

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 (* shared first authorship)

- *Fisher, Geoffrey and *Kaitlin Woolley, “How Consumers Resolve Conflict over Branded Products: Evidence from Mouse Cursor Trajectories,” conditionally accepted, *Journal of Marketing Research*.
- *Stillman, Paul E. and *Kaitlin Woolley, “Undermining Desire: Reducing Unhealthy Choices by Highlighting Short-term (vs. Long-term) Costs, accepted, *Journal of Consumer Research*.
- Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Does Company Size Shape Product Quality Inferences? Larger Companies Make Better High-Tech Products, but Smaller Companies Make Better Low-Tech Products,” accepted, *Journal of Marketing Research*.
- Sharif, Marissa A. and Kaitlin Woolley (2022), “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *Journal of Consumer Research*, 49 (4), 634–56.
- Woolley, Kaitlin and Ayelet Fishbach (2022), “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 *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*

- Woolley, Kaitlin and Ayelet Fishbach (2022), “Motivating Personal Growth by Seeking Discomfort,” *Psychological Science*, 33 (4), 510-23.
- 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 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), “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.

MANUSCRIPTS UNDER REVIEW (* shared first authorship; † doctoral student co-author)

- Woolley, Kaitlin and Sarah Lim “Food Consumption as Social Glue: Interpersonal Consequences of Eating with Others,” *under 2nd round review*.
- Lim, Sarah and Kaitlin Woolley, “When and Why Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Goal Pursuit,” *invited revision*.
- †Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “Save the Last for Best? Consumers are More Committed to Equivalent Options Presented Later,” *invited revision*.
- Eskreis-Winkler, Lauren, Kaitlin Woolley, and †Eda Erensoy, “Our Rosy View of Failure,” *under review*.
- †Yoon, Y. Rin and Kaitlin Woolley, “Motivating Repeated Prosocial Behavior Through Incentive Salience,” *under review*.
- †Bae, Sangah, Kaitlin Woolley, and Brian Lucas, “The Intrinsic Motivation Penalty: People Who Like Their Work Are Allocated Low-Promotability Tasks,” *under review*.

SELECT RESEARCH IN PROGRESS († doctoral student co-author)

- Lin, Stephanie C., Kaitlin Woolley, and Peggy J. Liu, “Promoting Consumers’ Private Consideration versus Public Advocacy of Health Offerings on Digital Platforms.”
- 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.”

- Sharif, Marissa A. and Kaitlin Woolley, “Affective Responses to Rewards.”
- †Hur, Elina Y. and Kaitlin Woolley, “When Less is More: Adopting Consummatory Motives to Reduce Overconsumption.”
- Woolley, Kaitlin and Giurge, Laura M., “Inputs into Goal Progress Judgments: Hedonic Evaluation versus Time Investment.”
- Woolley, Kaitlin and Sunita Sah, “Kicking Yourself: Going Against One’s Inclinations When Swayed by Others Leads to Greater Feelings of Agency and Culpability.”

BUSINESS ARTICLES

- Sharif, Marissa A. and Kaitlin Woolley (May/June 2023), “To Motivate People Over the Long Term, Don’t Offer Immediate Rewards,” *Harvard Business Review*.
- Stillman, Paul E. and Kaitlin Woolley (January 2023), “Undermining Desire: Reducing Unhealthy Choices by Highlighting Short-term (vs. Long-term) Costs,” *Marketing Science Institute Working Paper Series* (Report No. 22-126).
- Barasch, Alixandra, Kaitlin Woolley, and Peggy J. Liu (December 2022), “When Someone Asks Your Opinion, Give It,” *Harvard Business Review*.
- Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu (October 2022), “Evaluating High-Tech versus Low-Tech Products Leads to Opposing Quality Inferences as a Function of Company Size,” *Marketing Science Institute Working Paper Series* (Report No. 22-112).
- 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

Cornell Center for Social Sciences Small Grant Recipient, <i>Cornell University</i>	2022
Business of Food Small Grant Recipient, <i>Cornell University</i>	2022
Small Research Grant, <i>Society for Personality and Social Psychology</i>	2022
Business of Food Small Grant Recipient, <i>Cornell University</i>	2020
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
Morrison Center Proposal, <i>UCLA</i>	2017
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 (2023; Temple University)
 Sangah Bae, Cornell ILR
 Ronghan (Michelle) Wang, Cornell Marketing
 Ye Rin Yoon, Cornell Marketing
 Yue (Archer) Pan, Cornell Marketing

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)

SELECT MEDIA COVERAGE

The BBC, Business Insider, Chicago Booth Review, Cornell Chronicle, Fast Company, Inc., NPR, Psychology Today, Quartz, The Boston Globe, The Economist, The New York Times, The Wall Street Journal, The Washington Post, TIME Magazine.

