

# 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

---

Associate Professor of Marketing, Cornell University (with tenure) 2021 – Present  
Assistant Professor of Marketing, Cornell University 2017 – 2021

## EDUCATION

---

PhD, Behavioral Science, The University of Chicago, Booth School of Business 2017  
MBA, The University of Chicago, Booth School of Business 2017  
BA, Psychology (Minor: Nutrition and Health), Cornell University 2012

## RESEARCH INTERESTS

---

Motivation, Incentives, Judgment and Decision Making, Health, Social Cognition

## PUBLICATIONS (\*indicates shared first authorship)

---

- Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu (in press), “Does Company Size Shape Product Quality Inferences? Larger Companies Make Better High-Tech Products, but Smaller Companies Make Better Low-Tech Products,” *Journal of Marketing Research*.
- Sharif, Marissa A. and Kaitlin Woolley (in press), “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *Journal of Consumer Research*.
- Woolley, Kaitlin and Ayelet Fishbach (in press), “The Means-Ends Fusion Model of Intrinsic Motivation,” in *Explorations in Goal Systems*, ed. Arie Kruglanski, Ayelet Fishbach, and Catalina Kopetz, New York: Oxford University Press.
- \*Giurge, Laura M. and \*Kaitlin Woolley (2022), “Working During Non-Standard Work Time Undermines Intrinsic Motivation,” *Organizational Behavior and Human Decision Processes*, 170, 104134.  
- *Lead Article*
- Woolley, Kaitlin and Ayelet Fishbach (2022), “Motivating Personal Growth by Seeking Discomfort,” *Psychological Science*, 33 (4), 510-23.
- \*Woolley, Kaitlin and \*Marissa A. Sharif (2022), “Down a Rabbit Hole: How Prior Media Consumption Shapes Subsequent Media Consumption,” *Journal of Marketing Research*, 59 (3), 453-71.  
- *Lead Article*

- Fishbach, Ayelet and Kaitlin Woolley (2022), “The Structure of Intrinsic Motivation,” *Annual Review of Organizational Psychology and Organizational Behavior*, 9, 339-63.
- 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 M., 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.
- Kruglanski, Arie, Ayelet Fishbach, Kaitlin Woolley, Jocelyn J. Bélanger, Marina Chernikova, Erica Molinaro, 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), “It’s About Time: Earlier Rewards Increase Intrinsic Motivation,” *Journal of Personality and Social Psychology*, 114 (6), 877-90.
- 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. Denise de Ridder, Marieke Adriaanse, and Kentaro Fujita, London: Routledge Press.
- 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 (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.

#### **WORKING PAPERS** (\*indicates shared first authorship)

---

- \*Fisher, Geoffrey and \*Kaitlin Woolley, “How Consumers Resolve Conflict over Branded Products: Evidence from Mouse Cursor Trajectories,” *under 3<sup>rd</sup> round review*.
- \*Stillman, Paul E. and \*Kaitlin Woolley, “Undermining Desire: Reducing Unhealthy Choices by Highlighting Short-term (vs. Long-term) Costs,” *invited for 3<sup>rd</sup> round review*.
- Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “Save the Last for Best? Consumers are More Committed to Equivalent Options Presented Later,” *invited for 2<sup>nd</sup> round review*.
- Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Our Rosy View of Failure,” *under review*.
- Lin, Stephanie C., Kaitlin Woolley, and Peggy J. Liu, “Promoting Consumers’ Private Consideration versus Public Advocacy of Health Offerings on Digital Platforms,” *under review*.
- Woolley, Kaitlin and Sarah Lim “Food Consumption as Social Glue: How Food Connects.”

- 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, “Give Me a Break! Categorizing Tasks Surrounding Breaks Reduces Rumination and Improves Task Performance.”
- Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eliana Polimeni “The Failure Gap.”
- Bae, Sangah, Kaitlin Woolley, and Brian Lucas, “The Intrinsic Motivation Penalty: Employees Who Like Their Work Are Assigned Low-Promotability Tasks.”
- Yoon, Y. Rin and Kaitlin Woolley, “Increasing Prosocial Behavior Through Incentive Salience.”
- Sharif, Marissa A. and Kaitlin Woolley, “Affective Responses to Rewards.”
- Hur, Elina Y. and Kaitlin Woolley, “When Less is More: Consummatory Motives Reduce Overconsumption.”
- Woolley, Kaitlin and Giurge, Laura M., “Inputs into Goal Progress Judgments: Hedonic Evaluation versus Time Investment.”

