

Kelly Goldsmith
Professor of Marketing
Owen Graduate School of Management
Vanderbilt University

Curriculum Vitae

EMPLOYMENT	Owen Graduate School of Management Vanderbilt University	
	Professor of Marketing	2021 – <i>present</i>
	Associate Professor of Marketing	2017 – 2021
	Kellogg School of Management Northwestern University	
	Assistant Professor of Marketing	2009 – 2017
EDUCATION	Yale University	
	Ph.D., M.Phil, M.A., Marketing	
	Duke University	
	B.A., Cum Laude, Sociology	
RESEARCH INTERESTS	Uncertainty, Scarcity and Decision Making	Pro-social Consumer Behavior
	Goals and Self-regulation	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
- TEDx Nashville Speaker, 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

PUBLICATIONS

1. 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>

2. Roux, Caroline, Christopher Cannon and Kelly Goldsmith (2021). “**How Resource Scarcity Shapes Consumer Behavior: Implications from the COVID-19 Pandemic.**” Chapter to appear in the book, *Precision Retailing*, forthcoming.
3. 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>
4. 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*, forthcoming. <https://doi.org/10.1086/711896>
5. 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>
6. 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>
7. 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>
8. Goldsmith, Kelly, Rebecca Hamilton and Vidas 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>
9. 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>
10. 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>
11. 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>

12. 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>
13. Hamilton, Rebecca, Debora Thompson, Sterling Bone, Lan Nguyen Chaplin, Vidas 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>
14. 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>
15. 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>
16. 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>
17. 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>
18. 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>
19. 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>
20. 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>
21. 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>

22. 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>
23. 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/>
24. 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>

SELECT WORK UNDER REVIEW & IN PREPARATION

25. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith. “**Matters of Time (Scarcity): Do Offline Theories Predict Online Effects?**” *Under invited second round review.*
26. Mas, Erick M., Kelly L. Haws and Kelly Goldsmith. “**The Politics of Eating: Political Ideology, Food Waste, and Overconsumption.**” *Under invited second round review.*
27. Guo, Yang, Cait Lamberton and Kelly Goldsmith. “**Why Status is in the Eye of the Bagholder: The Role of Acquisition Mode in Self-attributions.**” *Revising for invited second round review.*
28. Cannon, Christopher, Kelly Goldsmith and Caroline Roux. “**Two Pillars of Disadvantage: When and Why Scarcity is Unique from Powerlessness.**” *Revising for invited second round review.*
29. Ali Tezer, 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.**” *Under review.*
30. Larson, Jeff, Kelly Goldsmith and Brandon J. Allen. “**When Reputation for Innovativeness Confers Negative Consequences for Brands.**” *In preparation.*
31. Cheatham, Lauren, Kelly Goldsmith, David Gal, and Raj Raghunathan. “**The Pursuit of Happiness: Can It Make You Happy?**” *In preparation.*
32. Beless, Christopher, Charlotte Dolan, April C. Hughes, and Kelly Goldsmith. “**Case: RuPaul’s Drag Race and Viacom.**” *In preparation.*
33. Steele, M’Kenzie and Kelly Goldsmith. “**Daily Crunch Snacks: Creating a New Market in the Midst of a Pandemic.**” *In preparation.*

SELECT ADDITIONAL PUBLICATIONS AND PROCEEDINGS

34. Roux, Caroline and Kelly Goldsmith (2014). “Scarcity, Poverty and their Implications for Consumers’ Cognitions, Judgment and Behavior.” *Advances in Consumer Research*, 42.
35. Youn, Y. Jin and Kelly Goldsmith (2012). “Hell is Other People: When Others Make Us Selfish, Impulsive and Judgmental and Factors that Help Us Fight This.” *Advances in Consumer Research*, 39.
36. 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.
37. Goldsmith, Marshall and Kelly Goldsmith (2009). “How Happiness Happens.” *BusinessWeek*, 92.
38. Goldsmith, Kelly and Ravi Dhar (2008). “Organic Manipulations and Implications for Choice.” *Advances in Consumer Research*, 35.
39. Goldsmith, Kelly and Sanjay Sood (2007). “Challenges and Extensions to Standard Beliefs in Branding Research.” *Advances in Consumer Research*, 34.