TEACHING

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

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. Giurge, Laura M. and Kaitlin Woolley, “Inputs into Goal Progress Judgments: Hedonic Evaluation versus Time Investment,” *SCP*, Puerto Rico, March 2023.
2. *Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Our Rosy View of Failure,” *SPSP*, Atlanta GA, February 2023.
3. Woolley, Kaitlin, Daniella Kupor, *Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *ACR*, Denver CO, October 2022.
4. *Woolley, Kaitlin and Marissa Sharif, “Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing,” *ACR*, Denver CO, October 2022.
5. *Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *ACR*, Denver CO, October 2022.
6. *Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif “Categorizing Tasks Around a Break Rumination and Improves Task Performance,” *ACR*, Denver CO, October 2022.
7. *Hur, Elina Y. and Kaitlin Woolley, “When Less is More: Adopting Consummatory Motives to Reduce Overconsumption,” *ACR*, Denver CO, October 2022.
8. *Bae, Sangah, Kaitlin Woolley, and Brian Lucas “The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks,” *SSM*, Chicago, May 2022.
9. *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*
10. *Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *SCP*, Virtual, March 2022.
11. *Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *SCP*, Virtual, March 2022.
12. Stillman, Paul and *Kaitlin Woolley, “Undermining Desire: When and Why Emphasizing Short-term Costs Reduces Indulgence,” *SJDM*, Virtual, Feb. 2022.
13. *Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *SJDM*, Virtual, Feb 2022.
14. *Lim, Sarah and Kaitlin Woolley, “Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation” *SCP boutique conference*, Gainesville, FL, Jan 2022.
15. *Stillman, Paul and Kaitlin Woolley, “Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging,” *SESP*, Santa Barbara, Oct. 2021.
16. *Yoon, Y. Rin and Kaitlin Woolley, “Whether (and When) Incentives Can Encourage Prosocial Behavior,” *ACR*, Virtual, Oct. 2021.
17. *Stillman, Paul and Kaitlin Woolley, “Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging,” *ACR*, Virtual, Oct. 2021.

18. *Giurge, Laura M. and Kaitlin Woolley, “Can't Catch a Break: Working During Time Off Undermines Intrinsic Motivation,” *AOM*, Virtual, July 2021.
19. Lim, Sarah and *Kaitlin Woolley, “Motivation from an Experiential (vs. Material) Product Focus,” *SSM*, Virtual, May 2021.
20. *Stillman, Paul E. and Kaitlin Woolley, “The Persuasive Power of Immediate (vs. Delayed) Costs of Indulging,” *SSM*, Virtual, May 2021.
21. *Woolley, Kaitlin and Marissa A. Sharif, “Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation,” *SCP*, Virtual, March 2021.
22. *Yoon, Y. Rin and Kaitlin Woolley, “Pennies for Good Samaritans: The Differential Impact of Reward Motivation on Prosocial Behavior,” *SCP*, Virtual, March 2021.
23. *Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Success Metrics on Product Quality Judgments,” *SCP*, Virtual, March 2021.
24. *Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “When Searching Pays Off: Options Discovered Later are Valued More,” *SCP*, Virtual, March 2021.
25. *Lim, Sarah and Kaitlin Woolley, “Focusing on Experiential (vs. Material) Aspects of Goal Related Products Increases Motivation,” *SCP*, Virtual, March 2021.
26. *Woolley, Kaitlin and Peggy J. Liu, “Counting Calories: How Calorie Perceptions and Estimates Diverge,” *ACR*, Virtual, Oct. 2020.
27. *Giurge, Laura M. and Kaitlin Woolley, “Can't Catch a Break: When Working During Time Off Undermines Intrinsic Motivation,” *ACR*, Virtual, Oct. 2020.
28. *Lim, Sarah and Kaitlin Woolley, “Motivation From Experiential Purchases: Focusing on Experiential (vs. Material) Aspects of Goal-Related Products,” *ACR*, Virtual, Oct. 2020.
29. *Bae, Sangah, Kaitlin Woolley, and Brian Lucas “The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks,” *AOM*, Virtual, Aug. 2020.
30. *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.
31. Woolley, Kaitlin and *Peggy J. Liu, “Counting Calories: Consumers' Perceptions and Estimates of Calories Diverge,” *SCP*, Huntington Beach, CA, March 2020.
32. *Stillman, Paul and Kaitlin Woolley, “Resisting Temptation by Highlighting Short-Term Costs,” *SCP*, Huntington Beach, CA, March 2020.
33. *Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *SCP*, Huntington Beach, CA, March 2020.
34. *Woolley, Kaitlin and Ayelet Fishbach, “This Will Hurt: Motivation from Negative Experiences,” *SCP*, Huntington Beach, CA, March 2020.
35. *Sharif, Marissa A. and Kaitlin Woolley, “Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *SJDM*, Montreal, Canada, Nov. 2019.
36. *Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *ACR*, Atlanta, GA, Oct. 2019.
37. *Sharif, Marissa A. and Kaitlin Woolley, “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *ACR*, Atlanta, GA, Oct. 2019.
38. Kaitlin Woolley and *Marissa A. Sharif, “Understanding the Drivers of Binge-Watching,” *ACR*, Atlanta, GA, Oct. 2019.
39. Sharif, Marissa A. and *Kaitlin Woolley, “Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *AOM*, Boston, MA, Aug. 2019.
40. *Woolley, Kaitlin and Sunita Sah, “Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice,” *AOM*, Boston, MA, Aug. 2019.

