

Kelly Goldsmith, Ph.D.

profgoldsmith.com

Curriculum Vitae

EDUCATION

Yale University

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

Duke University

B.A., Cum Laude, Sociology

ACADEMIC ROLES

Owen Graduate School of Management | Vanderbilt University

E. Bronson Ingram Chair 2022 – present

Professor of Marketing 2021 – present

Associate Professor of Marketing 2017 – 2021

Peabody College | Vanderbilt University

Affiliation, Quantitative Methods 2023 – present

Kellogg School of Management | Northwestern University

Assistant Professor of Marketing 2009 – 2017

ADMINISTRATIVE ROLES

Office of Undergraduate Education

Associate Provost 2025 - present

Hoogland Undergraduate Business Program

Faculty Director 2024 – present

Ingram Scholars Program

Faculty Director 2024 – present

Marketing Department

Area Coordinator 2022 – 2024

EDITORIAL ROLES

Editor and Associate Editor (AE) Positions:

- Co-editor, *Journal of Consumer Psychology*, Special Issue, 2022
- 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
- AE, *Journal of Marketing*, 2023 - present
- AE, *Journal of Marketing Research*, 2021 - present
- AE, *Journal of the Academy of Marketing Science*, 2020-2024

Select Editorial Review Board (ERB) Membership:

- *Journal of Consumer Research*
- *Journal of Consumer Psychology*
- *Journal of Marketing Research*
- *Journal of Marketing*

**RESEARCH
INTERESTS**Goals, Threats, and Self-regulation
The Psychology of Scarcity and Uncertainty**SELECT
HONORS &
AWARDS**

- SEC Academic Leadership Development Program, 2023-2024
- 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 Prof. 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
- Research Chair (Clewett, 2012; McManus, 2014)
- Sidney J. Levy Award for Excellence in Teaching, 2012, 2014
- Levy and Weitz AMA Dissertation Competition Winner, 2009

ACADEMIC PUBLICATIONS

1. Cannon, Christopher, Kelly Goldsmith and Caroline Roux (2025). "**An Integrative Theory of Resource Discrepancies.**" *Journal of Consumer Psychology*, 95, 1, 81-97.
<https://doi.org/10.1002/jcpy.1406>.
2. Kelly Goldsmith, Jillian Hmurovic, and Cait Lamberton (2024). "**Introducing the ARTS Framework: A Tool for Constructive Re-inquiry.**" *Journal of the Academy of Marketing Science*, 52, 605-609, <https://doi.org/10.1007/s11747-023-00996-6>
3. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith (2023). "**Examining the Efficacy of Time Scarcity Marketing Promotions in Online Retail.**" *Journal of Marketing Research*, 60, 2. <https://doi.org/10.1177/00222437221118856>
4. Goldsmith, Kelly (2023). "**Exploring the Bidirectional Relationship between Goals and Threats.**" *Journal of Public Policy & Marketing*, <https://doi.org/10.1177/07439156231182953>
5. Guo, Yang, Cait Lamberton and Kelly Goldsmith (2023). "**The Role of Product Acquisition Mode in Self- and Social-Signals of Status.**" *Marketing Letters*, <https://doi.org/10.1007/s11002-023-09688-1>
6. Roux, Caroline, Kelly Goldsmith and Christopher Cannon (2023). "**On the Role of Scarcity in Marketing: Identifying Research Opportunities across the 5Ps.**" *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-023-00956-0>
7. Goldsmith, Kelly, Caroline Roux, Ali Tezer and Christopher Cannon (2022). "**De-stigmatizing the 'Win-win': Making Sustainable Consumption Sustainable.**" *Current Opinion in Psychology*. <https://doi.org/10.1016/j.copsyc.2022.101336>

8. 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>
9. 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>
10. 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>
11. 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>
12. 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>
13. 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>
14. 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>
15. 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>
16. Goldsmith, Kelly, Rebecca Hamilton and Vidas Griskevicius (2020). **“Scarcity and Consumer Decision Making”** *Journal of the Association for Consumer Research*, 5, 4, 358-364. <https://doi.org/10.1086/710531>
17. 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>
18. 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>