SELECT CONFERENCE PRESENTATIONS (full list can be emailed upon request)

1. Mas, Erick, Caroline Roux and Kelly Goldsmith (2021). *The Scarcity “New Normal”*: *Scarcity and Income Inequality Post-COVID*. Forum held at the AMA Marketing + Public Policy Conference, Washington, DC. **Served as forum co-chair.**
2. Goldsmith, Kelly, Ali Tezer and Caroline Roux (2019). *When Thoughts of “Having Less” Promote the Desire to Become One’s Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement*. Paper presented at the Association for Consumer Research Conference, Atlanta, Georgia.
3. Goldsmith, Kelly, Rebecca Hamilton, Caroline Roux, and Meng Zhu (2018). *What’s Your Construct? Exploring the Different Definitions and Operationalizations of Scarcity*. Research Forum at the Association for Consumer Research Conference, Dallas, Texas. **Served as forum co-chair.**
4. Savary, Jen and Kelly Goldsmith (2018). *Unobserved Altruism*. Paper presented at the Association for Consumer Research Conference, Dallas, Texas.
5. Larson, Jeff, Kelly Goldsmith and Brandon J. Allen (2018). *When Reputation for Innovativeness Confers Negative Consequences for Brands*. Paper presented at the Association for Consumer Research Conference, Dallas, Texas.

6. Goldsmith, Kelly. *Pro-social Consumer Behavior* (2018). Paper presented at the Journal of the Association for Consumer Research Boutique Conference on Pro-social Consumer Behavior. Whistler, BC, Canada.
7. Goldsmith, Kelly, Hal E. Hershfield, and Chelsea Galoni (2018). *What Two Wrongs Make Alright: Examining the Psychological Factors Underlying the Tendency to Temper Judgments of Intoxicated People*. Paper presented at the American Psychological Association Conference, Atlanta, Georgia.
8. Goldsmith, Kelly, Uzma Khan and Ravi Dhar (2018). *Examining the Role of Affect in Performance Incentives*. SCP Boutique Conference on Vice and Virtue. Sydney, Australia.
9. Roux, Caroline, Laura Goodyear and Kelly Goldsmith (2017). *Scarcity and Narcissism*. Paper presented as a poster at the Association for Consumer Research Conference, San Diego, California.
10. Roux, Caroline, Kamila Sobol, Laura Goodyear and Kelly Goldsmith (2017). *Anthropomorphism and Self-Regulation*. Paper presented as a poster at the Association for Consumer Research Conference, San Diego, California.
11. Goldsmith, Kelly, Caroline Roux and Ann Wilson (2017). *Acting on Information: Reminders of Resource Scarcity Promote Adaptive Behavior and Flexible Thinking*. Paper presented at the Association for Consumer Research Conference, San Diego, California.
12. Goldsmith, Kelly, Caroline Roux and Ali Tezer (2017). *When Thoughts of “Having Less” Promote the Desire to Become One’s Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement*. Paper presented at the Association for Consumer Research Conference, San Diego, California.
13. Goldsmith, Kelly, Hal E. Hershfield, and Chelsea Galoni (2017). *What Two Wrongs Make Alright: Examining the Psychological Factors Underlying the Tendency to Temper Judgments of Intoxicated People*. Paper presented at the Association for Consumer Research Conference, San Diego, California.
14. Roux, Caroline, Meng Zhu, and Kelly Goldsmith (2017). *Toward an Integrated Understanding of Resource Scarcity*. Research Roundtable at the Association for Consumer Research Conference, San Diego, California. **Served as roundtable co-chair.**
15. Goldsmith, Kelly, Ali Tezer and Caroline Roux (2017). *When Thoughts of “Having Less” Promote the Desire to Become One’s Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement*. Paper presented at the Society for Consumer Psychology Conference, San Francisco, California.
16. Goldsmith, Kelly, Ali Tezer and Caroline Roux (2016). *When Thoughts of “Having Less” Promote the Desire to Become One’s Best: Reminders of Resource Scarcity Increase the*

