

Kelly Goldsmith
E. Bronson Ingram Chair
Professor of Marketing
Owen Graduate School of Management | Vanderbilt University

Curriculum Vitae

EMPLOYMENT **Owen Graduate School of Management | Vanderbilt University**

E. Bronson Ingram Chair	2022 – <i>present</i>
Professor of Marketing	2021 – 2022
Associate Professor of Marketing	2017 – 2021

Kellogg School of Management | Northwestern University

Assistant Professor of Marketing	2009 – 2017
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EDUCATION

Yale University
Ph.D., M.Phil, M.A., Marketing

Duke University
B.A., Cum Laude, Sociology

RESEARCH INTERESTS

Scarcity and Uncertainty
Goals, Threats and Self-regulation

Pro-social Consumer Behavior
Behavioral Decision Theory

SELECT HONORS & AWARDS

- Research Productivity Award, 2021
- Marketing Science Institute (MSI) Scholar, 2020
- Chancellor’s Faculty Fellow, 2020-2022
- Vanderbilt Strong Grant Winner, 2020
- Dean’s Award for Teaching Winner, 2020
- Provost Research Studio Grant Winner, 2019
- Outstanding Professor of the Year Award Nominee, 2013, 2019, 2020
- JCR Outstanding Reviewer Award, 2017-2018
- Faculty Impact Award Winner, 2017
- Marketing Science Institute (MSI) Young Scholar, 2015
- McManus Research Chair, 2014
- Clewett Research Chair, 2012
- Sidney J. Levy Award for Excellence in Teaching, 2012, 2014
- Levy and Weitz AMA Dissertation Competition Winner, 2009
- SCP-SHETH Dissertation Competition Honorable Mention, 2009

ACADEMIC PUBLICATIONS

1. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith (2022). “**Examining the Efficacy of Time Scarcity Marketing Promotions in Online Retail.**” *Journal of Marketing Research*. <https://doi.org/10.1177/00222437221118856>
2. Goldsmith, Kelly, Caroline Roux, Ali Tezer and Christopher Cannon (2022). “**De-stigmatizing the ‘Win-win’: Making Sustainable Consumption Sustainable.**” *Current Opinion in Psychology*. Forthcoming. <https://doi.org/10.1016/j.copsyc.2022.101336>

