

KAITLIN WOOLLEY

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ACADEMIC POSITIONS

Visiting Associate Professor of Marketing, <i>University of Colorado Boulder</i>	2023 – 2024
Associate Professor of Marketing (with tenure), <i>Cornell University</i>	2021 – Present
Assistant Professor of Marketing, <i>Cornell University</i>	2017 – 2021

EDUCATION

PhD, Behavioral Science, <i>The University of Chicago, Booth School of Business</i>	2017
MBA, <i>The University of Chicago, Booth School of Business</i>	2017
BA, Psychology (Minor: Nutrition and Health), <i>Cornell University</i> , magna cum laude	2012

RESEARCH INTERESTS

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

PUBLICATIONS (*equal first authorship)

Yoon, Y. Rin and Kaitlin Woolley (forthcoming), “The Interactive Effect of Incentive Salience and Prosocial Motivation on Prosocial Behavior,” *Psychological Science*.

*Fisher, Geoffrey and *Kaitlin Woolley (2024), “How Consumers Resolve Conflict over Branded Products: Evidence from Mouse Cursor Trajectories,” *Journal of Marketing Research* 61 (1), 165-84.

*Stillman, Paul E. and *Kaitlin Woolley (2023), “Undermining Desire: Reducing Unhealthy Choices by Highlighting Short-term (vs. Long-term) Costs,” *Journal of Consumer Research*, 50 (3), 554-75.

Woolley, Kaitlin, Daniella Kumor, and Peggy J. Liu (2023), “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*, 60 (3), 425-48.

Woolley, Kaitlin and Sarah Lim (2023), “Interpersonal Consequences of Joint Food Consumption for Connection and Conflict,” *Social and Personality Psychology Compass*, 17 (6), e12748.

*Giurge, Laura M. and *Kaitlin Woolley (2022), “Working During Non-Standard Work Time Undermines Intrinsic Motivation,” *Organizational Behavior and Human Decision Processes*, 170, 104134.

- 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 *Marissa A. Sharif (2022), “Down a Rabbit Hole: How Prior Media Consumption Shapes Subsequent Media Consumption,” *Journal of Marketing Research*, 59 (3), 453-71.
- 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.
- Thomas, Manoj, Helen Chun, Sachin Gupta, Jura Liaukonyte, Suzanne Shu, and Kaitlin Woolley (2022), “Authentically Cornell: The Evolution of Marketing at Cornell,” *Customer Needs and Solutions*, 9, 60-5.
- 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.
- Woolley, Kaitlin and Ayelet Fishbach (2017), “A Recipe for Friendship: Similar Food Consumption Promotes Trust and Cooperation,” *Journal of Consumer Psychology*, 27 (1), 1-10.
- Woolley, Kaitlin and Ayelet Fishbach (2017), “Immediate Rewards Predict Adherence to Long-Term Goals,” *Personality and Social Psychology Bulletin*, 43 (2), 151-62.
- Woolley, Kaitlin and Ayelet Fishbach (2016), “For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals,” *Journal of Consumer Research*, 42 (6), 952-66.
- Fishbach, Ayelet and Kaitlin Woolley (2015), “Avoiding Ethical Temptations,” *Current Opinion in Psychology*, 6, 36-40.
- 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.

BOOK CHAPTERS

- Woolley, Kaitlin and Ayelet Fishbach (2023), “The Means-Ends Fusion Model of Intrinsic Motivation,” in *Goal Systems Theory: Psychological Processes and Applications*, ed. Arie W. Kruglanski, Ayelet Fishbach, and Catalina Kopetz, New York: Oxford University Press.
- 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.

WORKING PAPERS

Lim, Sarah and Kaitlin Woolley, “A Goal Identification Theory for When and Why Experiential (vs. Material) Purchases Affect Motivation,” *under invited review*.

Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “The Exaggerated Benefits of Failure,” *under invited review*.

Bae, Sangah and Kaitlin Woolley, “The Hidden Cost of Intrinsic Motivation: Employees Perceived as Liking Their Work Are Allocated Additional Tasks,” *invited revision*.

Lin, Stephanie, Kaitlin Woolley, and Peggy J. Liu, “True motivations for self-regulation: Navigating private motivations and social presentation in appearance-related goal pursuit,” *under review*.