## **BUSINESS ARTICLES**

---

- Giurge, Laura M. and Kaitlin Woolley (April 2022), “Flexible Work Can Dampen Motivation,” *Harvard Business Review*.
- Woolley, Kaitlin and Marissa A. Sharif (January 2022), “The Psychology of Your Scrolling Addiction,” *Harvard Business Review*.
- 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*.

## **HONORS & AWARDS**

---

Early Career Award, <i>Society for Consumer Psychology</i>	2022
Outstanding Reviewer Award, <i>Journal of Consumer Research</i>	2022
Faculty Research Award, <i>SC Johnson College of Business</i>	2022
AMA-Sheth Doctoral Consortium Invited Faculty, <i>UT Austin</i>	2022
Rising Star, <i>Association for Psychological Science</i>	2021
MSI Young Scholar, <i>Marketing Science Institute</i>	2021

Jean F. Rowley Faculty Research Excellence Fund, <i>SC Johnson College of Business</i>	2021
Outstanding Reviewer Award, <i>Journal of Consumer Research</i>	2020
Cornell Center for Social Sciences Faculty Fellowship, <i>Cornell University</i>	2020
PCCW Affinito-Stewart Award Recipient, <i>Cornell University</i>	2019
Clifford H. Whitcomb Faculty Fellowship, <i>SC Johnson College of Business</i>	2019
Half Century Faculty Research Fellowship, <i>SC Johnson College of Business</i>	2018
Graduate Student Travel Award, <i>Society for Personality and Social Psychology</i>	2017
Student Paper Award, Awarded by the <i>SPSP Self-Regulation Preconference</i>	2016
Dean's Award for Teaching Assistant Excellence, <i>Booth School of Business</i>	2015
Student Paper Award, Awarded by the <i>SPSP JDM Preconference</i>	2015
Dean's Award for Teaching Assistant Excellence, <i>Booth School of Business</i>	2014
Invited Presenter, <i>Yale Whitebox Advisors Graduate Student Conference</i>	2014
Student Paper Award, Awarded by the <i>SPSP JDM Preconference</i>	2014
Hillel Einhorn Research Fund, <i>Booth School of Business</i>	2014
Dean's Award for Teaching Assistant Excellence, <i>Booth School of Business</i>	2013
Joseph A. and Susan E. Pichler PhD Summer Fellowship, <i>Booth School of Business</i>	2013

## **FUNDED GRANTS AND PROPOSALS**

---

Business of Food Small Grant Recipient, <i>Cornell University</i>	2022
<ul style="list-style-type: none"> <li>• Co-PI with A. Pan, M. Ozanne, and X.P. Zhang</li> </ul>	
Small Research Grant, <i>Society for Personality and Social Psychology</i>	2022
<ul style="list-style-type: none"> <li>• Co-PI with L.M. Giurge</li> </ul>	
Business of Food Small Grant Recipient, <i>Cornell University</i>	2020
<ul style="list-style-type: none"> <li>• Co-PI with S. Lim</li> </ul>	
LEEDR Seed Grant Recipient, <i>Cornell University</i>	2020
Institute for the Social Sciences Small Grant Recipient, <i>Cornell University</i>	2019
LEEDR Seed Grant Recipient, <i>Cornell University</i>	2019
Business of Food Small Grant Recipient, <i>Cornell University</i>	2018
<ul style="list-style-type: none"> <li>• Co-PI with G. Fisher</li> </ul>	
Morrison Center Proposal, <i>UCLA</i>	2017
<ul style="list-style-type: none"> <li>• Co-PI with M.A. Sharif</li> </ul>	
Independent Research Grant, <i>Booth School of Business CDR</i>	2015
Undergraduate Research Fund, <i>Cornell University</i>	2011
Einhorn Discovery Grant, <i>Cornell University</i>	2011