19. 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>
20. 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>
21. Hamilton, Rebecca, Debora Thompson, Sterling Bone, Lan Nguyen Chaplin, Vladas Griskevicius, Kelly Goldsmith [...] (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>
22. 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>
23. 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>
24. 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>
25. 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>
26. 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>
27. 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>
28. 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>
29. 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>

30. 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>
31. Goldsmith, Kelly, Jing Xu and Ravi Dhar (2010). “**The Power of Customers’ Mindset.**” *MIT Sloan Management Review*, Fall, 19-20.
32. 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>

INVITED CHAPTERS

33. Cannon, Christopher, Kelly Goldsmith and Caroline Roux (2024). “**Understanding Scarcity: From Marketing to Policy, Management and Beyond.**” *Foundations and Trends in Marketing*, Vol. 19: No. 1, pp 1-63. Available [here](#).
34. Roux, Caroline, Christopher Cannon and Kelly Goldsmith (2024). “**How Resource Scarcity Shapes Consumer Behavior: Implications from the COVID-19 Pandemic.**” In Laurette Dube et al. (Eds.), *Precision Retailing*. University of Toronto Press. Available [here](#).
35. Goldsmith, Kelly, Caroline Roux and Christopher Cannon (2024). “**The Yin and Yang of Hard Times: When Can States of Vulnerability Motivate Self-Improvement?**” In Angela Lee (Ed.), *The Vulnerable Consumer: Review of Marketing Research*. Available [here](#).

MARKETING CASES

36. Kanicki, Olivier and Kelly Goldsmith (2025). “**GlaxoSmithKline: Prepping for Battle.**” Ivey Publishing. Available [here](#).
37. Cavanaugh, Savannah and Kelly Goldsmith (2025). “**Miss America: Revitalizing the American Beauty Queen.**” Available [here](#).
38. Kelly Goldsmith (2025). “**LEGO: Brick by Brick.**” Breakout Learning. Available [here](#).
39. Dodi, Emma and Kelly Goldsmith (2025). “**Disney Parks Pricing: Mickey’s Money Moves.**” Breakout Learning. Available [here](#).
40. Goldsmith, Kelly (2024). “**Rocky Mountain High: The Cultural Branding of Skiing**” Breakout Learning. Available [here](#).
41. Goldsmith, Kelly (2024). “**GSUSA: How the Cookie Crumbles**” Breakout Learning. Available [here](#).
42. Goldsmith, Kelly (2024). “**WeightWatchers: Adapting to Ozempic**” Breakout Learning. Available [here](#).
43. Goldsmith, Kelly (2024) “**Disney: Galactic Starcruiser**” Breakout Learning. Available [here](#).

44. 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](#).
45. Wilson, Anne V., Kelly Goldsmith and Kaylee Tao (2022). “**Liquid Death: Water Made Metal.**” Ivey Publishing. Available [here](#).
46. Steele, M’Kenzie and Kelly Goldsmith (2022). “**Daily Crunch Snacks: Creating a New Market in the Midst of a Pandemic.**” Ivey Publishing. Available [here](#).

Articles published in *Chief Executive Magazine* (2021 - present) as part of a re-occurring column co-authored with [Marshall Goldsmith](#) (articles linked below):

- | | |
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| 47. “ Lacking Engagement at Work? Answer These Questions ” | 55. “ The Feed-Forward Exercise ” |
| 48. “ Engage Yourself ” | 56. “ How to Exit Right ” |
| 49. “ Coping with Catalysts ” | 57. “ More Hours in the Day Would Make You a Better Leader ” |
| 50. “ Is it Worth it? ” | 58. “ Striving for Approval. ” |
| 51. “ Powering Up Positivity ” | 59. “ Why Leaders Keep Getting Better – Yet their Reputations Keep Getting Worse ” |
| 52. “ You Can Be More ” | 60. “ Do You Want to be Mindful? ” |
| 53. “ On Acing Layoffs ” | 61. “ When Do You Eat the Marshmallow? ” |
| 54. “ Avoiding Life’s Biggest Regret ” | |