- Desire for Self-Improvement*. Paper presented as a poster at the Judgment and Decision Making Conference, Boston, Massachusetts.
17. Goldsmith, Kelly, Anne Wilson and Caroline Roux (2016). *Acting on Information: Reminders of Resource Scarcity Promote Adaptive Behavior and Flexible Thinking*. Paper presented as a poster at the Judgment and Decision Making Conference, Boston, Massachusetts.
 18. Hmurovic, Jillian, Kelly Goldsmith and Cait Lamberton (2016). *When Exploding Deals Create Competitive Customers: Understanding the Psychological Consequences of Scarcity Marketing Tactics*. Paper presented at the Association for Consumer Research Conference, Berlin, Germany.
 19. Ma, Jingjing, Caroline Roux and Kelly Goldsmith (2016). *When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity*. Paper presented as a poster at the Association for Consumer Research Conference, Berlin, Germany.
 20. Goldsmith, Kelly (2016). *On the Psychology of Scarcity*. Triennial Invitational Choice Symposium, Alberta, Canada.
 21. Goldsmith, Kelly (2016). *On the Psychology of Scarcity*. Society for the Study of Motivation, Chicago, IL.
 22. Goldsmith, Kelly, Caroline Roux and Jingjing Ma (2015). *When Choosing the Best Brings Out the Worst: Maximizing Increases Cheating Through a Shift in Perceived Scarcity*. Paper presented at the Society for Judgment and Decision Making Conference, Chicago, IL.
 23. Roux, Caroline, Kelly Goldsmith, Sean Blair and Jung Kyun Kim (2015). *When Those Who Have the Least Spend the Most: Understanding the Relationship Between Resource Scarcity, Socioeconomic Status and Materialism*. Paper presented at the Society for Consumer Psychology Conference, Phoenix, AZ.
 24. Roux, Caroline and Kelly Goldsmith (2015). *When Reminders of Resource Scarcity Promote Abstract Thinking*. Paper presented at the Society for Consumer Psychology Conference, Phoenix, AZ.
 25. Roux, Caroline and Kelly Goldsmith (2014). *When Reminders of Resource Scarcity Promote Abstract Thinking*. Paper presented at the Society for Judgment and Decision Making Conference, Long Beach, CA.
 26. Goldsmith, Kelly and Hal E. Hershfield (2014). *Context as Permission*. Paper presented at the Society for Judgment and Decision Making Conference, Long Beach, CA.
 27. Goldsmith, Kelly and Hal E. Hershfield (2014). *Having Your Cake and Eating it Too: Why Self-indulgence is Judged Less Harshly in Atypical Behavioral Contexts*. Paper presented at the Association for Consumer Research North American Conference, Baltimore, MD.

28. Roux, Caroline, Kelly Goldsmith, Sean Blair and Jung Kyun Kim (2014). *When Those Who Have the Least Spend the Most: Understanding the Relationship Between Resource Scarcity, Socioeconomic Status and Materialism*. Paper presented at the Association for Consumer Research North American Conference, Baltimore, MD. **Served as symposium co-chair.**
29. Goldsmith, Kelly and On Amir (2014). *The Role of Cognition in Uncertainty Aversion: When Less Thought Leads to More Rational Choices*. Paper presented at the Behavioral Decision Research and Management Conference, London, England.
30. Larson, Jeffrey, Kelly Goldsmith and B.J. Allen (2014). *When a Reputation for Innovativeness Lowers Expectations for Quality*. Paper presented at the Society for Consumer Psychology Conference, Miami, Florida.
31. Goldsmith, Kelly and Ryan Hamilton (2013). *How Far is Too Far? The Cognitive Costs of Evaluating Brand Extensions*. Paper presented at the Association for Consumer Research North American Conference, Chicago, Illinois.
32. Roux, Caroline, Kelly Goldsmith and Andrea Bonezzi (2013). *Understanding the Psychology of Scarcity: Do Desperate Times Call for Selfish Measures?* Paper presented at the Association for Consumer Research North American Conference, Chicago, Illinois.
33. Roux, Caroline, Kelly Goldsmith and Andrea Bonezzi (2013). *Understanding the Psychology of Scarcity: Do Desperate Times Call for Selfish Measures?* Paper presented at the Society for Judgment and Decision Making Conference, Minneapolis, MN.
34. Goldsmith, Kelly and On Amir (2013). *On the Antecedents of Rational Choice*. Paper presented at the Association for Consumer Research North American Conference, Chicago, Illinois.
35. Goldsmith, Kelly, David Gal, Raj Raghunathan and Lauren Cheatham (2013). *The Pursuit of Happiness: Can It Make You Happy?* Paper presented at the Association for Consumer Research North American Conference, Chicago, Illinois.
36. Youn, Y. Jin and Kelly Goldsmith (2013). *The Effects of Being Envied on Word of Mouth*. Paper presented as a poster at the Association for Consumer Research North American Conference, Chicago, Illinois.
37. Goldsmith, Kelly, David Gal, Raj Raghunathan and Lauren Cheatham (2013). *The Pursuit of Happiness: Can It Make You Happy?* Paper presented at the Society for Consumer Psychology Conference, San Antonio, Texas.
38. Youn, Y. Jin and Kelly Goldsmith (2013). *Private Self-Enhancement and Public Modesty: The Conflicting Effects of Envy on Consumer Decision Making*. Paper presented at the Society for Consumer Psychology Conference, San Antonio, Texas.

