

Kelly L. Haws
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**Owen School of Management
Vanderbilt University
Nashville, TN 37203**

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EDUCATION

PhD, Marketing, May 2007
University of South Carolina, Columbia, South Carolina

MBA, August 2000
Mississippi State University, Starkville, Mississippi

BBA, August 1999
Mississippi State University, Starkville, Mississippi:

- Business Administration (Marketing, human resources, and business law)
- Majority of coursework completed at the United States Air Force Academy

ACADEMIC POSITIONS

Anne Marie and Thomas B. Walker, Jr. Professor of Marketing, August 2018 - present

Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, August 2017 - present

Associate Professor of Marketing (with tenure), Owen Graduate School of Management, Vanderbilt University, July 2013 – July 2017

Assistant Professor of Marketing, Mays Research Fellow, Pamela M. and Barent W. Cater '77 Faculty Fellow, Mays Business School, Texas A&M University, July 2007-June 2013

Graduate Assistant and Instructor, University of South Carolina, 2003-2007

Instructor of Accounting and Finance, University of South Carolina Sumter, 2001-2003

AWARDS/HONORS

Research (External)

- Outstanding Area Editor Award, *Journal of the Academy of Marketing Science*, 2018
- Selected as Marketing Science Institute Scholar, 2018
- Finalist, Best Individual Paper, Society for Consumer Psychology, 2018
- Research Grant, Center for Consumers, Markets and Politics, Ministry of Agriculture and Consumer Protection, Baden-Wurttemberg, Germany, with Sven Feurer, \$13,500.
- Early Career Award Recipient, Association of Consumer Research, 2013
- Research on Physician-Patient relationships fully sponsored by Scott & White Health Plan

- Marketing Science Institute Young Scholar, 2011
- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, 2010, 2017, invited 2018
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2006

Research (Internal)

- Co-recipient of Trans-Institutional Program (TIPS) Research Grant, 2017
- Chancellor's Faculty Fellow, Vanderbilt University, 2016-2018
- Co-recipient of Trans-Institutional Program (TIPS) Research Grant, "Vanderbilt Institute for Obesity and Metabolism," Vanderbilt University, 2015, \$300,000
- Research Productivity Award, Owen Graduate School of Management, Vanderbilt University, 2014
- Pamela M. and Barent W. Cater '77 Faculty Fellowship, Mays Business School, 2012
- Dr. Ricky W. Griffin Research Award, Mays Business School, 2012
- Mays Faculty Research Fellow, 2011-2015
- Recipient of the Center for Retailing Studies Withers Research Grant 2009, \$10,000
- Mays Business School Research Performance Recognition Grant 2009, 2010, 2011, 2012
- Mays Business School Mini-Research Grants 2008-12 \$4,500; \$1,250; \$3,300; \$1500; \$3,000
- Moore School of Business Doctoral Student Research Award, University of South Carolina, 2007
- Moore School of Business W. Pierce Liles Outstanding Doctoral Student Award, University of South Carolina, 2006
- University of South Carolina Graduate School Fellowship, 2004-2005 (competitive)
- Darla Moore Fellowship, University of South Carolina, 2003-2006
- CIBER Grant Co-participant, 2005-2006

Teaching

- SLATE (Student Led Award for Teaching Excellence) Teaching Excellence Award, Texas A&M University (Spring 2009, Fall 2009, Fall 2010, award discontinued in 2011)
- Lockheed Martin Excellence in Teaching Award, Mays Business School, Texas A&M University, 2010
- Center for Teaching Excellence Montague Teaching Scholar for Mays Business School, 2010
- Moore School of Business Outstanding Graduate Student Teacher Award, 2007
- South Carolina Association of Certified Public Accountants Outstanding Educator Award Nominee, 2002

RESEARCH

Peer-Reviewed Publications

Tangari, Andrea Heintz, Myla Bui, Kelly L. Haws, and Peggy Liu, "That's Not So Bad, I'll Eat More! Backfire Effects of Serving Size and Calorie Information on Unhealthy Foods," *forthcoming at the Journal of Marketing*.

Andre, Quentin, Pierre Chandon, and Kelly Haws, "Healthy through Presence or Absence, Nature or Science? A Framework for Understanding Front-of-Package Food Claims," *forthcoming at the Journal of Public Policy and Marketing*.

