

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 – *present*

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	Consumers' Responses to Uncertainty	Pro-social Consumer Behavior
	Goals, Threats 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
- 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. 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 (forthcoming).
2. Beless, Chris, Charlotte Dolan, April C. Hughes, and Kelly Goldsmith (2022). “**CASE: ViacomCBS: Taking RuPaul's Drag Race from a Subculture to Mainstream.**” *Ivey Publishing* (forthcoming).

3. 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>
4. Roux, Caroline, Christopher Cannon and Kelly Goldsmith (2021). “**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* (forthcoming). University of Toronto Press.
5. 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>
6. 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>
7. 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>
8. Lambertson, 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>
9. 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>
10. 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>
11. 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>
12. 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>

13. 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>
14. 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>
15. Hamilton, Rebecca, Debora Thompson, Sterling Bone, Lan Nguyen Chaplin, Vlasdas 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>
16. 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>
17. 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>
18. 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>
19. 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>
20. 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>
21. 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>
22. 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>

23. 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>
24. 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>
25. 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/>
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>

SELECT WORK UNDER REVIEW & IN PREPARATION

27. Mas, Erick M., Kelly L. Haws and Kelly Goldsmith. “**Bringing Our Values to the Table: Political Ideology, Food Waste, and Overconsumption.**” *Conditionally accepted.*
28. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith. “**Matters of Time (Scarcity): Do Offline Theories Predict Online Effects?**” *Revising for invited third round review.*
29. 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.*
30. Cannon, Christopher, Kelly Goldsmith and Caroline Roux. “**An Integrative Theory of Consumer Advantage and Disadvantage.**” *Revising for invited second round review.*
31. 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.*
32. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith. “**Marketing in Macro-disruption: An Analytic and Predictive Framework for Future Research**” *Under review.*
33. Roux, Caroline, Cannon, Christopher, and Kelly Goldsmith. “**De-stigmatizing the ‘Win-win’: The Surprising Benefits of Doing the Right Thing for the Wrong Reasons.**” *In preparation.*
34. Steele, M’Kenzie and Kelly Goldsmith. “**CASE: Daily Crunch Snacks: Creating a New Market in the Midst of a Pandemic.**” *In preparation.*

35. Larson, Jeff, Kelly Goldsmith and Brandon J. Allen. “**When Reputation for Innovativeness Confers Negative Consequences for Brands.**” *In preparation.*
36. Cheatham, Lauren, Kelly Goldsmith, David Gal, and Raj Raghunathan. “**The Pursuit of Happiness: Can It Make You Happy?**” *In preparation.*

SELECT ADDITIONAL PUBLICATIONS AND PROCEEDINGS

37. Roux, Caroline and Kelly Goldsmith (2014). “Scarcity, Poverty and their Implications for Consumers’ Cognitions, Judgment and Behavior.” *Advances in Consumer Research*, 42.
38. 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.
39. 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.
40. Goldsmith, Marshall and Kelly Goldsmith (2009). “How Happiness Happens.” *BusinessWeek*, 92.
41. Goldsmith, Kelly and Ravi Dhar (2008). “Organic Manipulations and Implications for Choice.” *Advances in Consumer Research*, 35.
42. Goldsmith, Kelly and Sanjay Sood (2007). “Challenges and Extensions to Standard Beliefs in Branding Research.” *Advances in Consumer Research*, 34.

CONFERENCE & PROFESSIONAL PRESENTATIONS

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

MARKETING AREA ENGAGEMENT

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, 2022
- Co-editor, *Journal of the Association for Consumer Research*, special issue on Scarcity and Consumer Decision Making, 2020

- Editorial Review Board Membership:
Journal of Experimental Psychology: Applied, 2021-present
Journal of Consumer Psychology, 2018–present
Journal of Marketing Research, 2014–2021
Journal of Consumer Research, 2015–2021

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 Annual Meeting, 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*

Select Invited Talks:

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 California, San Diego, 2008
Johns Hopkins University, 2017	University of Southern California, 2008
University of Wisconsin, Madison, 2016	

Select Invited Reviewer Roles:

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Experimental Psychology: Applied

Journal of the Association for Consumer Research

Management Science

Marketing Letters

Marketing Science

Management Science

Nature

Journal of Marketing Research

Journal of Public Policy and Marketing

Journal of the Academy of Marketing Science

Organizational Behavior and Human Decision

Processes

Personality and Social Psychology Bulletin

Psychological Science

Social, Psychological and Personality Science

UNIVERSITY ENGAGEMENT

TEACHING

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

**SELECT
COMMITTEE
MEMBERSHIP**

- Diversity and Inclusion Committee
- Master of Marketing Committee
- Online Program Evaluation Committee
- Portfolio Committee
- Vanderbilt University Faculty Development Committee

COMMUNITY ENGAGEMENT

- Owen Marketing Association Faculty Advisor
- Owen Marketing Department Research Camp Co-organizer
- TEDx Nashville Speaker, 2019 (link [here](#))
- TEDx Nashville Board Member, 2019 – *present*
- Girl Scout Troop 465 Co-leader, 2021 – *present*
- [Leadership Nashville](#) Class of 2022