3. Mas, Erick M., Kelly L. Haws and Kelly Goldsmith (2022). “**Bringing Our Values to the Table: Political Ideology, Food Waste, and Overconsumption.**” *Journal of the Association for Consumer Research*, 7, 3. <https://doi.org/10.1086/719583>
4. Lee, Angela Y. and Kelly Goldsmith (2022). “**Looking Back and Looking Forward: (Re)Interpreting Consumer Insights from a Time of Transition**” *Journal of the Association for Consumer Research*, 7, 1. <https://doi.org/10.1086/718146>
5. Labroo, Aparna A. and Kelly Goldsmith (2021). “**The Dirty Underbelly of Prosocial Behavior: Reconceptualizing Greater Good as an Ecosystem with Unintended Consequences.**” *Journal of Consumer Psychology*, 31, 3, 417-428. <https://doi.org/10.1002/jcpy.1261>
6. Galoni, Chelsea, Kelly Goldsmith and Hal E. Hershfield (2021). “**When Does Intoxication Help or Hurt My Case? The Role of Emotionality in the Use of Intoxication as a Discounting Cue.**” *Journal of the Association for Consumer Research*, 6, 3, 342-349. <https://doi.org/10.1086/714362>
7. Goldsmith, Kelly and Angela Y. Lee (2021). “**A View from Inside: Insights on Consumer Behavior during a Global Pandemic.**” *Journal of the Association for Consumer Research*, 6, 1, 142-148. <https://doi.org/10.1086/711896>
8. Goldsmith, Kelly, Caroline Roux and Christopher Cannon (2021). “**Understanding the Relationship between Resource Scarcity and Object Attachment.**” *Current Opinion in Psychology*, 39, 26-30. <https://doi.org/10.1016/j.copsyc.2020.07.012>
9. Lamberton, Cait and Kelly Goldsmith (2020). “**Ownership: Perennial Prize or Fading Goal? A Curation, Framework and Agenda for Future Research.**” *Journal of Consumer Research*, 47, 2, 301-309. <https://doi.org/10.1093/jcr/ucaa027>
10. Savary, Jennifer and Kelly Goldsmith (2020). “**Unobserved Altruism: How Social- and Self-Signaling Motives Shape Donation Behavior.**” *Journal of Experimental Psychology: Applied*, 28, 3, 538-550. <https://doi.org/10.1037/xap0000261>
11. Goldsmith, Kelly, Rebecca Hamilton and Vladas Griskevicius (2020). “**Scarcity and Consumer Decision Making: Is Scarcity a Mindset, a Threat, a Reference Point, or a Journey?**” *Journal of the Association for Consumer Research*, 5, 4, 358-364. <https://doi.org/10.1086/710531>
12. Khan, Uzma, Kelly Goldsmith and Ravi Dhar (2020). “**When Does Altruism Trump Self-Interest? The Moderating Role of Affect in Extrinsic Incentives.**” *Journal of the Association for Consumer Research*, 5, 1, 44-55. <https://doi.org/10.1086/706512>
13. Goldsmith, Kelly, Caroline Roux and Anne V. Wilson (2020). “**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*, 5, 1, 70-82. <https://doi.org/10.1086/706506>
14. Cannon, Christopher, Kelly Goldsmith and Caroline Roux (2019). “**A Self-Regulatory Model of Resource Scarcity.**” *Journal of Consumer Psychology*, 29, 1, 104-127. <https://doi.org/10.1002/jcpy.1035>
 15. 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. <https://doi.org/10.1086/700840>
 16. 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 (2019). “**The Effects of Scarcity on Consumer Decision Journeys.**” *Journal of the Academy of Marketing Science*, 1-19. <https://doi.org/10.1007/s11747-018-0604-7>
 17. 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. <https://doi.org/10.1002/jcpy.1017>
 18. 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. <https://doi.org/10.1086/695776>
 19. Goldsmith, Kelly, George Newman and Ravi Dhar (2016). “**Mental Representation Changes the Evaluation of Green Product Benefits.**” *Nature Climate Change*, 6, 847 - 850. <https://doi.org/10.1038/nclimate3019>
 20. 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. <https://doi.org/10.1093/jcr/ucv048>
 21. 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. <https://doi.org/10.1509/jmr.13.0244>
 22. 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 - 566. <https://doi.org/10.1037/a0034415>

23. 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. <https://doi.org/10.1509/jmr.09.0421>
24. 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. <https://doi.org/10.1509/jmr.08.0060>
25. Goldsmith, Kelly and On Amir (2010). “**Can Uncertainty Improve Promotions?**” *Journal of Marketing Research*, 47, 6, 1070 - 1077. <https://doi.org/10.1509/jmkr.47.6.1070>
26. Huber, Joel, Kelly Goldsmith and Cassie Mogilner (2008). “**Reinforcement vs. Balance Responses in Sequential Choice.**” *Marketing Letters*, 19, 229 - 239. <https://doi.org/10.1007/s11002-008-9042-5>

CHAPTERS

27. Roux, Caroline, Christopher Cannon and Kelly Goldsmith (2023). “**How Resource Scarcity Shapes Consumer Behavior: Implications from the COVID-19 Pandemic.**” In Laurette Dube, Maxime Cohen Nathan Yang and Bassem Monla (Eds.), *Precision Retailing*. University of Toronto Press.
28. Goldsmith, Kelly, Caroline Roux and Christopher Cannon. “**How States of Deficiency and Abundance Induce Vulnerability for the Self and Others.**” In Angela Lee (Ed), *Review of Marketing Research*. Under review.