- Lowe, Michael L., and Kelly L. Haws, "Confession and Self-Control: A Prelude to Repentance or Relapse?" *forthcoming at the Journal of Personality and Social Psychology*.
- Li, Jessica, Kelly L. Haws, and Vldas Griskevicius, "Parenting Motivation and Consumer Decision Making," *forthcoming at the Journal of Consumer Research*.
- Liu, Peggy J., Kelly L. Haws, Karen Scherr, Joseph P. Redden, James R. Bettman, and Gavan J. Fitzsimons, "The Primacy of 'What' Over 'How Much': How Type and Quantity Shape Healthiness Perceptions of Food Portions," *forthcoming at Management Science*.
- Lowe, Michael L, Christine Ringler, and Kelly L. Haws (2018), "An Overture to Overeating: The Cross-Modal Effects of Acoustic Pitch on Food Preferences and Serving Behavior," *Appetite*, 123, 128-134.
- Komarova, Yuliya, Kelly L. Haws, and William O. Bearden (2018), "Businesses Beware: Consumer Immoral Retaliation in Response to Perceived Moral Violations by Companies," *Journal of Services Research*, 21 (2), 184-200.
- Haws, Kelly L., Brent McFerran, and Joseph P. Redden (2017), "The Satiating Effect of Pricing: The Influence of Price on Enjoyment over Time," *Journal of Consumer Psychology*, 27 (3), 341-346.
- Haws, Kelly L., Rebecca Walker Reczek, and Kevin L. Sample (2017), "Healthy Diets Make Empty Wallets: The Healthy = Expensive Intuition," *Journal of Consumer Research*, 43 (6), 992-1007.
- Redden, Joseph P., Kelly L. Haws, and Jinjie Chen (2017), "The Ability to Choose Can Increase Satiation," *Journal of Personality and Social Psychology*, 112 (2), 186-200.
- Davis, Scott W. and Kelly L. Haws (2017), "Don't Sweat the Big Stuff: Emphasizing Importance Hinders Goal Pursuit for Consumers Low in Dispositional Self-control Resources," *Journal of the Association for Consumer Research*, 2 (1), 93-104.
- Haws, Kelly L., Peggy J. Liu, Joseph P. Redden, and Heidi Silver (2017), "Exploring the Relationship Between Varieties of Variety and Weight Loss: When More Variety Can Help People Lose Weight," *Journal of Marketing Research*, 54 (4), 619-635.
- Lowe, Michael L., and Kelly L. Haws (2017), "Sounds BIG: The Effects of Acoustic Pitch on Product Perceptions," *Journal of Marketing Research*, 54 (2), 331-346.
- David, Meredith, Kelly L. Haws, and William O. Bearden (2017), "Priced Just for Me: The Role of Interpersonal Attachment Style on Consumer Responses to Customized Pricing," *Journal of Consumer Behaviour*, 16 (6), E26-E37.
- Bui, Myla, Andrea Heintz Tangari, and Kelly L. Haws (2017), "Can Health 'Halos' Extend to Food Packaging? An Investigation into Food Healthfulness Perceptions and Serving Sizes on Consumption Decisions," *Journal of Business Research*, 75, 221-228.
- Davis, Scott, Kelly L. Haws, and Joseph P. Redden (2016), "Is This Food Healthy? The Contextual Influence of Prior Foods on Healthiness Perceptions," *Journal of Marketing Behavior*, 2 (1), 1-17.

- Block, Lauren G., Punam A. Keller, Sara Williamson, Mia M. Birau, Amir Grinstein, Kelly L. Haws, Monica LaBarge, Cait Lamberton, Elizabeth S. Moore, Emily M. Moscato, Rebecca Walker Reczek, Andrea Heintz Tangari, and Beth Vallen (2016), "The Squander Sequence: Understanding Food Waste at Each Stage of the Consumer Decision Making Process," *Journal of Public Policy & Marketing*, 35 (2), 292-304.
- David, Meredith E. and Kelly L. Haws (2016), "Saying 'No' to Cake or 'Yes' to Kale: Approach and Avoidance Strategies in Pursuit of Health Goals," *Psychology & Marketing*, 33 (8), 588-594.
- Haws, Kelly L. and Peggy J. Liu (2016), "Half-size Me? How Calorie and Price Information Influence on Restaurant Menus with Both Half and Full Entrée Portion Sizes," *Appetite* (103), 441-449.
- Haws, Kelly L. (2016), "Enhancing Self-Control in Consumer Decisions," *Current Opinion in Psychology*, 10 (August), 118-123.
- Haws, Kelly L. and Peggy J. Liu (2016), "Combining Food Type(s) and Food Quantity Choice in a New Food Choice Paradigm Based on Vice-Virtue Bundles," *Appetite*, 102 (August), 441-449.
- Haws, Kelly L., Scott W. Davis, and Utpal M. Dholakia (2016), "Salad = Success and Fries = Failure? Conceptualizing and Assessing Self-Control Outcome Measures in Food Decision Making Research," *Journal of Consumer Behaviour*, 15 (2), 99-116.
- Haws, Kelly L., Scott W. Davis, and Utpal M. Dholakia (2016), "Control over What? A Theoretical and Empirical Examination of General and Domain-Specific Self-Control," *Journal of Public Policy & Marketing*, 35 (1), 37-57.
- Dzhogleva, Hristina, Cait Poyner Lamberton, and Kelly L. Haws (2016), "Haunts or Helps from the Past: How Does Recalling Past Self-Controls Affect Current Self-Control?" *Journal of Consumer Psychology*, 26 (2), 245-256.
- Liu, Peggy, Cait Lamberton, and Kelly L. Haws (2015), "Should Firms Use Small Financial Benefits to Express Appreciation to Consumers? Understanding Trivialization Effects," *Journal of Marketing*, 79 (3), 74-90.
- Loureiro, Yuliya Komarova and Kelly L. Haws (2015), "Positive Affect and Malleable Mental Accounting: An Investigation of the Role of Positive Affect in Flexible Expense Categorization and Spending," *Psychology & Marketing*, 32 (6), 670-677.
- Liu, Peggy, Kelly L. Haws, Cait Lamberton, Troy Campbell, and Gavan Fitzsimons (2015), "Vice-Virtue Bundles," *Management Science*, 61 (1), 208-228.
- Seiders, Kathleen, Andrea Godfrey Flynn, Leonard Berry, and Kelly L. Haws (2015), "Motivating Customers to Adhere to Expert Advice in Professional Services: A Medical Service Context," *Journal of Service Research*, 18 (1), 39-58.
- Reczek, Rebecca Walker, Kelly L. Haws, and Christopher Summers (2014), "Lucky Loyalty: The Effect of Consumer Effort on Predictions of Randomly Determined Marketing Outcomes," *Journal of Consumer Research*, 41 (4), 1065-1077.