Woolley, Kaitlin and Sunita Sah, “Kicking Yourself: Going Against Your Inclinations Leads to Greater Feelings of Control and Culpability,” *under review*.

Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif, “Categorizing Tasks Around a Break Reduces Rumination and Improves Task Performance,” *in preparation*.

Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eliana Polimeni, “The Failure Gap,” *in preparation*.

Hur, Elina Y. and Kaitlin Woolley “When Less is More: Consummatory Motives Reduce Overconsumption,” *in preparation*.

Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “Save the Last for Best? Consumers are More Committed to Equivalent Options Presented at the End,” *in preparation*.

SELECT RESEARCH IN PROGRESS

- “The Impact of Reward Redemption” with Lena Kim and Marissa A. Sharif.
- “Accumulating More Points” with Shannon Duncan and Marissa A. Sharif.
- “The Effect of Language on Long-Term Behavior” with Yue (Archer) Pan, Xinlian (Priscilla) Zhang, and Marie Ozanne.
- “Prescriptive Plans and Blame for Goal Failure,” with Luis Abreu and Jordan Etkin.
- “Inputs into Goal Progress Judgments” with Laura M. Giurge.
- “Affective Responses to Rewards” with Marissa A. Sharif.
- “Differential Effects of Gift Type on Motivation,” with Sarah Lim.
- “Predictors of Long-Term Resolution Success” with Ayelet Fishbach and Laura M. Giurge.

PRACTITIONER AND POPULAR PRESS PUBLICATIONS

- Woolley, Kaitlin and Paul E. Stillman (January 2024), “To Resist Temptation, Think Short Term,” *The Washington Post*.
- Woolley, Kaitlin and Paul E. Stillman (January 2024), “Focus On Right Now, Not The Distant Future, To Stay Motivated And On Track To Your Long-Term Health Goals,” *The Conversation*.
- Sharif, Marissa A. and Kaitlin Woolley (May/June 2023), “To Motivate People Over the Long Term, Don’t Offer Immediate Rewards,” *Harvard Business Review*, 101 (3), 26-8.
- 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

New Investigator Award, Honorable Mention, <i>Behavioral Science & Policy Association</i>	2023
Best Working Paper Award, <i>Society for Consumer Psychology</i>	2023
Outstanding Reviewer Award, <i>Journal of Consumer Research</i>	2022
Early Career Award, <i>Society for Consumer Psychology</i>	2022
Faculty Research Award, <i>Cornell 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, <i>Cornell SC Johnson College of Business</i>	2021
Outstanding Reviewer Award, <i>Journal of Consumer Research</i>	2020

Clifford H. Whitcomb Faculty Fellowship, <i>Cornell SC Johnson College of Business</i>	2019
Half Century Faculty Research Fellowship, <i>Cornell SC Johnson College of Business</i>	2018
Graduate Student Travel Award, <i>Society for Personality and Social Psychology</i>	2017
Student Paper Award, <i>Self-Regulation Preconference at SPSP</i>	2016
Dean's Award for Teaching Assistant Excellence, <i>Chicago Booth School of Business</i>	2015
Student Paper Award, <i>JDM Preconference at SPSP</i>	2015
Dean's Award for Teaching Assistant Excellence, <i>Chicago Booth School of Business</i>	2014
Invited Presenter, <i>Yale Whitebox Advisors Graduate Student Conference</i>	2014
Student Paper Award, <i>JDM Preconference at SPSP</i>	2014
Hillel Einhorn Research Fund, <i>Chicago Booth School of Business</i>	2014
Dean's Award for Teaching Assistant Excellence, <i>Chicago Booth School of Business</i>	2013
Pichler PhD Summer Fellowship, <i>Chicago Booth School of Business</i>	2013

FUNDED PROPOSALS

Cornell Business of Food Small Grant w/ A. Pan, M. Ozanne, X. Zhang	2022
Cornell Center for Social Sciences Small Grant w/ A. Pan, M. Ozanne, X. Zhang	2022
Society for Personality and Social Psychology Small Grant w/ L. Giurge	2022
Cornell Business of Food Small Grant w/ S. Lim	2020
Cornell Center for Social Sciences Faculty Fellowship	2020
Cornell LEEDR Seed Grant w/ S. Lim	2020
Cornell PCCW Affinito-Stewart Award	2019
Cornell Institute for the Social Sciences Small Grant	2019
Cornell LEEDR Seed Grant w/ E. Hur	2019
Cornell Business of Food Small Grant w/ G. Fisher	2018
UCLA Morrison Center Funded Proposal w/ M. Sharif	2017
Chicago Booth School of Business, CDR Independent Research Grant	2015
Cornell Einhorn Discovery Grant and Undergraduate Research Fund	2011