39. Youn, Y. Jin and Kelly Goldsmith (2013). *Private Self-Enhancement and Public Modesty: The Conflicting Effects of Envy on Consumer Decision Making*. Paper presented as a poster at the Society for Personality and Social Psychology Conference, New Orleans, Louisiana.
40. Youn, Y. Jin and Kelly Goldsmith (2012). *Private Self-Aggrandizement and Public Modesty: The Conflicting Effects of Envy on Consumer Decision Making*. Paper presented at the Association for Consumer Research North American Conference, Vancouver, Canada. **Served as symposium co-chair.**
41. Goldsmith, Kelly and On Amir (2012). *On the Antecedents of Rational Choice*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Minneapolis, Minnesota.
42. Roux, Caroline, Kelly Goldsmith and Andrea Bonezzi (2012). *Understanding the Psychology of Scarcity: Do Desperate Times Call for Selfish Measures?* Paper presented at the Society for Judgment and Decision Making Annual Conference, Minneapolis, Minnesota.
43. Goldsmith, Kelly, Jennifer Daniolwitz and Ravi Dhar (2011). *Giving Against the Odds: When Highlighting Tempting Alternatives Increases Willingness to Donate*. Paper presented at the Society for Consumer Psychology, Florence, Italy. **Served as symposium co-chair.**
44. Goldsmith, Kelly and Ryan Hamilton (2012). *How Far is Too Far? The Cognitive Costs of Evaluating Brand Extensions*. Paper presented at the Society for Consumer Psychology Conference, Las Vegas, Nevada.
45. Goldsmith, Kelly and Ravi Dhar (2012). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented at the Society for Consumer Psychology Conference, Las Vegas, Nevada.
46. Goldsmith, Kelly, Margaret Gorlin and Ravi Dhar (2012). *When Guilt Guides Us to the Lap of Luxury*. Paper presented at the Society for Consumer Psychology Conference, Las Vegas, Nevada.
47. Goldsmith, Kelly, Jennifer Daniolwitz and Ravi Dhar (2011). *Giving Against the Odds: When Highlighting Tempting Alternatives Increases Willingness to Donate*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Seattle, Washington.
48. Goldsmith, Kelly, Margaret Gorlin and Ravi Dhar (2011). *When Guilt Guides Us to the Lap of Luxury*. Paper presented as a poster at the Society for Consumer Psychology Conference, Atlanta, Georgia.
49. Goldsmith, Kelly, Jennifer Danilowitz and Ravi Dhar (2010). *Giving Against the Odds: How Highlighting Tempting Alternatives Increases Willingness to Donate*. Paper presented at the Association for Consumer Research North American Conference, Pittsburgh, Pennsylvania.

50. Goldsmith, Kelly, Margaret Gorlin and Ravi Dhar (2010). *When Guilt Guides Us to the Lap of Luxury*. Paper presented at the Association for Consumer Research North American Conference, Pittsburgh, Pennsylvania. **Served as symposium co-chair.**
51. Goldsmith, Kelly and Ravi Dhar (2010). *Ironic Effects of Goal Activation on Choice*. Paper presented at the Society for Consumer Psychology Conference, St. Petersburg, Florida.
52. Goldsmith, Kelly, George Newman and Ravi Dhar (2010). *Getting Gold by Going Green*. Paper presented at the Society for Consumer Psychology Conference, St. Petersburg, Florida.
53. Goldsmith, Kelly and Ravi Dhar (2009). *Getting Gold by Going Green: The Importance of Fitting the Message to the Mindset*. Paper presented at the Association for Consumer Research North American Conference, San Francisco, California.
54. Goldsmith, Kelly and Ravi Dhar (2009). *Ironic Effects of Goal Activation on Choice*. Paper presented at the Association for Consumer Research North American Conference, San Francisco, California.
55. Goldsmith, Kelly, Ap Dijksterhuis and Ravi Dhar (2009). *The Uncompromising Unconscious: How Processing Styles Affect Choices in Context*. Paper presented at the Association for Consumer Research North American Conference, San Francisco, California.
56. Goldsmith, Kelly and Ravi Dhar (2009). *Reinforcing “Shoulds”: The Effect of Mindsets on Sequential Choices*. Paper presented at the Society for Consumer Psychology Conference, San Diego, California.
57. Goldsmith, Kelly and Ravi Dhar (2009). *Ironic Effects of Goal Activation on Choice*. Paper presented at the Society for Consumer Psychology Conference as part of the session for SCP-Sheth Dissertation award winners, San Diego, California.
58. Goldsmith, Kelly and Ravi Dhar (2008). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented at the Association for Psychological Science Conference, Chicago, Illinois.
59. Goldsmith, Kelly and On Amir (2008). *Reflexive Positivity: How Uncertainty Can Improve Promotions*. Paper presented at the Behavioral Decision Research and Management Conference, San Diego, California.
60. Goldsmith, Kelly and Ravi Dhar (2008). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented as part of the Best Paper Presentations at the AMA 2008 Winter Educators’ Conference, Austin, Texas.