- Lowe, Michael L. and Kelly L. Haws (2014), "(Im)moral Support: The Social Outcomes of Shared Self-Control Decisions," *Journal of Consumer Research*, 41 (August), 489-505.
- Nenkov, Gergana, Kelly L. Haws, and Min Jung Kim (2014), "Fluency in Future Focus: Optimizing Outcome Elaboration Strategies for Effective Self-Control," *Social Psychological and Personality Science*, 5 (7), 769-776.
- Haws, Kelly L., Karen Page Winterich, and Rebecca Walker Naylor (2014), "Seeing the World through GREEN-tinted Glasses: How Green Consumers' Use Motivated Reasoning to Prefer Environmentally Friendly Products," *Journal of Consumer Psychology*, 24 (3), 336-354.
- Berry, Leonard L., Kathleen Seiders, Andrea Godfrey Flynn, Kelly L. Haws, and Steve Quach (2014), "Physician Counseling of Overweight Patients about Preventative Health Behaviors," *American Journal of Preventative Medicine*, 46 (3), 297-302.
- Haws, Kelly L. and Joseph P. Redden (2013), "In Control of Variety: High Self-Control Reduces the Effect of Variety on Food Consumption," *Appetite*, 69, 196-203.
- Haws, Kelly L., and Karen Page Winterich (2013), "When Value Trumps Health in a Supersized World," *Journal of Marketing*, 77 (3), 48-64.
- Redden, Joseph P. and Kelly L. Haws (2013), "Healthy Satiation: The Role of Decreasing Desire in Effective Self-Control," *Journal of Consumer Research*, 39 (February), 1100-1114.
- Lamberton, Cait Poyner, Rebecca W. Naylor, and Kelly L. Haws (2013), "Same Destination, Different Paths: The Effect of Observing Others' Divergent Reasoning on Choice Confidence," *Journal of Consumer Psychology*, 23 (1), 74-89.
- Martin, Ingrid M., Michael A. Kamins, Dante M. Pirouz, Scott W. Davis, Kelly L. Haws, Ann M. Mirabito, Sayantani Mukherjee, Justine M. Rapp, and Aditi Grover (2013), "On the Road to Addiction: The Facilitative and Preventive Roles of Marketing Cues," *Journal of Business Research*, 66, 1219-1226.
- Hardesty, David M., William O. Bearden, Kelly L. Haws, and Blair Kidwell (2012), "Enhancing Perceptions of Value Associated with Price Matching Guarantees," *Journal of Business Research*, 65 (8), 1096-1101.
- Haws, Kelly L., William O. Bearden, and Gergana Y. Nenkov (2012), "Consumer Spending Self-Control Effectiveness and Outcome Elaboration Prompts," *Journal of the Academy of Marketing Science*, 40 (5), 695-710.
- Haws, Kelly L., Rebecca W. Naylor, Robin Coulter, and William O. Bearden (2012), "Keeping It All Without Being Buried Alive: Understanding Product Retention Tendency," *Journal of Consumer Psychology*, 22 (2), 224-236.
- Haws, Kelly L., William O. Bearden, and Utpal M. Dholakia (2012), "Situational and Trait Interactions among Goal Orientations," *Marketing Letters*, 23 (1), 47-60.

- Bearden, William O. and Kelly L. Haws (2012), "How Low Spending Control Harms Consumers," *Journal of the Academy of Marketing Science*, 40 (1), 181-193.
- Winterich, Karen Page, and Kelly L. Haws (2011), "Helpful Hopefulness: The Effect of Future Positive Emotion on Consumption," *Journal of Consumer Research*, 38 (October), 505-524.
- Keller, Punam Anand, Debra L. Scammon, Pia A. Albinsson, Shalini Bahl, Jesse R. Catlin, Kelly L. Haws, Jeremy Kees, Tracey King, Elizabeth Gelfand Miller, Ann M. Mirabito, Paula C. Peter, and Robert M. Schindler (2011), "Transforming Consumer Health," *Journal of Public Policy & Marketing*, 30 (1), 14-22.
- Haws, Kelly L., Utpal M. Dholakia, and William O. Bearden (2010), "An Assessment of Chronic Regulatory Focus Measures," *Journal of Marketing Research*, 47 (October), 967-982.
- Naylor, Rebecca W., Courtney Droms, and Kelly L. Haws (2009), "Eating with a Purpose: Consumer Responses to Functional Food Health Claims," *Journal of Public Policy & Marketing*, 28 (Fall), 221-233.
- Poynor, Cait and Kelly L. Haws (2009), "Lines in the Sand: The Role of Motivated Categorization in the Pursuit of Self-Control Goals," *Journal of Consumer Research*, 35 (February), 772-787.
- Haws, Kelly L. and Cait Poynor (2008), "Seize the Day! Encouraging Indulgence for the Hyperopic Consumer," *Journal of Consumer Research*, 35 (December), 680-691.
- Haws, Kelly L. and William O. Bearden (2006), "Dynamic Pricing and Consumer Fairness Perceptions," *Journal of Consumer Research*, 33 (December), 304-311.

Manuscripts in Process (Partial List)

- Liu, Peggy J., Cait Lambertson, and Kelly L. Haws, "Moderation by Extremes: Biases in Reward Perceptions Drive Compromise Effects in Financial Bundles," *under review*.
- Liu, Peggy J., and Kelly L. Haws, "Sacrifices Must Be Made: The Preference for Trading off Type or Quantity among Restrained Versus Unrestrained Eaters," *under review*.
- Rishika, Rishika, Sven Feurer, and Kelly L. Haws, "Really Rewarding Rewards: How Healthy Consumers Create Extra-Exceptional Reward Occasions."
- Liu, Peggy J., Brent McFerran, and Kelly L. Haws, "Mindful Matching of Food Choices: Vertically versus Horizontally Differentiated Attributes."