INVITED PRESENTATIONS

Marketing Research Camp , London Business School	2024
Georgetown University, McDonough School of Business	2024
University of Florida, Warrington College of Business	2024
UCLA Anderson Behavioral Decision Making Seminar	2024
University of Colorado Boulder, Leeds School of Business	2023
University of Colorado Boulder, Institute for Cognitive Science	2023
Marketing Research Camp, Northwestern University, Kellogg School of Management	2023
Marketing Research Camp, University of Alberta	2023
MSI Young Scholars Conference, Boulder	2022
National University of Singapore, NUS Business School	2022
INSEAD, Fontainebleau	2022
University of Southern California, Behavioral Science & Well-being Policy	2022
Motivation Science Preconference, Society for Personality and Social Psychology	2022
Dartmouth College, Tuck School of Business	2021
Duke University, The Fuqua School of Business	2021

20+ Years of Goal Systems Theory, Chicago Booth School of Business	2021
Grenoble Ecole de Management	2021
University of Pennsylvania, The Wharton School	2021
University of California Berkeley, Haas School of Business	2021
York University, Schulich School of Business	2020
Carnegie Mellon University, Center for Behavioral and Decision Research	2019
Binghamton University, School of Management	2019
Yale University, Yale School of Management	2018
Northeastern Marketing Conference, Harvard University	2018
Cornell University, IBEC Roundtable	2018
Cornell University, BEDR Showcase	2018
JACR, Invitational Conference on Goals and Motivation	2017
Cornell University, Social Psychology Brown Bag	2017
University of California, Los Angeles, Anderson School of Management	2016
Rice University, Jones Graduate School of Business	2016
Washington University, Olin Business School	2016
Cornell University, Johnson Graduate School of Management	2016
Stanford University, Stanford Graduate School of Business	2016
University of Minnesota, Carlson School of Management	2016
University of Virginia, Darden School of Business	2016
University of Virginia, Social Psychology Brown Bag	2016

SERVICE

Associate Editor

Organizational Behavior and Human Decision Processes (2024 –)

Guest Associate Editor

Journal of Marketing Research (2022 –)

Editorial Board Member

Journal of Marketing Research (2021 –)

Journal of Consumer Research (2019 –)

- Outstanding Reviewer Award: 2020, 2022

Ad-hoc Journal Reviewing

Appetite, Journal of Consumer Psychology, Journal of Experimental Psychology: Applied, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing, 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, Personality and Social Psychology Bulletin, Perspectives on Psychological Science, Psychological Inquiry, Psychological Science, Social and Personality Psychology Compass, Social Psychological and Personality Science

Ad-hoc Grant, Competition, and Conference Reviewing

Association for Consumer Research Conference, MSI Clayton Dissertation Proposal Competition, Society for Judgment and Decision-Making Conference, Society for Consumer Psychology Conference, US-Israel Binational Science Foundation (BSF)

UNIVERSITY SERVICE

Co-Director, Behavioral Economics and Decision Research (BEDR) Center (Fall 2018 – Present)
PhD Coordinator, Marketing Area (2022)
Co-Chair, Faculty Search Committee, Marketing Area (2021-2022)
Coordinator, Behavioral Marketing Research Lab Meetings (2019-2022)
Member, Faculty Search Committee, Marketing Area (2020-2021)
Member, Faculty Search Committee, Management and Organizations Area (2020-2021)
Co-Organizer, Cornell Marketing Seminar Series (2018-2019, Spring 2020, Fall 2020)
Co-Organizer, Cornell Marketing Research Camp (2018-2019, Spring 2020, Fall 2020)
Member, Cornell Behavioral Simulation Lab Advisory Committee (Spring 2018 – Present)

TEACHING

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

ACADEMIC ADVISING

PhD Dissertation Committee Member (graduation year; placement)

