

## Kelly Goldsmith

Associate Professor, Marketing Department  
Owen Graduate School of Management, Vanderbilt University

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<i>EMPLOYMENT</i>	Associate Professor of Marketing with Tenure, Owen Graduate School of Management	2017 - <i>present</i>
	Assistant Professor of Marketing, Kellogg School of Management	2009 - 2017

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<i>EDUCATION</i>	Ph.D., M.Phil, M.A., Marketing, Yale University, 2009 B.A., Cum Laude, Sociology, Duke University, 2001
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<i>SELECT HONORS &amp; AWARDS</i>	<ul style="list-style-type: none"><li>▪ Provost Research Studio Grant Winner, 2019</li><li>▪ TEDx Nashville Speaker, 2019</li><li>▪ JCR Outstanding Reviewer Award, 2017-2018</li><li>▪ Faculty Impact Award Winner, 2017</li><li>▪ Marketing Science Institute (MSI) Young Scholar, 2015</li><li>▪ Clewett Research Chair, 2012; McManus Research Chair, 2014</li><li>▪ Sidney J. Levy Award for Excellence in Teaching, 2012, 2014</li><li>▪ One of five faculty nominated for the Outstanding Professor of the Year Award, Kellogg School of Management, 2013</li><li>▪ Winner, Levy and Weitz AMA Doctoral Dissertation Competition</li><li>▪ Honorable Mention, SCP-SHETH Doctoral Dissertation Competition</li></ul>
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<i>RESEARCH INTERESTS</i>	Uncertainty, Scarcity and Decision Making	Prosocial Consumer Behavior
	Goals and Self-regulation	Behavioral Decision Theory

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### *PUBLICATIONS*

1. Khan, Uzma, Kelly Goldsmith and Ravi Dhar (2019). “**When Does Altruism Trump Self-Interest? The Moderating Role of Affect in Extrinsic Incentives.**” *Journal of the Association for Consumer Research*, forthcoming.
  2. Goldsmith, Kelly, Caroline Roux and Anne V. Wilson (2019). “**Can Thoughts of Having Less Ever Promote Prosocial Preferences? The Relationship between Scarcity, Construal Level and Sustainable Product Adoption.**” *Journal of the Association for Consumer Research*, forthcoming.
  3. Cannon, Christopher, Kelly Goldsmith and Caroline Roux (2019). “**A Self-Regulatory Model of Resource Scarcity.**” *Journal of Consumer Psychology*, 29, 1, 104-127.
  4. Goldsmith, Kelly, Elizabeth Friedman and Ravi Dhar (2019). “**You Don’t Blow Your Diet on Twinkies: Choice Processes when Choice Options Conflict with Incidental Goals.**” *Journal for the Association of Consumer Research*, 3, 1, 63-80.
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5. Goldsmith, Kelly Caroline Roux and Jingjing Ma (2018). “**When Seeking the Best Brings out the Worst in Consumers: Understanding the Relationship between a Maximizing Mindset and Immoral Behavior.**” *Journal of Consumer Psychology*, 28, 2, 293-309.
  6. Duke, Kristen, Kelly Goldsmith and On Amir (2018). “**Is the Preference for Certainty Always So Certain?**” *Journal of the Association for Consumer Research*, 3, 1, 63-80.
  7. Hamilton, Rebecca, Debora Thompson, Sterling Bone, Lan Nguyen Chaplin, Vladas Griskevicius, Kelly Goldsmith, Ronald Hill, Chiraag Mittal, Thomas O’Guinn, Paul Piff, Deborah Roedder John, Caroline Roux, Anuj Shah, and Meng Zhu (2018). “**The Effects of Scarcity on Consumer Decision Journeys.**” *Journal of the Academy of Marketing Science*, 1-19.
  8. Goldsmith, Kelly, George Newman and Ravi Dhar (2016). “**Mental Representation Changes the Evaluation of Green Product Benefits,**” *Nature Climate Change*, 6, 847 - 850.
  9. Roux, Caroline, Kelly Goldsmith and Andrea Bonezzi (2015). “**On the Psychology of Scarcity: When Reminders of Resource Scarcity Promote Selfish (and Generous) Behavior,**” *Journal of Consumer Research*, 42, 4, 615 - 631.
  10. Savary, Jennifer, Kelly Goldsmith and Ravi Dhar (2015). “**Giving Against the Odds: How Highlighting Tempting Alternatives Increases Willingness to Donate,**” *Journal of Marketing Research*, 52, 1, 27 - 38.
  11. Goldsmith, Kelly and Ravi Dhar (2013). “**Negativity Bias and Task Motivation: Testing the Effectiveness of Positively versus Negatively Framed Incentives,**” *Journal of Experimental Psychology: Applied*, 19, 4, 538 - 366.
  12. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2012). “**When Guilt Begets Pleasure: The Positive Effect of a Negative Emotion,**” *Journal of Marketing Research*, 49, 6, 872 - 881.
  13. Meyvis, Tom, Kelly Goldsmith and Ravi Dhar (2012). “**Brand Extensions and the Consumer Decision Environment: Pictures and Comparisons Shift Consumers’ Emphasis from Fit to Quality,**” *Journal of Marketing Research*, 49, 2, 206 - 217.
  14. Goldsmith, Kelly and On Amir (2010). “**Can Uncertainty Improve Promotions?**” *Journal of Marketing Research*, 47, 1070 - 1077.
  15. Huber, Joel, Kelly Goldsmith and Cassie Mogilner (2008). “**Reinforcement vs. Balance Responses in Sequential Choice,**” *Marketing Letters*, 19, 229 - 239.
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*SELECT PAPERS UNDER REVIEW*