Books

- Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research*, 3rd Edition, Sage Publications, (2010), with William O. Bearden and Richard E. Netemeyer.

Chapters

Haws, Kelly L., (2018), "How Does Price Influence Food Decision Making?" *Mapping out Marketing: Navigation Lessons from the Ivory Trenches*, edited by Ronald Hill, Cait Lamberton, and Jennifer Swartz, Routledge: NY, NY.

Haws, Kelly L. (2016), "Self-Control in Consumer Spending Decisions," *Handbook of Self-Control in Health and Wellbeing*, edited by Denise de Ridder, Marieke Adriaanse & Kentaro Fujita.

SELECT CONFERENCE PRESENTATIONS/PROCEEDINGS

*designates presenter

Liu, Peggy J., Brent McFerran, and Kelly L. Haws*, "Mindful Matching of Food Choices: Vertically versus Horizontally Differentiated Attributes," presented at the 2017 Association for Consumer Research Conference in San Diego, CA.

Tangari, Andrea Heintz*, Myla Bui, and Kelly L. Haws, "That's Not So Bad, I'll Eat More! Backfire Effects of Serving Size and Calorie Information on Unhealthy Foods," presented at the 2017 AMA Summer Conference in San Francisco, CA. ***Winner: Best Paper in Track, Public Policy Track.

Haws, Kelly L., Rebecca Reczek, and Kevin L. Sample*, "Healthy Diets and Empty Wallets: The Healthy = Expensive Intuition," presented at the 2016 Society for Consumer Psychology Conferences in St. Pete Beach, FL.

Andre, Quentin*, Pierre Chandon, and Kelly L. Haws, "You Call This Healthy? "Healthy Food Claims and Their Associations," presented at the 2016 Society for Consumer Psychology Conference in St. Pete Beach, FL.

Komarova, Yuliya*, Kelly L. Haws, and Rebecca Walker Reczek, "Moral Malleability and Morality Matching: Consumer Deviance in Response to Company Wrongdoing," presented at the 2015 Association for Consumer Research conference in New Orleans, LA.

Davis, Scott*, and Kelly L. Haws, "Motivated Ignorance: The Hedonic Cost of Nutritional Information," presented at the 2015 Association for Consumer Research conference in New Orleans, LA.

Lowe, Michael L.*, and Kelly L. Haws, "Off My Chest and At It Again: Is Confession a Prelude to Repentance or Relapse?" presented at the 2015 Association for Consumer Research conference in New Orleans, LA.

David, Meredith E. and Kelly L. Haws*, "Saying 'No' to Cake or 'Yes' to Kale: Plans to Exclude or Include Foods to Reach Health Goals," presented at the 2015 Society of Consumer Psychology International in Vienna, Austria.

- Davis, Scott*, and Kelly L. Haws (2015), "Motivated Ignorance: The Hedonic Cost of Nutrition Information," presented at the 2015 Society of Consumer Psychology conference in Phoenix, AZ.
- Liu, Peggy*, Kelly L. Haws, Cait Lamberton, Troy Campbell, and Gavan Fitzsimons (2015), "Vice-Virtue Bundles," presented at the 2015 Society of Consumer Psychology conference in Phoenix, AZ.
- Lowe, Michael L. *, and Kelly L. Haws (2015), ""(Im)moral Support: The Social Outcomes of Shared Self-Control Decisions," presented at the 2015 Society of Consumer Psychology conference in Phoenix, AZ.
- Redden, Joseph P. *, Kelly L. Haws, and Brent McFerran (2015), "The Satiating Effect of Pricing: The Influence of Price on Enjoyment over Time," presented at the 2015 Society of Consumer Psychology conference in Phoenix, AZ.
- Haws, Kelly L., Rebecca Walker Reczek, and Kevin Sample* (2014), "The Healthy = Expensive Intuition: Why Perceptions that Healthy Eating Costs More Can Be So Costly," presented at the 2014 Association of Consumer Research conference in Baltimore, MD.
- Patrick, Vanessa*, and Kelly L. Haws (2014), " "And" Bridges and "With" Bonds: Lexical Inferencing-based Framework for Influencing Perceptions of Product Combinations," presented at the 2014 Association of Consumer Research conference in Baltimore, MD.
- Haws, Kelly L., Utpal M. Dholakia, Scott W. Davis*, and Yeosun Yoon, "Control over What? Assessing General and Domain-Specific Self-Control," presented at the 2014 Association of Consumer Research conference in Baltimore, MD.
- Lowe, Michael L. *, and Kelly L. Haws (2014), "Sounds Big: The Cross-Modal Effects of Auditory Pitch on Product Perceptions," presented at the 2014 Association of Consumer Research conference in Baltimore, MD.
- David, Meredith E. *, and Kelly L. Haws (2014), "Saying "No" to Cake or "Yes" to Kale: Plans to Exclude or Include Foods to Reach Health Goals," presented at the 2014 Association of Consumer Research conference in Baltimore, MD.
- David, Meredith E. *, William O. Bearden, and Kelly L. Haws (2014), "The Role of Interpersonal Attachment Anxiety and Security of Consumer Responses to Customized Pricing," presented at the 2014 Association of Consumer Research conference in Baltimore, MD.
- Haws, Kelly L. *, Peggy Liu, Joseph P. Redden (2014), "Consumption Patterns and Weight Loss," presented at the 2014 Association of Consumer Research conference in Baltimore, MD.
- Liu, Peggy*, Cait Lamberton, and Kelly L. Haws (2014), "Trivializing Compensation and Muddy Linings: When Firm Expenditures to Acknowledge Backfire," presented at the 2014 Association of Consumer Research conference in Baltimore, MD.
- David, Meredith E. *, William O. Bearden, and Kelly L. Haws (2014), "Consumer Responses to Customized Pricing Mechanisms and the Key Role of Interpersonal Attachment Styles," AMA Summer Educators' Conference, San Francisco, California.