Sarah Lim, Cornell Marketing (2021; University of Illinois at Urbana-Champaign)
Elina Y. Hur, Cornell Marketing (2023; Temple University)
Sangah Bae, Cornell ILR (in progress)
Lena Kim, Cornell Marketing (in progress)
Yue (Archer) Pan, Cornell Marketing (in progress)
Ronghan (Michelle) Wang, Cornell Marketing (in progress)
Ye Rin Yoon, Cornell Marketing (in progress)

Master's Thesis Committee Member

Alanna O'Brien, Psychology, University of Chicago, 2015
Alex Jones, Psychology, University of Chicago, 2015
Ronghan (Michelle) Wang, Psychology, University of Chicago, 2017
Sangah Bae, Organizational Behavior, Cornell ILR, 2021

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 ORAL PRESENTATIONS (*presenter)

1. *Kim, Lena, Kaitlin Woolley, and Marissa Sharif, “When and Why Redeeming Loyalty Points Leads to Disloyal Customers,” *ACR*, Seattle WA, October 2023.
2. *Woolley, Kaitlin and Sarah Lim, “Interpersonal Consequences of Joint Food Consumption for Connection and Conflict,” *ACR*, Seattle WA, October 2023.
3. *Giurge, Laura M. and Kaitlin Woolley, “How do Employees Evaluate Goal Progress? The Role of Hedonic Evaluations and Time Investment on Progress Judgments,” *AOM*, Boston MA, August 2023.
 - *Finalist for MOC Division Best Symposium Award*
4. *Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eliana Polimeni, “The Failure Gap,” *AOM*, Boston MA, August 2023.
5. *Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Is Failure a Steppingstone to Success?” *AOM*, Boston MA, August 2023.
6. *Lim, Sarah and Kaitlin Woolley, “The Gift of Goals: Receiving an Experiential (vs. Material) Gift Increases a Sense of Obligation and Motivation,” *SSM*, Washington DC, May 2023.
7. *Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eliana Polimeni, “The Failure Gap,” *SSM*, Washington DC, May 2023.
8. *Giurge, Laura M. and Kaitlin Woolley, “Inputs into Goal Progress Judgments: Hedonic Evaluation versus Time Investment,” *SCP*, Puerto Rico, March 2023.
9. *Eskreis-Winkler, Lauren, Kaitlin Woolley, and Eda Erensoy, “Our Rosy View of Failure,” *SPSP*, Atlanta GA, February 2023.

10. *Woolley, Kaitlin and Marissa Sharif, “Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing,” *ACR*, Denver CO, October 2022.
11. Woolley, Kaitlin, Daniella Kupor, *Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *ACR*, Denver CO, October 2022.
12. *Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *ACR*, Denver CO, October 2022.
13. *Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif “Categorizing Tasks Around a Break Reduces Rumination and Improves Task Performance,” *ACR*, Denver CO, October 2022.
14. *Hur, Elina Y. and Kaitlin Woolley, “When Less is More: Adopting Consummatory Motives to Reduce Overconsumption,” *ACR*, Denver CO, October 2022.
15. *Bae, Sangah, Kaitlin Woolley, and Brian Lucas “The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks,” *SSM*, Chicago, May 2022.
16. *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*
17. *Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Size Metrics on Product Quality Evaluations,” *SCP*, Virtual, March 2022.
18. *Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *SCP*, Virtual, March 2022.
19. Stillman, Paul and *Kaitlin Woolley, “Undermining Desire: When and Why Emphasizing Short-term Costs Reduces Indulgence,” *SJDM*, Virtual, Feb. 2022.
20. *Sharif, Marissa A. and Kaitlin Woolley, “Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence,” *SJDM*, Virtual, Feb 2022.
21. *Lim, Sarah and Kaitlin Woolley, “Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation” *SCP* boutique conference, Gainesville, FL, Jan 2022.
22. *Stillman, Paul and Kaitlin Woolley, “Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging,” *SESP*, Santa Barbara, Oct. 2021.
23. *Yoon, Y. Rin and Kaitlin Woolley, “Whether (and When) Incentives Can Encourage Prosocial Behavior,” *ACR*, Virtual, Oct. 2021.
24. *Stillman, Paul and Kaitlin Woolley, “Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging,” *ACR*, Virtual, Oct. 2021.
25. *Giurge, Laura M. and Kaitlin Woolley, “Can’t Catch a Break: Working During Time Off Undermines Intrinsic Motivation,” *AOM*, Virtual, July 2021.
26. Lim, Sarah and *Kaitlin Woolley, “Motivation from an Experiential (vs. Material) Product Focus,” *SSM*, Virtual, May 2021.
27. *Stillman, Paul E. and Kaitlin Woolley, “The Persuasive Power of Immediate (vs. Delayed) Costs of Indulging,” *SSM*, Virtual, May 2021.
28. *Woolley, Kaitlin and Marissa A. Sharif, “Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation,” *SCP*, Virtual, March 2021.
29. *Yoon, Y. Rin and Kaitlin Woolley, “Pennies for Good Samaritans: The Differential Impact of Reward Motivation on Prosocial Behavior,” *SCP*, Virtual, March 2021.
30. *Woolley, Kaitlin, Daniella Kupor, and Peggy J. Liu, “Opposing Effects of Company Success Metrics on Product Quality Judgments,” *SCP*, Virtual, March 2021.
31. *Hur, Elina Y., Kaitlin Woolley, and Yanping Tu, “When Searching Pays Off: Options Discovered Later are Valued More,” *SCP*, Virtual, March 2021.

