

Kelly Goldsmith, Ph.D.

E. Bronson Ingram Chair | Professor of Marketing
Marketing Area Coordinator
Owen Graduate School of Management
Vanderbilt University
profgoldsmith.com

Curriculum Vitae

EMPLOYMENT

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

EDUCATION

Yale University

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

Duke University

B.A., Cum Laude, Sociology

RESEARCH INTERESTS

Consumer Psychology for the Greater Good
The Psychology of Scarcity and Uncertainty
Goals, Threats and Self-regulation

SELECT HONORS & AWARDS

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

ACADEMIC PUBLICATIONS

1. 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>
2. Goldsmith, Kelly (2023). "Exploring the Bidirectional Relationship between Goals and Threats." *Journal of Public Policy & Marketing*, <https://doi.org/10.1177/07439156231182953>

3. Guo, Yang, Cait Lambertson 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>
4. 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 Research*. <https://doi.org/10.1007/s11747-023-00956-0>
5. 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>
6. 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>
7. 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>
8. 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>
9. 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>
10. 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>
11. 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>
12. 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>
13. 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>
14. Goldsmith, Kelly, Rebecca Hamilton and Vladas Griskevicius (2020). “**Scarcity and Consumer Decision Making**” *Journal of the Association for Consumer Research*, 5, 4, 358-364. <https://doi.org/10.1086/710531>

15. 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>
16. 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>
17. 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>
18. 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>
19. 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>
20. 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>
21. 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>
22. 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>
23. 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>
24. 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>
25. 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>

26. 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>
27. 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>
28. 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>
29. 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

30. Roux, Caroline, Christopher Cannon and Kelly Goldsmith (2024). “**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. Available [here](#).
31. Goldsmith, Kelly, Caroline Roux and Christopher Cannon. “**The Yin and Yang of Hard Times: When Can States of Vulnerability Motivate Self-Improvement?**” In Angela Lee (Ed), *Review of Marketing Research*. Under review.
32. Cannon, Christopher, Kelly Goldsmith and Caroline Roux. “**The Self-Regulatory Model of Resource Scarcity: Implications and Future Directions.**” In Josh Eliashberg and Bernd Schmitt (Eds.), *Foundations and Trends in Marketing*. In preparation.

SELECT RESEARCH UNDER REVIEW & IN PREPARATION

33. Cannon, Christopher, Kelly Goldsmith and Caroline Roux. “**An Integrative Theory of Resource Discrepancies.**” Under second round review.
34. Kelly Goldsmith, Jillian Hmurovic, and Cait Lamberton. “**Introducing the ARTS Paradigm: A Methodological Framework for Constructive Re-examination.**” Revising for invited second-round review.
35. Hmurovic, Jillian, Cait Lamberton and Kelly Goldsmith. “**Marketing in Macro-disruption: An Analytic and Predictive Framework for Future Research.**” In preparation.
36. Cheatham, Lauren and Kelly Goldsmith, “**Data-backed Strategies for Finding Happiness at Work.**” In preparation.

MARKETING CASES

37. 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](#).
38. Wilson, Anne V., Kelly Goldsmith and Kaylee Tao (2022). “**Liquid Death: Water Made Metal.**” Ivey Publishing. Available [here](#).
39. Steele, M’Kenzie and Kelly Goldsmith (2022). “**Daily Crunch Snacks: Creating a New Market in the Midst of a Pandemic.**” Ivey Publishing. Available [here](#).
40. Ibikunle, Olumide and Kelly Goldsmith. “**The Dangote Refinery: Should Nigeria Refine its Own Oil?**” In preparation.
41. Kanicki, Olivier and Kelly Goldsmith. “**GlaxoSmithKline: Competitive Strategies in the Market for Pre-Exposure Prophylaxis (PrEP) Drugs.**” In preparation.
42. Dodi, Emma and Kelly Goldsmith. “**Disney: Pricing Strategies for a Post-pandemic World.**” In preparation.

SELECT ADDITIONAL PUBLICATIONS

43. Goldsmith, Kelly and Marshall Goldsmith (2023). “**Getting Recognition Right.**” *Chief Executive Magazine*. Forthcoming.
44. Goldsmith, Kelly and Marshall Goldsmith (2023). “**The Feed-Forward Exercise.**” *Chief Executive Magazine*. Available [here](#).
45. Goldsmith, Marshall and Kelly Goldsmith (2023). “**How to Exit Right.**” *Chief Executive Magazine*. Available [here](#).
46. Goldsmith, Kelly and Marshall Goldsmith (2023). “**Why Leaders Keep Getting Better – Yet their Reputations Keep Getting Worse.**” *Chief Executive Magazine*. Available [here](#).
47. 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*. Available [here](#).
48. Goldsmith, Marshall and Kelly Goldsmith (2022). “**Striving for Approval.**” *Chief Executive Magazine*. Available [here](#).
49. Goldsmith, Marshall and Kelly Goldsmith (2021). “**When Do You Eat the Marshmallow?**” *Chief Executive Magazine*. Available [here](#).
50. Goldsmith, Marshall and Kelly Goldsmith (2021). “**Do You Want to Be Mindful? Ask Yourself This Question Every Day.**” *Chief Executive Magazine*. Available [here](#).

51. Roux, Caroline and Kelly Goldsmith (2014). “**Scarcity, Poverty and their Implications for Consumers’ Cognitions, Judgment and Behavior.**” *Advances in Consumer Research*, 42.
52. 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.
53. Goldsmith, Kelly, Jing Xu and Ravi Dhar (2010). “**The Power of Customers’ Mindset.**” *MIT Sloan Management Review*, Fall, 19-20.
54. Goldsmith, Marshall and Kelly Goldsmith (2009). “**How Happiness Happens.**” *BusinessWeek*, 92.
55. Goldsmith, Kelly and Ravi Dhar (2008). “**Organic Manipulations and Implications for Choice,**” *Advances in Consumer Research*, 35.

TEACHING

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

**CURRENT
UNIVERSITY
SERVICE
(2022-2024 only)**

- Marketing Department, Area Coordinator
- Vanderbilt University Faculty Senate, Senator
 - Strategic Planning and Academic Freedom Committee
 - Diversity, Equity, and Inclusion Committee
- Vanderbilt University Dean’s Search Committee, Member
- Owen Strategy | Steering Committee, Member
- MBA Program Advisory Committee, Member
- Owen Marketing Association, Faculty Advisor

ACADEMIC SERVICE**Editorial Roles:**

- Associate Editor, *Journal of Marketing Research*, 2021-present
- Associate Editor, *Journal of the Academy of Marketing Science*, 2020-present
- Developmental Associate Editor, *Journal of Marketing*, 2023-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

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:

University of California, San Diego, 2008, 2023
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 Southern California, 2008

COMMUNITY ENGAGEMENT

- Vanderbilt Facilities University, Participant (2023)
- 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, Leader (2021 – *present*)

CONFERENCE AND KEYNOTE PRESENTATIONS

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