- Haws, Kelly L., Utpal M. Dholakia, Scott W. Davis*, and Yeosun Yoon, "Control over What? A Theoretical and Empirical Examination of General and Domain-Specific Self-Control," presented at the 2014 Society for Consumer Psychology conference in Miami, FL.
- Davis, Scott*, and Kelly L. Haws (2014), "This Is Important (But Don't Tell Me That): The Backfire Effect of Emphasizing Goal Importance," presented at the 2014 Society for Consumer Psychology conference in Miami, FL.
- Davis, Scott*, Kelly L. Haws, and Joseph P. Redden (2014), ""This Isn't So Bad": Assimilation, Contrast, and Self-Control on Healthiness Perceptions," accepted at the Behavioral Science of Eating Conference, Carnegie Mellon, Pittsburgh, PA.
- Davis, Scott*, Kelly L. Haws, and Joseph P. Redden (2013), ""This Isn't So Bad": Assimilation, Contrast, and Self-Control on Healthiness Perceptions," presented at the 2013 Association for Consumer Research conference in Chicago, IL.
- Lowe, Michael L. *, and Kelly L. Haws (2013), "Camaraderie in Crime: Shared Self-Control Decisions and Affiliation," presented at the 2013 Association for Consumer Research conference in Chicago, IL.
- Davis, Scott*, and Kelly L. Haws (2013), "This Is Important (But Don't Tell Me That): The Backfire Effect of Emphasizing Goal Importance," presented at the 2013 Association for Consumer Research conference in Chicago, IL.
- Naylor, Rebecca Walker, Kelly L. Haws*, and Chris Summers (2013), "Earning Luckiness: The Effect of Active Loyalty Program Membership on Consumer Predictions of Randomly-Determined Marketing Outcomes," presented at the 2013 Association for Consumer Research conference in Chicago, IL.
- Davis, Scott*, Kelly L. Haws, and Joseph P. Redden (2013), "Apples to Apples or Apples to Crackers? Assimilation, Contrast, and Self-Control on Healthiness Perceptions," presented at the 2013 Society for Consumer Psychology conference in San Antonio, TX.
- Davis, Scott*, and Kelly L. Haws (2013), "This Is Important (But Don't Tell Me That): The Potential Backfire Effects of Emphasizing Goal Importance," presented at the 2013 Society for Consumer Psychology conference in San Antonio, TX.
- Naylor, Rebecca Walker, Kelly L. Haws, and Chris Summers* (2013), "Earning Luckiness: The Effect of Elite Loyalty Program Membership Status on Perceptions of Luck," presented at the 2013 Society for Consumer Psychology conference in San Antonio, TX.
- Dzhogleva, Hristina*, Cait Poynor Lamberton, and Kelly L. Haws (2012), "Haunts or Helps from the Past: How Does Recalling Past Self-Controls Acts Affect Current Self-Control?" presented at the 2012 Association for Consumer Research conference in Vancouver, BC.
- Haws, Kelly L. *, and Joseph P. Redden (2012), "In Control of Variety: How Self-Control Reduces the Effect of Variety," presented at the 2012 Association for Consumer Research conference in Vancouver, BC.

Haws, Kelly L. *, and Karen Page Winterich, "Supersized Pricing: Trading off Health for Thrift in a Supersized World," presented at the 2012 Association for Consumer Research conference in Vancouver, BC.

Haws, Kelly L., Joseph P. Redden, and Scott Davis* (2012), "Knowing When to Assimilate and When to Contrast: Self-Control and the Influence of Contextual Order," presented at the 2012 Association for Consumer Research conference in Vancouver, BC.

Naylor, Rebecca W., Kelly L. Haws, and Christopher Summers* (2012), "Getting Lucky: When Loyalty Status Makes You Feel Lucky" accepted for the 2012 Association for Consumer Research conference in Vancouver, BC.

Haws, Kelly L. *, and Joseph P. Redden (2012), "In Control of Variety: How Self-Control Reduces the Effect of Variety," presented at BRDM (Behavioral Decision Research in Management) conference in Boulder, CO, June 2012.

Haws, Kelly L., Juliano Laran, and Michael Lowe* (2012), "Postponing Pleasure as a Self-Control Mechanism." presented at the 2012 Society for Consumer Psychology conference in Las Vegas, NV.

Dzhogleva, Hristina*, Cait Poynor Lamberton, and Kelly L. Haws (2012), "Haunts or Helps from the Past: How Does Recalling Past Self-Controls Acts Affect Current Self-Control?" presented at the 2012 Society for Consumer Psychology conference in Las Vegas, NV.

Haws, Kelly L. *, Cait Lamberton, Hristina Dzhogleva, and Gavan Fitzsimons (2011), "A Life in Balance or a Slippery Slope? Exploring the Use and Effectiveness of Moderation versus Avoidance Self-Control Strategies," presented at the 2011 Association of Consumer Research conference in St. Louis, MO.