32. *Lim, Sarah and Kaitlin Woolley, “Focusing on Experiential (vs. Material) Aspects of Goal Related Products Increases Motivation,” *SCP*, Virtual, March 2021.
33. *Woolley, Kaitlin and Peggy J. Liu, “Counting Calories: How Calorie Perceptions and Estimates Diverge,” *ACR*, Virtual, Oct. 2020.
34. *Giurge, Laura M. and Kaitlin Woolley, “Can’t Catch a Break: When Working During Time Off Undermines Intrinsic Motivation,” *ACR*, Virtual, Oct. 2020.
35. *Lim, Sarah and Kaitlin Woolley, “Motivation From Experiential Purchases: Focusing on Experiential (vs. Material) Aspects of Goal-Related Products,” *ACR*, Virtual, Oct. 2020.
36. *Bae, Sangah, Kaitlin Woolley, and Brian Lucas “The Intrinsic Motivation Penalty: Those Higher on Intrinsic Motivation Are Given Undesirable Tasks,” *AOM*, Virtual, Aug. 2020.
37. *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.
38. Woolley, Kaitlin and *Peggy J. Liu, “Counting Calories: Consumers’ Perceptions and Estimates of Calories Diverge,” *SCP*, Huntington Beach, CA, March 2020.
39. *Stillman, Paul and Kaitlin Woolley, “Resisting Temptation by Highlighting Short-Term Costs,” *SCP*, Huntington Beach, CA, March 2020.
40. *Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *SCP*, Huntington Beach, CA, March 2020.
41. *Woolley, Kaitlin and Ayelet Fishbach, “This Will Hurt: Motivation from Negative Experiences,” *SCP*, Huntington Beach, CA, March 2020.
42. *Sharif, Marissa A. and Kaitlin Woolley, “Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *SJDM*, Montreal, Canada, Nov. 2019.
43. *Woolley, Kaitlin, Ayelet Fishbach, and Michelle Wang, “Food Restriction and the Experience of Social Isolation,” *ACR*, Atlanta, GA, Oct. 2019.
44. *Sharif, Marissa A. and Kaitlin Woolley, “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *ACR*, Atlanta, GA, Oct. 2019.
45. Kaitlin Woolley and *Marissa A. Sharif, “Understanding the Drivers of Binge-Watching,” *ACR*, Atlanta, GA, Oct. 2019.
46. Sharif, Marissa A. and *Kaitlin Woolley, “Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” *AOM*, Boston, MA, Aug. 2019.
47. *Woolley, Kaitlin and Sunita Sah, “Not Shooting the Advisor: People Blame Themselves After Following Suboptimal Advice,” *AOM*, Boston, MA, Aug. 2019.
48. *Woolley, Kaitlin and Jane L. Risen, “Examining Strategic Ignorance as a Hidden Motive,” *SSM*, Washington DC, May 2019.
49. Sharif, Marissa A. and *Kaitlin Woolley, “Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation,” *SCP*, Savannah, GA, March 2019.
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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)