16. Larson, Jeff, Kelly Goldsmith and Brandon J. Allen. “**When Reputation for Innovativeness Confers Negative Consequences for Brands.**” Revising for invited third round review at *the Journal of Consumer Research*.
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17. Savary, Jennifer and Kelly Goldsmith. “**Unobserved Altruism: How Social- and Self-Signaling Motives Shape Donation Behavior.**” Revising for invited second round review at *Journal of Experimental Psychology: Applied*.
  18. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith. “**Matters of Time (Scarcity): Do Offline Theories Predict Online Effects?**” Under first round review at the *Journal of Marketing Research*.
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*SELECT MANUSCRIPTS IN PREPARATION*

19. Galoni, Chelsea, Kelly Goldsmith and Hal E. Hershfield. “**How Ease of Categorization Affects the Use of Discounting Cues.**” *Working paper*.
  20. Cheatham, Lauren, Kelly Goldsmith, David Gal, and Raj Raghunathan. “**The Pursuit of Happiness: Can It Make You Happy?**” *Working paper*.
  21. Roux, Caroline, Kamila Sobol, Laura Goodyear and Kelly Goldsmith. “**Anthropomorphism and Self-Regulation: How Framing Products as Partners versus Servants in Goal Pursuit Impacts Pleasure from Goal Violation.**” *Working paper*.
  22. Wilson, Anne V., Kelly Goldsmith and Caroline Roux. “**Weighing the Costs and Benefits: Reminders of Resource Scarcity Increase Attention to Tradeoff-Relevant Contextual Cues.**”
  23. Ali Tezer, Caroline Roux and Kelly Goldsmith. “**When Thoughts of “Having Less” Promote the Desire to Become One’s Best.**”
  24. Goldsmith, Kelly, Caroline Roux and Anne V. Wilson. “**Resource Scarcity and Brand Extension Preferences.**”
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*SELECT ADDITIONAL PUBLICATIONS AND PROCEEDINGS*

25. Roux, Caroline and Kelly Goldsmith (2014). “Scarcity, Poverty and their Implications for Consumers’ Cognitions, Judgment and Behavior,” *Advances in Consumer Research*, 42.
  26. Goldsmith, Kelly and Anastasiya Pocheptsova (2010). “Losing Control When We Least Expect It (and Surprising Ways to Get It Back),” *Advances in Consumer Research*, 37.
  27. Goldsmith, Kelly, Jing Xu and Ravi Dhar (2010). “The Power of Customers’ Mindset,” *MIT Sloan Management Review*, Fall, 19-20.
  28. Goldsmith, Marshall and Kelly Goldsmith (2009). “How Happiness Happens,” *BusinessWeek*, 92.
  29. Goldsmith, Kelly and Ravi Dhar (2008). “Organic Manipulations and Implications for Choice,” *Advances in Consumer Research*, 35.
  30. Goldsmith, Kelly and Sanjay Sood (2007). “Challenges and Extensions to Standard Beliefs in Branding Research,” *Advances in Consumer Research*, 34.
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*CONFERENCE PRESENTATIONS*

