2020)
- *Marketing Science*, Virtual (June 2020)

“Opposing Effects of Company Success Metrics on Product Quality Judgments”

- *\*Society for Consumer Psychology*, Virtual (March 2021)

“How You Estimate Calories Matters: Calorie Estimation Reversals”

- *\*Association for Consumer Research*, Virtual (October 2020)
- *Society for Consumer Psychology*, Huntington Beach, CA (March 2020)

“The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks”

- *Academy of Management Annual Meeting*, Virtual (August 2020)
- *International Association for Conflict Management*, Virtual (July 2020)

“Food Restriction and the Experience of Social Isolation”

- *\*Society for Consumer Psychology*, Huntington Beach, CA (March 2020)
- *\*Association of Consumer Research*, Atlanta, GA (October 2019)

“Down a Rabbit Hole: How Prior Consumption Shapes Subsequent Media Consumption”

- *Association of Consumer Research*, Atlanta, GA (October 2019)

“The Effect of Categorization on Goal Progress Perceptions and Motivation”

- *Society for Judgment and Decision Making*, Montreal, Canada (November 2019)
- *Association of Consumer Research*, Atlanta, GA (October 2019)
- *\*Academy of Management Annual Meeting*, Boston, MA, (August 2019)
- *\*Society for Consumer Psychology*, Savannah, GA (March 2019)

“Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice”

- *\*Academy of Management Annual Meeting*, Boston, MA, (August 2019)

“Hiding from the Truth: When and How Cover Enables Information Avoidance”

- *\*Society for the Science of Motivation*, Washington DC (May 2019)
- *\*Society for Consumer Psychology*, Savannah, GA (March 2019)
- *Judgment and Decision Making Preconference at SPSP*, Portland, OR (February 2019)
- *\*Northeastern Marketing Consortium*, Cambridge, MA (September 2018)
- *Academy of Management Annual Meeting*, Chicago, IL (August 2018)
- *Society for Judgment and Decision Making*, Vancouver, Canada (November 2017)

“Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference”

- *\*Society for Consumer Psychology*, Dallas, TX (February 2018)
- *\*Association for Consumer Research*, San Diego, CA (October 2017)
- *Society for Personality and Social Psychology*, San Diego, CA (February, 2016)
- *Society for Judgment and Decision Making*, Chicago, IL (November, 2015)
- *\*Midwestern Psychological Association*, Chicago, IL (May 2015)
- *\*JDM Preconference at SPSP “Data Blitz,”* Long Beach, CA (February 2015)

“Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews”

- *\*Association for Consumer Research*, San Diego, CA (October 2017)

“It’s About Time: Earlier Rewards Increase Intrinsic Motivation”

- *\*Association for Consumer Research*, San Diego, CA (October 2017)
- *\*Midwestern Psychological Association*, Chicago, IL (April 2017)
- *\*Self-Regulation Preconference at SPSP “Data Blitz,”* San Antonio, TX (January 2017)

“A Recipe for Friendship: Similar Food Consumption Promotes Trust and Cooperation”

- *\*Society for Personality and Social Psychology*, San Antonio, TX (January 2017)
- *\*Association for Consumer Research*, Baltimore, MD (October 2014)
- *\*Behavioral Science of Eating Conference*, Pittsburgh, PA (January 2017)

“For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals”

- *\*Behavioral Decision Research in Management*, Toronto, Canada (June, 2016)
- *\*Society for the Science of Motivation*, Chicago, IL (May, 2016)
- *\*Midwestern Psychological Association*, Chicago, IL (May, 2016)
- *\*Society for Personality and Social Psychology*, San Diego, CA (February, 2016)
- *\*Self-Regulation Preconference at SPSP “Data Blitz”* San Diego, CA (February, 2016)

“The Experience Matters More Than You Think: People Value Intrinsic Incentives More Inside Than Outside an Activity”

- *\*Association for Consumer Research*, New Orleans, LA (October, 2016)
- *\*Behavioral Decision Research in Management*, London, UK (July 2014)
- *\*Midwestern Psychological Association*, Chicago, IL (May 2014)
- *\*Yale Whitebox*, New Haven, CT (April 2014)
- *\*JDM Preconference at SPSP “Data Blitz,”* Austin, TX (Feb. 2014)
- *\*Society for Judgment and Decision Making*, Toronto, Canada (Nov. 2013)

## TEACHING

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Instructor: SC Johnson Cornell College of Business, Cornell University

- Marketing Management, Full-time MBA Core (NCC 5030)
  - Fall: 2017, 2018, 2019, 2020, 2021
- Consumer Behavior, Full-time MBA Elective (NBA 6260)
  - Fall: 2017, 2018, 2020, 2021
- Directed Reading and Research (NMI 5030)
  - Spring 2018, Spring 2019, Fall 2020, Spring 2021

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

- Marketing PhD Pro-seminar (Oct. 2018)

## PROFESSIONAL SERVICE

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### Editorial Review Board Member:

- *Journal of Consumer Research*, 2019-present
- *Journal of Marketing Research*, 2021-present

**Ad-hoc Reviewing:** *Appetite, Association for Consumer Research Conference, Behavioural Public Policy, Current Directions in Psychological Science, Current Opinion in Behavioral Sciences, Current Research in Ecological and Social Psychology, Frontiers Psychology, Journal of Consumer Psychology, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing, 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, Social Psychological and Personality Science, Society for Consumer Psychology Conference, U.S.-Israel Binational Science Foundation (BSF)*

### Cornell University Service

- Co-Chair, Johnson Faculty Search Committee: Marketing (2021-2022)
- 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)

## ACADEMIC ADVISING

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### PhD Committee Member (first placement)

- Sarah Lim, Cornell Marketing (2021; University of Illinois at Urbana-Champaign)
- Sangah Bae, Cornell ILR
- Elina Hur, Cornell Marketing
- Ronghan (Michelle) Wang, Cornell Marketing
- Rin Yoon, Cornell Marketing

### 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

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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 Science of Motivation (SSM)