61. Goldsmith, Kelly and On Amir (2008). *Wishful Thinking: How Uncertainty Can Improve Promotions*. Paper presented at the Society for Consumer Psychology Conference, New Orleans, Louisiana.
62. Goldsmith, Kelly and Ravi Dhar (2008). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented at the Society for Consumer Psychology Conference, New Orleans, Louisiana. **Served as symposium chair.**
63. Goldsmith, Kelly and On Amir (2007). *Wishful Thinking: How Uncertainty Can Improve Promotions*. Paper presented at the Association for Consumer Research North American Conference, Memphis, Tennessee.
64. Goldsmith, Kelly and Ravi Dhar (2007). *The Role of Abstract and Concrete Mindsets on the Purchase of Adjacent Products*. Paper presented at the Association for Consumer Research North American Conference, Memphis, Tennessee. **Served as symposium chair.**

**SELECT
INVITED
TALKS**

University of Hawai‘i at Mānoa, 2021
 Columbia University, 2021
 McGill University, 2021
 The Wharton School, University of Pennsylvania, 2020
 Marketing Science Institute, 2020
 University of Houston, 2020
 Duke University, 2019
 Washington University in St. Louis, 2018, 2008
 Harvard University, 2017
 Vanderbilt University, 2017
 Johns Hopkins University, 2017
 The Ohio State University, 2016
 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
 Emory University, 2008
 INSEAD, 2008
 New York University, 2008
 Northwestern University, 2008
 Stanford University, 2008
 University of California, San Diego, 2008
 University of Southern California, 2008

TEACHING

- *Marketing Research* (MBA level; 2009 – present)
- *Marketing Strategy* (MBA level; 2018 – present)
- Select eMBA, Undergraduate and Executive Programs

**SELECT
PROFESSIONAL
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 on Consumer Psychology for the Greater Good, 2021
- Co-editor, *Journal of the Association for Consumer Research*, flash special issue on the Consumer Response to COVID-19, 2021
- Co-editor, *Journal of the Association for Consumer Research*, special issue on Scarcity and Consumer Decision Making, 2020
- Editorial Review Board Membership:
Journal of Consumer Psychology, 2018–present
Journal of Consumer Research, 2015–present
Journal of Marketing Research, 2014–present

Conference Leadership Roles:

- Co-chair, Society for Consumer Psychology Annual Conference, 2022
- 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

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

Invited Reviewer - Journals:

European Journal of Marketing
International Journal of Research in Marketing
Journal of Business Research
Journal of Experimental Psychology: Applied,
Journal of Consumer Psychology
Journal of Consumer Research
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 Science
Nature Sustainability
Organizational Behavior and Human Decision Processes
Personality and Social Psychology Bulletin
Psychological Science

Invited Reviewer - Conferences:

Association for Consumer Research Conference
American Marketing Association Conference
European Marketing Association Conference
Society for Judgment and Decision Making Conference
Society for Consumer Psychology Conference

**SELECT
DEPARTMENTAL
& SCHOOL
SERVICE**

Service Roles:

- Faculty Advisor, Vanderbilt Marketing Association, 2018-present
- Co-organizer, Owen Marketing Department Research Camp, 2018
- Co-organizer, Kellogg Marketing Department Speaker Series, 2015
- Coordinator, Weekly Research Brownbag (KAMP), 2009-12

Committee Membership, Owen Graduate School of Management:

- Ad Hoc Committee on Course Evaluations
- Diversity and Inclusion Committee
- Master's of Marketing Committee
- Online Program Evaluation Committee
- Portfolio Committee
- Reappointment Committee