## **INVITED PRESENTATIONS**

---

University of Alberta, <i>Marketing Research Camp</i>	June, 2023
University of Florida, <i>Marketing Seminar Series</i>	March, 2023
MSI Young Scholars Conference, <i>Boulder, Colorado</i>	June, 2022
NUS Business School, <i>Marketing Seminar Series</i>	May, 2022
INSEAD, <i>Marketing Seminar Series</i>	April, 2022
USC, <i>Behavioral Science and Well-being Policy Seminar Series</i>	March, 2022
SPSP, <i>Motivation Science Preconference</i>	February, 2022
Dartmouth College, <i>Tuck School of Business</i>	October, 2021

Duke University, <i>Marketing Seminar Series</i>	October, 2021
Chicago Booth School of Business, <i>20+ Years of Goal Systems Theory</i>	September, 2021
Grenoble Ecole de Management, <i>Marketing Seminar Series</i>	April, 2021
University of Pennsylvania, <i>Marketing Seminar Series</i>	April, 2021
York University, <i>Marketing Seminar Series</i>	October, 2020
Carnegie Mellon, <i>Center for Behavioral and Decision Research Seminar Series</i>	March, 2019
Binghamton University, <i>Marketing Seminar Series</i>	March, 2019
Yale School of Management, <i>Marketing Seminar Series</i>	November, 2018
Northeastern Marketing Conference, <i>Harvard University</i>	September, 2018
Cornell University, <i>IBECC Roundtable</i>	May, 2018
Cornell University, <i>BEDR Showcase Speaker</i>	January, 2018
JACR, <i>Invitational Conference on Goals and Motivation</i>	December, 2017
Cornell University, <i>Social Psychology Brown Bag</i>	September, 2017
UCLA, <i>Anderson School of Management</i>	November, 2016
Rice University, <i>Jones Graduate School of Business</i>	October, 2016
Washington University, <i>Olin Business School</i>	October, 2016
Cornell University, <i>Johnson Graduate School of Management</i>	October, 2016
Stanford University, <i>Graduate School of Business</i>	October, 2016
University of Minnesota, <i>Carlson School of Management</i>	October, 2016
University of Virginia, <i>Darden School of Business</i>	September, 2016
University of Virginia, <i>Social Psychology Brown Bag</i>	September, 2016

## **EDITORIAL SERVICE**

---

Guest AE, *Journal of Marketing Research*, 2022 – present  
 Editorial Board, *Journal of Consumer Research*, 2019 – present  
 Editorial Board, *Journal of Marketing Research*, 2021 – present

## **AD-HOC REVIEWING**

---

Journals: *Current Opinion in Behavioral Sciences*, *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*, *Marketing Letters*, *Motivation and Emotion*, *Motivation Science*, *Nature Human Behaviour*, *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*

Conferences & Grants: *Association for Consumer Research Conference*, *Society for Consumer Psychology Conference*, *US-Israel Binational Science Foundation (BSF)*

## **UNIVERSITY SERVICE**

---

- Marketing PhD Coordinator (2022 – Present)
- 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 Seminar Series (2018-2019, Spring 2020, Fall 2020)
- Co-Organizer, Marketing Research Camp (2018-2019, Spring 2020, Fall 2020)
- Co-Director, Behavioral Economics and Decision Research Center (Fall 2018 – Present)
- Member, Behavioral Simulation Lab Committee (Spring 2018 – Present)

### **ACADEMIC ADVISING** (graduation year, first placement)

---

#### *PhD Committee Member*

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

### **TEACHING**

---

- Marketing Management, Full-time MBA Core (NCC 5030)
- Consumer Behavior, Full-time MBA Elective (NBA 6260)

### **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 Science of Motivation (SSM)

### **CHAired CONFERENCE SYMPOSIA**

---

- Hur, Elina Y. and Kaitlin Woolley, “It’s the “Quantity” that Counts: Quantity Cues in Decision-Making,” *ACR*, Denver CO, Oct 2022.
- Stillman, Paul and Kaitlin Woolley, “Metamotivation: The Science of How we Motivate Ourselves and Others,” *SSM*, Virtual, 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,” *SCP*, Virtual, March 2021.
- Hur, Elina Y. and Kaitlin Woolley, “Searching, Spending, and Saving: How Search Affects Financial and Purchase Decisions,” *SCP*, Virtual, March 2021.
- Hur, Elina Y. and Kaitlin Woolley, “Difficult by Design: Choice Difficulty and Effort in Decision Making,” *ACR*, Virtual, Oct. 2020.