SELECT WORK UNDER REVIEW & IN PREPARATION

62. Ha, Nuree, Caroline Roux and Kelly Goldsmith “**Consumption under Scarcity.**”
63. Klein, Cutler and Kelly Goldsmith. “**Nashville Soccer Club: Men in Black**”
64. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith. “**Marketing in Macro-disruption: An Analytic and Predictive Framework for Future Research.**”
65. Cheatham, Lauren and Kelly Goldsmith. “**Managing Workplace Engagement.**”

TEACHING

- *Principles of Marketing* (2022 – present)
Executive, Graduate, and Undergraduate level
- *Advanced Marketing Topics* (Graduate level; 2023 – present)
- *Marketing Strategy* (2018 – 2022; 2025 - present)
- *Quantitative Methods for Managers* (Graduate level; 2009 – 2021)
- Select additional EMBA, Undergraduate and Executive programs

**CURRENT
UNIVERSITY
SERVICE**

(2022 - present only)

- Vanderbilt University Faculty Senate, Senator
- Vanderbilt NYC Campus | Faculty Advisor Committee, Member
- Vanderbilt University Brand Advisory Group, Member
- Vanderbilt University Dean's Search Committee, Member
- Owen Strategy | Steering Committee, Member
- MBA Program Advisory Committee, Member
- Owen Marketing Association, Faculty Advisor

SELECT ACADEMIC SERVICE

Conference Leadership Roles:

- Co-chair, Society for Consumer Psychology (SCP) Annual Conference, 2022
- Co-chair, Doctoral Consortium, SCP Annual Conference, 2017
- Program Committee Member, Association for Consumer Research
- Program Committee Member, Society for Consumer Psychology

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)

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 Personality and Social Psychology
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
OBHDP
Proceedings of the National Academy of Sciences
Psychological Science

Select Invited Academic Talks:

(Note: Jan 2024 – present, all academic talks declined due to service commitments)

University of California, San Diego, 2008, 2023	Johns Hopkins University, 2017
University of Louisville, 2023	University of Wisconsin, Madison, 2016
Kellogg School of Management, 2008, 2022	Yale University, 2016
Cornell University, 2021	University of California, Los Angeles, 2014
Columbia University, 2021	University of British Columbia, 2014
Emory University, 2008, 2021	Southern Methodist University, 2014
The Ohio State University, 2016, 2021	Carnegie Mellon University, 2013
University of Hawai‘i at Mānoa, 2021	University of Texas at Austin, 2013
McGill University, 2021	University of Miami, 2008, 2012
The Wharton School, 2020	University of Pittsburgh, 2012
Marketing Science Institute, 2020	Davidson College, 2010
University of Houston, 2020	University of Chicago, 2010
Duke University, 2019	INSEAD, 2008
Washington University in St. Louis, 2008, 2018	New York University, 2008
Harvard University, 2017	Stanford University, 2008
Vanderbilt University, 2017	University of Southern California, 2008

COMMUNITY ENGAGEMENT

- Nashville Rotary Club, Member (2024 – present)
- Nashville Chamber of Commerce, Member (2024 – present)
- Center for Non-profit Management, Member (2024 – present)
- Girl Scouts of America, National Council Session, Delegate (2023 – present)
- Girl Scouts of Middle Tennessee, Board Member (2022 – present)
- Girl Scout Troop 465, Leader (2021 – present)
- Business of Vanderbilt, Participant (2023)
- Vanderbilt Facilities University, Participant (2023)
- [Leadership Nashville](#), Participant (2021-2022)
- TEDxNashville, Board Member (2020 – 2024)
- [TEDxNashville](#), Speaker (2019)

CONFERENCE AND KEYNOTE PRESENTATIONS

I have given over 100 conference presentations, workshops, and invited keynote speeches. I am happy to email the full list of these presentations upon request (contact: info@profgoldsmith.com).