Nenkov, Gergana*, Kelly L. Haws, and Min Jung Kim (2011), "How Best to Think about the Future: Which Outcome Elaboration Strategies Help Control Desire?" presented at the 2011 Association of Consumer Research conference in St. Louis, MO.

Lowe, Michael*, Kelly L. Haws, and Rebecca Schelgel (2011), "'I've Got This Song in My Head': How Music Influences Identity and Product Preference," presented at the 2011 Society for Consumer Psychology Conference in Atlanta, GA.

Lin, Wang-Tin* and Kelly L. Haws (2010), "Not Everyone Loves Buffets: Pricing Preference of Frugal Consumers," data collection in progress, presented at the Association of Consumer Research conference in Jacksonville, FL.

Lowe, Michael* and Kelly L. Haws (2010), "Anticipate, Go Big, Enjoy, Repeat: Towards an Optimal Consumption Strategy and Well-Being," presented at the 2010 Association of Consumer Research conference in Jacksonville, FL.

Haws, Kelly L. *, Rebecca W. Naylor, William O. Bearden, and Robin Coulter (2010), "It's Mine to Keep! Understanding Product Retention Tendency," presented at the 2010 Association of Consumer Research conference in Jacksonville, FL.

Haws, Kelly L. *, Karen P. Winterich, and Rebecca W. Naylor (2010), "Seeing the World through GREEN-tinted Glasses: Motivated Reasoning and Consumer Response to Environmentally

Friendly Products,” presented at the 2010 Association of Consumer Research conference in Jacksonville, FL.

Poynor, Cait, Rebecca W. Naylor*, and Kelly L. Haws (2010), “Same Destination, Different Paths: The Effect of Observing Others’ Divergent Reasoning on Choice Confidence,” presented at the 2010 Association of Consumer Research conference in Jacksonville, FL.

Redden, Joseph* and Kelly L. Haws (2010), “Healthy Satiation and Self-Control,” presented at the 2010 Association of Consumer Research conference in Jacksonville, FL.

Berry, Leonard, Kathleen Seiders, Kelly L. Haws, and Andrea Godfrey* (2010), “Examining the Impact of Physicians’ Approaches to Addressing Consumers’ Lifestyle Issues,” presented at the 2010 American Marketing Association conference, Boston, MA.

Naylor, Rebecca W.*, Cait Poynor, and Kelly L. Haws (2010), “Same Destination, Different Paths: The Effect of Observing Others’ Divergent Reasoning on Choice Confidence,” presented at the 2010 Society for Consumer Research Conference in St. Petersburg, FL.

Haws, Kelly L.* and Gergana Y. Nenkov* (2009), “Enhancing Self-Control through Future Consequence Elaboration,” presented at the 2009 Association of Consumer Research Conference in Pittsburgh, PA.

Komarova, Yuliya, Kelly L. Haws*, and Amar Cheema, “Mental Accounts and Spending: The Role of Affect and Cognitive Load,” presented at the 2009 Association of Consumer Research Conference in Pittsburgh, PA.

Raghunathan, Rajagopal, Rebecca W. Naylor*, Kalpesh Desai, and Kelly Haws (2009), “Evil Intuitions: Why Belief in the ‘Unhealthy = Tasty’ Intuition Leads to Unhealthy Food Choices,” presented at the 2009 Association of Consumer Research Conference in Pittsburgh, PA.

Winterich, Karen P., and Kelly L. Haws* (2009), “Helpful Hopefulness: The Impact of Hope on Self-Control,” presented at the 2009 Association of Consumer Research Conference in Pittsburgh, PA.

Winterich, Karen Page* and Kelly L. Haws* (2009), “Differential Effects of Positive Emotions on Consumption Behaviors,” presented at the 2009 Society for Consumer Research Conference in San Diego, CA.

Haws, Kelly L.* and Cait Poynor (2008), “Seize the Day! Encouraging Indulgence for the Hyperopic Consumer,” presented at the 2008 Association for Consumer Research Conference in San Francisco, CA.

Haws, Kelly L. and Cait Poynor* (2008), “Seize the Day! Encouraging Indulgence for the Hyperopic Consumer,” presented at the 2008 Marketing Science conference in Vancouver, Canada.

Haws, Kelly L.* and William O. Bearden (2008), “Consumer Spending Self-Control: Conceptual Developments and Applications,” presented at the 2008 Society for Consumer Research Conference in New Orleans, LA.