- Sharif, Marissa A. and Kaitlin Woolley, “Wising Up About Goal Progress: The Antecedents and Consequences of Goal Progress Perceptions,” *ACR*, 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,” *ACR*, San Diego, CA, Oct. 2017.
- Woolley, Kaitlin and Ayelet Fishbach, “Eyes on the Prize: When Rewards Hurt vs. Help Motivation,” *ACR*, San Diego, CA, Oct. 2017.
- Woolley, Kaitlin and Janet Polivy, “Eat, Drink, and Be Merry: Food Consumption and Social Connection,” *SPSP*, San Antonio, TX, Jan. 2017.
- Woolley, Kaitlin and Ayelet Fishbach, “It’s About Time: Exploring the Juncture of Time and Intrinsic Motivation,” *SPSP*, 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,” *SPSP*, San Diego, CA, Jan. 2016.

#### **SELECT PEER-REVIEWED CONFERENCE PRESENTATIONS** (\*presenter)

1. \*Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Our Rosy View of Failure,” *SPSP*, Atlanta GA, February 2023.
2. Woolley, Kaitlin, Daniella Kupor, \*Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *ACR*, Denver CO, October 2022.
3. \*Woolley, Kaitlin and Marissa Sharif, “Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing,” *ACR*, Denver CO, October 2022.
4. \*Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *ACR*, Denver CO, October 2022.
5. \*Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif “Categorizing Tasks Around a Break Rumination and Improves Task Performance,” *ACR*, Denver CO, October 2022.
6. \*Hur, Elina Y. and Kaitlin Woolley, “When Less is More: Adopting Consummatory Motives to Reduce Overconsumption,” *ACR*, Denver CO, October 2022.
7. \*Bae, Sangah, Kaitlin Woolley, and Brian Lucas “The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks,” *SSM*, Chicago, May 2022.
8. \*Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif, “Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance,” *SCP*, Virtual, March 2022.
  - *Recipient of the Best Talk Award for the Goals and Motivation Track*
9. \*Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *SCP*, Virtual, March 2022.
10. \*Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *SCP*, Virtual, March 2022.
11. Stillman, Paul and \*Kaitlin Woolley, “Undermining Desire: When and Why Emphasizing Short-term Costs Reduces Indulgence,” *SJDM*, Virtual, Feb. 2022.