CASES

29. Beless, Chris, Charlotte Dolan, April C. Hughes, and Kelly Goldsmith (2022). “**Paramount: Taking RuPaul’s Drag Race from a Subculture to Mainstream.**” *Ivey Publishing*. Available [here](#).
30. Wilson, Anne V., Kelly Goldsmith and Kaylee Tao (2022). “**Liquid Death: Water Made Metal.**” *Ivey Publishing*. Available [here](#).
31. Steele, M’Kenzie and Kelly Goldsmith (2022). “**Daily Crunch Snacks: Creating a New Market in the Midst of a Pandemic.**” *Ivey Publishing*. Available [here](#).

SELECT RESEARCH UNDER REVIEW & IN PREPARATION

32. Guo, Yang, Cait Lamberton and Kelly Goldsmith. “**Why Status is in the Eye of the Bag-holder: The Role of Acquisition Mode in Self-attributions.**” Under invited second round review.

33. Cannon, Christopher, Kelly Goldsmith and Caroline Roux. “**An Integrative Theory of Consumer Advantage and Disadvantage.**” Revising for invited second round review.
34. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith. “**Marketing in Macro-disruption: An Analytic and Predictive Framework for Future Research**” Revising for invited second round review.
35. Tezer, Ali Caroline Roux and Kelly Goldsmith. “**When Thoughts of ‘Having Less’ Promote the Desire to Become One’s Best: Reminders of Resource Scarcity and the Pursuit of Self-Improvement Benefits.**” Revising for invited second round review.
36. Roux, Caroline, Kelly Goldsmith and Chris Cannon. “**Identifying Remaining Deficits of Knowledge about Resource Scarcity.**” Under review.
37. Larson, Jeff, Kelly Goldsmith and Brandon J. Allen. “**When Reputation for Innovativeness Confers Negative Consequences for Brands.**” *In preparation.*
38. Cheatham, Lauren, Kelly Goldsmith, David Gal, and Raj Raghunathan. “**The Pursuit of Happiness: Can It Make You Happy?**” *In preparation.*

SELECT ADDITIONAL PUBLICATIONS

39. Goldsmith, Kelly and Marshall Goldsmith (2022). “**More Hours in the Day Would Make You a Better Leader – Here’s How to Get Them.**” *Chief Executive Magazine*, <https://chiefexecutive.net/more-hours-in-the-day-would-make-you-a-better-leader-heres-how-to-get-them/>
40. Goldsmith, Kelly and Marshall Goldsmith (2022). “**Striving for Approval.**” *Chief Executive Magazine*, <https://chiefexecutive.net/striving-for-approval/>
41. Goldsmith, Marshall and Kelly Goldsmith (2021). “**When Do You Eat the Marshmallow?**” *Chief Executive Magazine*, July. <https://chiefexecutive.net/when-do-you-eat-the-marshmallow/>
42. Goldsmith, Marshall and Kelly Goldsmith (2021). “**Do You Want to Be Mindful? Ask Yourself This Question Every Day.**” *Chief Executive Magazine*, August. <https://chiefexecutive.net/do-you-want-to-be-mindful-ask-yourself-this-question-every-day/>
43. Goldsmith, Kelly, Jing Xu and Ravi Dhar (2010). “**The Power of Customers’ Mindset.**” *MIT Sloan Management Review*, Fall, 19-20. <https://sloanreview.mit.edu/article/the-power-of-customers-mindset/>

TEACHING

- *Core Marketing* (MBA level; 2022 – present)
- *Marketing Strategy* (MBA and Master’s level; 2018 – 2022)
- *Marketing Research* (MBA and Master’s level; 2009 – 2021)
- Select eMBA, Undergraduate and Executive Programs

**CURRENT
UNIVERSITY
SERVICE
(2022-2023 only)**

- Vanderbilt Marketing Department, Area Coordinator
- Vanderbilt University Dean’s Search Committee, Member
- Vanderbilt University Faculty Senate, Senator
- Owen Marketing Association, Faculty Advisor
- MBA Program Advisory Committee, Member