- Haws, Kelly L., Rebecca W. Naylor*, William O. Bearden, and Robin Coulter (2007), "To Have and To Hold? Consumer Disposition Tendencies," presented at the Association for Consumer Research Conference in Memphis, TN.
- Haws, Kelly L.* and William O. Bearden (2007), "Chronic Goal Orientation: Extending Prior Consumer Research and Regulatory Focus Theory," presented at the 2007 Society for Consumer Research Conference in Las Vegas, NV.
- Naylor, Rebecca W.*, Courtney Droms, and Kelly L. Haws (2007), "Eating with a Purpose: Consumer Responses to Functional Food Health Claims," presented at the 2007 Society for Consumer Research Conference in Las Vegas, NV.
- Komarova, Yuliya* and Kelly L. Haws (2007), "Incidental Mood and Consumer Evaluation of Price," presented at the 2007 Society for Consumer Research Conference in Las Vegas, NV.
- Haws, Kelly L.* and Cait Poynor (2006), "Lines in the Sand: Using Category Widths to Define and Pursue Self-Control Goals," presented at the 2006 Association for Consumer Research Conference in Orlando, FL.
- Haws, Kelly L.* (2006), "Construing Out of Self-Control Failure: A Construal Level Theory Approach to Understanding Self-Control Strategies," presented as a working paper at the Association for Consumer Research Conference in Orlando, FL.
- Haws, Kelly L. and William O. Bearden* (2006), "Consumer Spending Self-Control: Conceptual and Measurement Refinements," presented at the Summer 2006 American Marketing Association Educators' Conference in Chicago, IL.
- Wood, Stacy L.* and Kelly L. Haws (2005), "Conscious and Nonconscious Elements in Habitual Consumption Behavior: Building a Triadic Framework of Habits, Practices, and Compulsions," presented at the 2005 Association for Consumer Research conference in San Antonio, TX.
- Haws, Kelly L. and William O. Bearden* (2005), "Dynamic Pricing and Consumer Perceptions of Price (Un)Fairness," presented at the Summer 2005 American Marketing Association Educators' Conference in San Francisco, CA.
- Haws, Kelly L.* and Cait Poynor (2005), "Inside the Price Signal: The Relationship between Price and Perceived Innovativeness," Poster session at the 2005 Society of Consumer Psychology conference in St. Petersburg, FL.
- Wood, Stacy L. and Kelly L. Haws* (2004), "Anticipating Returns: Preemptive Compensation as a Double-Edged Sword," Poster session at the 2004 Association for Consumer Research conference in Portland, OR.

INVITED RESEARCH PRESENTATIONS GIVEN (POST JOB MARKET)

- Haring-Sheth Distinguished Scholar Speaker, Haring Symposium, Indiana University, April 2018

- IESE Business School, Barcelona, Spain, March 2018
- Vanderbilt University, Board of Trust presentation, February 2018
- Owen Graduate School of Management, Vanderbilt, Board of Visitors, December 2017
- University of Missouri Kansas City, November 2017
- University of Minnesota, April 2017
- University of Cincinnati, March 2017
- University of Miami, February 2016
- University of Alberta, January 2016
- Vanderbilt Institute for Obesity and Metabolism, Forum speaker, September 2015
- Forefronts in Food Portions Conference, Philadelphia, May 2015
- University of Iowa, May 2015
- Guest Ph.D. Seminar Professor, University of Southern California, April 2015
- Erasmus University, Netherlands March 2015
- Board of Trust, Obesity Research, Vanderbilt University, February 2015
- Stanford University, May 2014
- SUNY Stony Brook, May 2014
- University of Arkansas, April 2014
- Duke University, April 2014
- Yale University, December 2012
- Wharton, University of Pennsylvania, December 2012
- University of Washington, Seattle, November 2012, also: Guest Ph.D. Seminar Instructor
- Vanderbilt University, November 2012
- University of South Carolina, September 2012
- Ohio State University, June 2012
- University of Pittsburgh, April 2012, also: Guest Ph.D. Seminar Instructor
- Executive Board of Directors, Scott & White Health Plan, Temple, Texas, April 2012
- University of Colorado, Boulder, January 2012
- Rice University, January 2012
- University of Texas Austin, October 2011
- University of Texas San Antonio, Spring 2011
- Department of Agricultural Economics, Texas A&M University, November 2010
- Texas Colloquium, University of Texas San Antonio, Spring 2010
- Sponsors Forum for the Center for Retailing Studies, Texas A&M University, Spring 2010
- Social Psychology, Texas A&M University, Spring 2010
- Cognitive Psychology, Texas A&M University, Spring 2010
- Marketing Department Research Camp, Texas A&M University, Spring 2010
- Marketing Department Seminar Series, Texas A&M University, Spring 2008

TEACHING

Graduate Courses Taught

- Pricing Strategies, MGT 6568, Vanderbilt University, Fall 2013, Fall 2014, Fall 2015
- Consumer Analysis, MGT 6462, Vanderbilt University, Spring 2014, Spring 2015, Spring 2016, Spring 2017, Spring 2018
- Analyzing Consumer Behavior, MKTG 650, Texas A&M, Fall 2010, Fall 2011, Fall 2012

Undergraduate Marketing Courses Taught

- Principles of Marketing, BUS 2600, Vanderbilt University, Spring 2018

- Consumer Behavior (MKTG 322, Texas A&M)
 - Fall 2010, Fall 2011, Fall 2012: 2 sections
 - Spring 2008; Spring 2009; Spring 2010: 3 sections
- Principles of Marketing, 2005; University of South Carolina
- Marketing Research, 2004; University of South Carolina
- Consumer Behavior, 2003; University of South Carolina Sumter
- Principles of Marketing, 2002; University of South Carolina Sumter

Undergraduate Non-Marketing Courses Taught (University of South Carolina Sumter):

- Financial Statement Analysis; Corporate Finance; Financial Accounting; Managerial Accounting

Graduate Student Advising/Mentoring

- Dissertation/Thesis Committees:
 - Philip Gable, Texas A&M Social Psychology
 - Sarah Flores, Texas A&M Social Psychology
 - Shane Bench, Texas A&M Social Psychology
 - Woo Jin Choi, Marketing, Texas A&M
 - Michael Lowe, Marketing, Texas A&M, Co-chair
 - Min Jung Kim, Marketing, Texas A&M
 - Meghan Wall, Masters' Thesis, Texas A&M
 - Thomas Price, Texas A&M Social Psychology
 - Scott Davis, Marketing, Texas A&M, Co-chair
 - Hristina Dzhogleva, Marketing, University of Pittsburgh, external member
 - Henri Rautonen, Law and Economics, Vanderbilt University
 - Kevin Sample, University of Georgia, Marketing
 - Andrea Bushaw, Vanderbilt School of Nursing