12. \*Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *SJDM*, Virtual, Feb 2022.
13. \*Lim, Sarah and Kaitlin Woolley, “Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation” SCP boutique conference, Gainesville, FL, Jan 2022.
14. \*Stillman, Paul and Kaitlin Woolley, “Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging,” *SESP*, Santa Barbara, Oct. 2021.
15. \*Yoon, Y. Rin and Kaitlin Woolley, “Whether (and When) Incentives Can Encourage Prosocial Behavior,” *ACR*, Virtual, Oct. 2021.
16. \*Stillman, Paul and Kaitlin Woolley, “Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging,” *ACR*, Virtual, Oct. 2021.
17. \*Giurge, Laura M. and Kaitlin Woolley, “Can’t Catch a Break: Working During Time Off Undermines Intrinsic Motivation,” *AOM*, Virtual, July 2021.
18. Lim, Sarah and \*Kaitlin Woolley, “Motivation from an Experiential (vs. Material) Product Focus,” *SSM*, Virtual, May 2021.
19. \*Stillman, Paul E. and Kaitlin Woolley, “The Persuasive Power of Immediate (vs. Delayed) Costs of Indulging,” *SSM*, Virtual, May 2021.
20. \*Woolley, Kaitlin and Marissa A. Sharif, “Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation,” *SCP*, Virtual, March 2021.
21. \*Yoon, Y. Rin and Kaitlin Woolley, “Pennies for Good Samaritans: The Differential Impact of Reward Motivation on Prosocial Behavior,” *SCP*, Virtual, March 2021.
22. \*Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Success Metrics on Product Quality Judgments,” *SCP*, Virtual, March 2021.
23. \*Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “When Searching Pays Off: Options Discovered Later are Valued More,” *SCP*, Virtual, March 2021.
24. \*Lim, Sarah and Kaitlin Woolley, “Focusing on Experiential (vs. Material) Aspects of Goal Related Products Increases Motivation,” *SCP*, Virtual, March 2021.
25. \*Woolley, Kaitlin and Peggy J. Liu, “Counting Calories: How Calorie Perceptions and Estimates Diverge,” *ACR*, Virtual, Oct. 2020.
26. \*Giurge, Laura M. and Kaitlin Woolley, “Can’t Catch a Break: When Working During Time Off Undermines Intrinsic Motivation,” *ACR*, Virtual, Oct. 2020.
27. \*Lim, Sarah and Kaitlin Woolley, “Motivation From Experiential Purchases: Focusing on Experiential (vs. Material) Aspects of Goal-Related Products,” *ACR*, Virtual, Oct. 2020.
28. \*Bae, Sangah, Kaitlin Woolley, and Brian Lucas “The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks,” *AOM*, Virtual, Aug. 2020.
29. \*Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “Hidden Benefits Of Hiding The Best Option: Perceived Effort Payoff In Search,” *Marketing Science*, Virtual, June 2020.
30. Woolley, Kaitlin and \*Peggy J. Liu, “Counting Calories: Consumers’ Perceptions and Estimates of Calories Diverge,” *SCP*, Huntington Beach, CA, March 2020.

31. \*Stillman, Paul and Kaitlin Woolley, “Resisting Temptation by Highlighting Short-Term Costs,” *SCP*, Huntington Beach, CA, March 2020.
32. \*Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *SCP*, Huntington Beach, CA, March 2020.
33. \*Woolley, Kaitlin and Ayelet Fishbach, “This Will Hurt: Motivation from Negative Experiences,” *SCP*, Huntington Beach, CA, March 2020.
34. \*Sharif, Marissa A. and Kaitlin Woolley, “Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *SJDM*, Montreal, Canada, Nov. 2019.
35. \*Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *ACR*, Atlanta, GA, Oct. 2019.
36. \*Sharif, Marissa A. and Kaitlin Woolley, “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *ACR*, Atlanta, GA, Oct. 2019.
37. Kaitlin Woolley and \*Marissa A. Sharif, “Understanding the Drivers of Binge-Watching,” *ACR*, Atlanta, GA, Oct. 2019.
38. Sharif, Marissa A. and \*Kaitlin Woolley, “Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *AOM*, Boston, MA, Aug. 2019.
39. \*Woolley, Kaitlin and Sunita Sah, “Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice,” *AOM*, Boston, MA, Aug. 2019.
40. \*Woolley, Kaitlin and Jane L. Risen, “Examining Strategic Ignorance as a Hidden Motive,” *SSM*, Washington DC, May 2019.
41. Sharif, Marissa A. and \*Kaitlin Woolley, “Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation,” *SCP*, Savannah, GA, March 2019.
42. \*Woolley, Kaitlin and Jane L. Risen, “Examining Strategic Ignorance as a Hidden Motive,” *SCP*, Savannah, GA, March 2019.
43. \*Woolley, Kaitlin and Ayelet Fishbach, “Feeling Comfortable with Discomfort: When Immediate Negative Goals are Motivating,” *ICPS*, Paris, France, March 2019.
44. Woolley, Kaitlin and \*Jane L. Risen, “Examining Information Avoidance as a Hidden Motive,” *JDM preconference at SPSP*, Portland, OR, Feb. 2019.
45. Woolley, Kaitlin and \*Jane L. Risen, “Examining Whether Strategic Ignorance is Consciously (or Unconsciously) Pursued,” *AOM*, Chicago II, Aug. 2018.
46. \*Woolley, Kaitlin and Jane L. Risen, “Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference,” *SCP*, Dallas, TX, Feb. 2018.
47. Woolley, Kaitlin and Jane L. Risen, “Examining Whether Strategic Ignorance is Consciously (or Unconsciously) Pursued,” *SJDM*, Vancouver, Canada, Nov. 2017.
48. \*Woolley, Kaitlin and Ayelet Fishbach, “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *ACR*, San Diego, CA, Oct. 2017.
49. \*Woolley, Kaitlin and Jane Risen, “Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference,” *ACR*, San Diego, CA, Oct. 2017.