ACADEMIC SERVICE

Editorial Roles:

- Associate Editor, *Journal of Marketing Research*, 2021-present
- Associate Editor, *Journal of the Academy of Marketing Science*, 2020-present
- Co-editor, *Journal of Consumer Psychology*, Special Issue: Consumer Psychology for the Greater Good, 2021
- Co-editor, *Journal of the Association for Consumer Research*, Flash Special Issues: Consumer Response to COVID-19, 2021, 2022
- Co-editor, *Journal of the Association for Consumer Research*, Special Issue: Scarcity and Consumer Decision Making, 2020

Editorial Review Board Membership:

- *Journal of Marketing*, 2021 – present
- *Journal of Consumer Psychology*, 2018 – present
- *Journal of Marketing Research*, 2014 – present
- *Journal of Experimental Psychology: Applied*, 2021 – present
- *Journal of Consumer Research*, 2015–2021; 2022 – present
- *Marketing Letters*, 2022 – present

Conference Leadership Roles:

- Co-chair, Society for Consumer Psychology (SCP) Annual Conference, 2022
- Co-chair, Doctoral Consortium, SCP Annual Conference, 2017
- Co-organizer, Women in the Society for Judgment and Decision Making, 2013–2016
- Advisory Panel Member, SCP, 2014–2018
- Program Committee Member, Association for Consumer Research (ACR), 2016-present

- Program Committee Member, SCP, 2018-present

Doctoral Thesis Committees:

- Anne V. Wilson, Marketing, Harvard Business School (2020)
- Jillian Hmurovic, Marketing, University of Pittsburgh (2020)
- Caroline Roux, Marketing, Kellogg School of Management (2014)*
Laura Harding, Marketing, Kellogg School of Management (2010)

**Served as committee chair*

**CONFERENCE &
PROFESSORIAL
PRESENTATIONS**

My research has been presented at over 100 conferences and professional events. A full list of my conference presentations, invited keynote speeches and/or published conference proceedings can be emailed upon request (info@profgoldsmith.com).

Select Invited Academic Talks:

University of Louisville, 2023
Kellogg School of Management, 2008, 2022
Cornell University, 2021
Columbia University, 2021
Emory University, 2008, 2021
The Ohio State University, 2016, 2021
University of Hawai‘i at Mānoa, 2021
McGill University, 2021
The Wharton School, 2020
Marketing Science Institute, 2020
University of Houston, 2020
Duke University, 2019
Washington University in St. Louis, 2008, 2018
Harvard University, 2017
Vanderbilt University, 2017
Johns Hopkins University, 2017
University of Wisconsin, Madison, 2016
Yale University, 2016
University of California, Los Angeles, 2014
University of British Columbia, 2014
Southern Methodist University, 2014
Carnegie Mellon University, 2013
University of Texas at Austin, 2013
University of Miami, 2008, 2012
University of Pittsburgh, 2012

Davidson College, 2010
University of Chicago, 2010
INSEAD, 2008
New York University, 2008
Stanford University, 2008
University of California, San Diego, 2008
University of Southern California, 2008

Select Invited Reviewer Roles:

Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Psychology: Applied
Journal of Marketing
Journal of Marketing Research
Journal of Public Policy and Marketing
Journal of the Academy of Marketing Science
Journal of the Association for Consumer Research
Management Science
Marketing Letters
Marketing Science
Nature
Organizational Behavior and Human Decision Processes
Proceedings of the National Academy of Sciences
Psychological Science

COMMUNITY ENGAGEMENT

- TEDxNashville 2019, Speaker (view [here](#))
- TEDxNashville Board, Member (2019 – *present*)
- Girl Scouts of Middle Tennessee Board, Member (2022 – *present*)
- [Leadership Nashville](#) Class of 2022, Member
- Girl Scout Troop 465, Co-leader (2021 – *present*)