*Since I began presenting my research in 2006, my research has been presented over 60 times at the top conferences in marketing and psychology. A list of my conference presentations can be emailed upon request.*

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<i>INVITED TALKS</i>	Duke University, 2019	Univ. of Texas at Austin, 2013
	Wash. Univ. in St. Louis, 2008, 2018	Univ. of Miami, 2008, 2012
	Johns Hopkins Univ., 2017	Univ. of Pittsburgh, 2012
	Harvard Univ., 2017	Davidson College, 2010
	Vanderbilt Univ., 2017	Univ. of Chicago, 2010
	The Ohio State Univ., 2016	Emory Univ., 2008
	Univ. of Wisconsin, Madison, 2016	INSEAD, 2008
	Temple University, 2016	New York Univ., 2008
	Yale University, 2016	Northwestern Univ., 2008
	Univ. of California, Los Angeles, 2014	Stanford Univ., 2008
	Univ. of British Columbia, 2014	Univ. of California, San Diego, 2008
	Southern Methodist Univ., 2014	Univ. of Southern California, 2008
	Carnegie Mellon Univ., 2013	

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<i>TEACHING</i>	<ul style="list-style-type: none"> <li>▪ <i>Marketing Research and Analytics</i> (MBA level; 2009 – present)</li> <li>▪ <i>Marketing Strategy</i> (MBA level; 2018 – present)</li> <li>▪ Select eMBA Level Teaching and Executive Programs: <ul style="list-style-type: none"> <li><i>Behavioral Economics for Managerial Decision Making</i></li> <li><i>Having Less, Doing More: Firm Level Strategies for Individual Level Scarcity</i></li> </ul> </li> </ul>
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<i>SELECT PROFESSIONAL SERVICE</i>	<p>Editorial Roles:</p> <ul style="list-style-type: none"> <li>▪ Co-editor, <i>Journal of Consumer Psychology</i>, special issue on Consumer Psychology for the Greater Good, publishing April 2021</li> <li>▪ Co-editor, <i>Journal of the Association for Consumer Research</i>, special issue on Scarcity and Consumer Decision Making, publishing Oct 2020</li> <li>▪ Editorial Review Board Membership: <ul style="list-style-type: none"> <li><i>Journal of Consumer Psychology</i>, 2018–present</li> <li><i>Journal of Consumer Research</i>, 2015–present</li> <li><i>Journal of Marketing Research</i>, 2014–present</li> </ul> </li> </ul>
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## Conference Leadership Roles:

- Co-chair, Doctoral Consortium, Society for Consumer Psychology Annual Conference, 2017
- Co-organizer, Women in the Society for Judgment and Decision Making Annual Meeting, 2013–2016
- Advisory Panel Member, Society for Consumer Psychology, 2014–2018
- Program Committee Member, Association for Consumer Research, 2016-present
- Program Committee Member, Society for Consumer Psychology, 2018-present

## Select Invited Reviewer Roles:

*Journal of the Association for Consumer Research; Journal of Consumer Psychology; Journal of Consumer Research; Journal of Marketing; Journal of Marketing Research; Management Science; Organizational Behavior and Human Decision Processes; Psychological Science*

*SELECT  
DEPARTMENTAL  
& SCHOOL  
SERVICE*

- Co-founder, Vanderbilt Marketing Hub, 2018-present  
For more, see: [marketingatvanderbilt.com](http://marketingatvanderbilt.com)
- Faculty Advisor, Vanderbilt Marketing Association, 2018-present
- Co-organizer, Owen Marketing Department Research Camp, 2018
- Co-organizer, Kellogg Marketing Department Speaker Series, 2015
- Co-organizer, Kellogg Marketing Camp, 2014
- Faculty Advisor, Marketing Conference; Retail + Luxury Club, 2012-13
- Coordinator, Weekly Research Brownbag (KAMP), 2009-12