41. *Woolley, Kaitlin and Jane L. Risen, “Examining Strategic Ignorance as a Hidden Motive,” *SSM*, Washington DC, May 2019.
42. Sharif, Marissa A. and *Kaitlin Woolley, “Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation,” *SCP*, Savannah, GA, March 2019.
43. *Woolley, Kaitlin and Jane L. Risen, “Examining Strategic Ignorance as a Hidden Motive,” *SCP*, Savannah, GA, March 2019.
44. *Woolley, Kaitlin and Ayelet Fishbach, “Feeling Comfortable with Discomfort: When Immediate Negative Goals are Motivating,” *ICPS*, Paris, France, March 2019.
45. Woolley, Kaitlin and *Jane L. Risen, “Examining Information Avoidance as a Hidden Motive,” *JDM preconference at SPSP*, Portland, OR, Feb. 2019.
46. Woolley, Kaitlin and *Jane L. Risen, “Examining Whether Strategic Ignorance is Consciously (or Unconsciously) Pursued,” *AOM*, Chicago IL, Aug. 2018.
47. *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.
48. Woolley, Kaitlin and Jane L. Risen, “Examining Whether Strategic Ignorance is Consciously (or Unconsciously) Pursued,” *SJDM*, Vancouver, Canada, Nov. 2017.
49. *Woolley, Kaitlin and Ayelet Fishbach, “Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews,” *ACR*, San Diego, CA, Oct. 2017.
50. *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.
51. *Woolley, Kaitlin and Ayelet Fishbach, “Immediate Rewards Render Activities More Intrinsically Motivating,” *ACR*, San Diego, CA, Oct. 2017.
52. *Woolley, Kaitlin and Ayelet Fishbach, “Immediate Rewards Render Activities More Intrinsically Motivating,” *MPA*, Chicago, IL, April 2017.
53. *Woolley, Kaitlin and Ayelet Fishbach, “Similar Food Consumption Promotes Trust and Cooperation in Adults,” *SPSP*, San Antonio, TX, Jan. 2017.
54. *Woolley, Kaitlin and Ayelet Fishbach, “Immediate Rewards Render Activities More Intrinsically Motivating,” *Self-Regulation SPSP Preconference*, San Antonio, TX, Jan. 2017.
55. *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.
56. *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.
57. *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.
58. *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.
59. Woolley, Kaitlin and *Jane L. Risen, “Avoiding Information to Protect an Intuitive Preference,” *SPSP*, San Diego, CA, Feb. 2016.
60. *Woolley, Kaitlin and Ayelet Fishbach, “Harnessing Immediate Rewards to Increase Goal Persistence,” *Self-Regulation SPSP Preconference*, San Diego, CA, Feb. 2016.
61. Woolley, Kaitlin and *Jane L. Risen, “Avoiding Information to Protect an Intuitive Preference,” *SJDM*, Chicago, IL, Nov. 2015.
62. *Woolley, Kaitlin and Ayelet Fishbach, “The Experience Matters More Than You Think: Weighting Intrinsic Incentives,” *ACR*, New Orleans, LA, Oct. 2015.

63. *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.
64. *Woolley, Kaitlin and Jane L. Risen, “Avoiding Information to Protect an Intuitive Preference,” *MPA*, Chicago, IL, May 2015.
65. *Woolley, Kaitlin and Jane L. Risen, “Avoiding Information to Protect an Intuitive Preference,” *SJDM Preconference at SPSP*, Long Beach, CA, Feb. 2015.
66. *Woolley, Kaitlin and Ayelet Fishbach, “A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust,” *ACR*, Baltimore, MD, Oct. 2014.
67. *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *BDRM*, London, UK, July 2014.
68. *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *MPA*, Chicago, IL, May 2014.
69. *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Expect: Weighting Incentives Differently in Planning Than Doing,” *Whitebox*, New Haven, CT, April 2014.
70. *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.
71. *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.
72. *Woolley, Kaitlin and Ayelet Fishbach, “Money Matters Less Than You Think: External Incentives Weigh More in Planning Than Doing,” *SJDM*, Toronto, ON, Nov. 2013.