SERVICE

External Service Activities

- Co-chair for the Society for Consumer Psychology primary conference, Savannah, Georgia, 2019
- Co-chair, American Marketing Association Summer Educators conference, 2017
- Associate Editor for the American Marketing Association Winter conference, 2017
- Associate Editor for the Association for Consumer Research conference, 2016
- 2015 Early Career Award for the Association for Consumer Research Selection Committee
- Co-Chair, APA Division 23's (Consumer Psychology) Annual Conference, 2016
- 2015 C.W. Park Young Contributor Award Selection Committee Chair
- Society for Consumer Psychology, Special Task Force, 2014-5
- Co-chair of the 2014 Association for Consumer Research's Mid-Career Mentorship Program
- Member of the ACR Advisory Committee on Transformative Consumer Research, beginning 2014
- *Invited faculty participant* for the 2014, 2015, and 2017 Society for Consumer Psychology Doctoral Symposium
- *Invited faculty participant* for the 2011, 2013, 2014, 2015, and 2017 Association for Consumer Research Doctoral Symposium

- *Track Co-chair* for Consumer Psychology and Behavior track for the American Marketing Association Marketing Educators' Summer Conference, 2012
- *Track Co-chair* for Consumer Psychology and Behavior track for the American Marketing Association Marketing Educators' Summer Conference, 2011, San Francisco.
- Program Committee Member for the Association for Consumer Research 2010, 2011, 2012, 2013, 2014, 2016 (AE), 2019
- Program Committee Member for the Society for Consumer Psychology 2011, 2012, 2013, 2014, 2015, 2017
- Program Committee Member for Society for Consumer Psychology International 2012, 2015
- Reviewing:
 - Associate Editor: *Journal of Marketing*, beginning 2018
 - Associate Editor: *Journal of the Academy of Marketing Science*, November 2015-present
 - Editorial Review Board Member
 - *Journal of Consumer Research*, July 2012 – present
 - *Journal of Consumer Psychology*, January 2012- present
 - *Journal of Public Policy & Marketing*, June 2013- present
 - *Journal of Marketing*, June 2017-present
 - *Journal of Retailing*, November 2017-present
 - *Marketing Letters*, September 2017-present
 - *Journal of Business Research*, 2015-present
 - Journals (Ad-hoc):
 - *Appetite*
 - *International Journal for Research in Marketing*
 - *Journal of the Association of Consumer Research*
 - *Journal of Experimental Social Psychology*
 - *Journal of Marketing Research*
 - *Journal of Interactive Marketing*
 - *Management Science*
 - Conferences:
 - Association for Consumer Research
 - Society for Consumer Psychology
 - American Marketing Association
 - Competitions/Grants:
 - SCP Dissertation Proposal Competition
 - Howard-Sheth Dissertation Competition
 - National Science Foundation: Decision, Risk, and Management Sciences

Internal Service Activities

- Panelist for April 2018 for Vanderbilt Faculty Insights Panel: “Promotion to Full: Building Research Momentum After Tenure”
- Vanderbilt University TIPS Council, 2017-2018
- Postdoctoral Recruiting Committee Chair, 2018
- Marketing Faculty Recruiting Chair, 2017
- Vanderbilt University TIPS Panel Reviewer, 2017
- Member of the Vanderbilt Institute for Obesity and Metabolism (and related TIPS grant)
- Postdoctoral Fellow Coordinator, Marketing area, Owen, Vanderbilt (2015)

- Behavioral Lab and Participant Pool Administrator, Owen, Vanderbilt University (2013 – present)
- Invited panelist for presentation of Obesity Research to the Board of Trust, Vanderbilt University, February 2015
- MBA Program Committee Member, Owen, Vanderbilt University (2014-present)
- Faculty judge for Communications class presentation, Owen, Vanderbilt University 2013-2015
- Chair, Department of Marketing Faculty Recruiting Committee, Texas A&M (2012-13)
- Faculty Recruiting Committee Member, Marketing Department, Texas A&M, 2008, 2009, 2010, 2011
- Doctoral Program Council Member, Marketing Department, Texas A&M, 2008-2009, 2010-present
- Member of the University Human Subjects Working Group, Texas A&M
- University-level committee: Brown-Rudder and Gates-Mueller top student awards selection committee, Spring 2011
- Student participant pool administrator, Marketing Department, Texas A&M, 2007 – present
- Faculty judge for MBA Professional Study Consulting Project, 2009, 2010, 2011
- Subject Matter Faculty for EMBA Capstone Projects, 2010, 2011
- Defining Excellence Committee Member, Marketing Department, Texas A&M, 2006-7
- Research Seminar Council Member, Marketing Department, Texas A&M, 2007-8
- Faculty representative for the 2009 University of Houston Doctoral Symposium

POST-UNDERGRADUATE WORK EXPERIENCE

2001-2003: Instructor of Accounting and Finance, University of South Carolina, Sumter, SC.

- Full time instructor of Accounting and Finance
- Also taught marketing courses
- Designed and taught a total of six different courses
- Served on a variety of university committees

2000-2001: Loan Officer Specialist, McCullough Mortgage and Financial, Phoenix, AZ.

- Sales, specializing in residential mortgage refinancing
- Facilitated training of new loan officers

ACADEMIC AFFILIATIONS

- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association
- American Psychological Association