50. \*Woolley, Kaitlin and Ayelet Fishbach, "Immediate Rewards Render Activities More Intrinsically Motivating," *ACR*, San Diego, CA, Oct. 2017.
51. \*Woolley, Kaitlin and Ayelet Fishbach, "Immediate Rewards Render Activities More Intrinsically Motivating," *MPA*, Chicago, IL, April 2017.
52. \*Woolley, Kaitlin and Ayelet Fishbach, "Similar Food Consumption Promotes Trust and Cooperation in Adults," *SPSP*, San Antonio, TX, Jan. 2017.
53. \*Woolley, Kaitlin and Ayelet Fishbach, "Immediate Rewards Render Activities More Intrinsically Motivating," *Self-Regulation SPSP Preconference*, San Antonio, TX, Jan. 2017.
54. \*Woolley, Kaitlin and Ayelet Fishbach, "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *BDRM*, Toronto, Canada, June, 2016.
55. \*Woolley, Kaitlin and Ayelet Fishbach, "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *SSM*, Chicago, IL, May 2016.
56. \*Woolley, Kaitlin and Ayelet Fishbach, "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *MPA*, Chicago, IL, May 2016.
57. \*Woolley, Kaitlin and Ayelet Fishbach, "For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals," *SPSP*, San Diego, CA, Feb. 2016.
58. Woolley, Kaitlin and \*Jane L. Risen, "Avoiding Information to Protect an Intuitive Preference," *SPSP*, San Diego, CA, Feb. 2016.
59. \*Woolley, Kaitlin and Ayelet Fishbach, "Harnessing Immediate Rewards to Increase Goal Persistence," *Self-Regulation SPSP Preconference*, San Diego, CA, Feb. 2016.
60. Woolley, Kaitlin and \*Jane L. Risen, "Avoiding Information to Protect an Intuitive Preference," *SJDM*, Chicago, IL, Nov. 2015.
61. \*Woolley, Kaitlin and Ayelet Fishbach, "The Experience Matters More Than You Think: Weighting Intrinsic Incentives," *ACR*, New Orleans, LA, Oct. 2015.
62. \*Woolley, Kaitlin, Jane Risen, and Ann McGill, "Consumers Expect Favorable Evaluations and Generate More WOM When Buying on Deal," *ACR*, New Orleans, LA, Oct. 2015.
63. \*Woolley, Kaitlin and Jane L. Risen, "Avoiding Information to Protect an Intuitive Preference," *MPA*, Chicago, IL, May 2015.
64. \*Woolley, Kaitlin and Jane L. Risen, "Avoiding Information to Protect an Intuitive Preference," *SJDM Preconference at SPSP*, Long Beach, CA, Feb. 2015.
65. \*Woolley, Kaitlin and Ayelet Fishbach, "A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust," *ACR*, Baltimore, MD, Oct. 2014.
66. \*Woolley, Kaitlin and Ayelet Fishbach, "Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing," *BDRM*, London, UK, July 2014.
67. \*Woolley, Kaitlin and Ayelet Fishbach, "Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing," *MPA*, Chicago, IL, May 2014.
68. \*Woolley, Kaitlin and Ayelet Fishbach, "Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing," *Whitebox*, New Haven, CT, April 2014.

69. \*Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *JDM Preconference at SPSP*, Austin, TX, Feb. 2014.
70. \*Woolley, Kaitlin and Ayelet Fishbach, “A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust,” *Behavioral Science of Eating Conference*, Pittsburgh, PA, Jan. 2014.
71. \*Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Think: External Incentives Weigh More in Planning Than Doing,” *SJDM*, Toronto, ON, Nov. 2013.