Kelly Goldsmith

Assistant Professor, Marketing Department
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EMPLOYMENT

Assistant Professor, Kellogg School of Management (2009 – *present*)

EDUCATION

Ph.D., Marketing, Yale University (2009)
M.A. & M.Phil., Marketing, Yale University
B.A., Cum Laude, Sociology, Duke University

SELECT HONORS & AWARDS

- One of five Professors nominated for the L.G. Lavengood Outstanding Professor of the Year Award (2013)
- Sidney J. Levy Award for Excellence in Teaching (2012)
- Clewett Chair, awarded for research, teaching and service contributions, Kellogg School of Management (2012-2014)
- Winner, Levy and Weitz AMA Doctoral Dissertation Competition
- Honorable Mention, SCP-SHETH Doctoral Dissertation Competition
- Fellow, AMA-Sheth Doctoral Consortium
- Invited Participant, Seventh Annual Invitational Choice Symposium
- Graduate Fellowship, Yale University
- Dean's List, All semesters, Duke University
- Alpha Kappa Delta Sociology Honor Society
- Phi Eta Sigma Honor Society

RESEARCH INTERESTS

Goals and Consumer Behavior	Emotions and Choice
Behavioral Decision Theory	Motivation and Self Control

PUBLICATIONS

1. 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, in press.*

2. 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.

3. 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.

4. Goldsmith, Kelly and On Amir (2010). "Can Uncertainty Improve Promotions?" *Journal of Marketing Research*, 47, 1070-1077.

5. Huber, Joel, Kelly Goldsmith and Cassie Mogilner (2008). "Reinforcement vs. Balance Responses in Sequential Choice," *Marketing Letters,* 19, 229-239.

PAPERS UNDER REVIEW

6. Roux, Caroline, Kelly Goldsmith and Andrea Bonezzi. "On the Consequences of Scarcity: When Limited Resources Promote Agentic Responses," *Revising for invited second-round review at the Journal of Consumer Research.*

   Danilowitz, Jennifer, Kelly Goldsmith and Ravi Dhar. "Giving Against the Odds: How Highlighting Tempting Alternatives Increases Willingness to Donate," *Revising for invited second-round review at the Journal of Marketing Research.*

7. Goldsmith, Kelly, George Newman and Ravi Dhar. "Seeing the 'Greener' Picture: How Construal Level Affects Preferences for Pro-Social versus Personal Benefits," *Revising for invited second-round review at the Journal of Consumer Psychology.*

8. Goldsmith, Kelly, David Gal, Raj Raghunathan and Lauren Cheatham. "Happiness in the Wild: Focusing on Maximizing Happiness Makes People Happy?" *Under review.*

9. Roux, Caroline and Kelly Goldsmith. "Understanding the Psychology of Scarcity." *Under review.*

10. Larson, Jeffrey, Kelly Goldsmith and Brandon J. Allen. "When a Reputation for Innovativeness Lowers Expectations for Quality." *Under review.*

SELECT MANUSCRIPTS IN PREPARATION

11. Goldsmith, Kelly, Jing Xu and Ravi Dhar. "Why We Buy More: How Mindset and Choice Context Interact to Drive Preferences."

12. Goldsmith, Kelly, Uzma Khan and Ravi Dhar, "Reinforcing 'Shoulds': The Effect of Mindsets on Sequential Choices."

13. Goldsmith, Kelly and Ravi Dhar. "When Goal Violation Prompts Justification: Conflicting Goals and Reason Based Choices."

14. Goldsmith, Kelly and Hal Hershfield. "Context as Permission."

15. Goldsmith, Kelly and Ryan Hamilton, "The Cognitive Consequences of Evaluating Brand Extensions."

16. Amir, On, Orly Lobel and Kelly Goldsmith, "Risk Attitudes as Self-Control."

SELECT RESEARCH IN PROGRESS

17. Youn, Y. Jin and Kelly Goldsmith. "Private Self-Enhancement and Public Modesty: The Conflicting Effects of Envy on Consumer Decision Making."

18. Goldsmith, Kelly, Caroline Roux and Ravi Dhar. "When Altruism Trumps Self-Interest."

19. Caroline Roux, Kelly Goldsmith and Sean Blair. "Scarcity and Action-Orientation."

ADDITIONAL PUBLICATIONS AND PROCEEDINGS

20. 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.*

21. 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.*

22. Goldsmith, Marshall and Kelly Goldsmith (2009). "How Happiness Happens," *BusinessWeek, 92.*

23. Goldsmith, Kelly and Ravi Dhar (2008). "Organic Manipulations and Implications for Choice," *Advances in Consumer Research, 35.*

24. Goldsmith, Kelly, Jing Xu and Ravi Dhar (2010). "The Power of Customers' Mindset," *MIT Sloan Management Review, Fall, 19-20.*

25. Goldsmith, Kelly and Sanjay Sood (2007). "Challenges and Extensions to Standard Beliefs in Branding Research," *Advances in Consumer Research, 34.*

CONFERENCE PRESENTATIONS

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. 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.

9. 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.**

10. 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.

11. 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.

12. 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.**

13. 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.

14. 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.

15. 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.

16. 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.

17. 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.

18. 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.

19. 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.**

20. Goldsmith, Kelly and Ravi Dhar (2010). *Ironic Effects of Goal Activation on Choice*. Paper presented at the Society for Consumer Psychology Conference, St. Petersburgh, Florida.

21. Goldsmith, Kelly, George Newman and Ravi Dhar (2010). *Getting Gold by Going Green*. Paper presented at the Society for Consumer Psychology Conference, St. Petersburgh, Florida.

22. 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.

23. 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.

24. 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.

25. 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.

26. 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.

27. 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.

28. 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.

29. 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.

30. 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.

31. 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.**

32. 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.

33. 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.**

34. Goldsmith, Kelly and Ravi Dhar (2007). *The Effect of Incentive Framing on Working Harder: Doing More Than We Predict*. Paper presented at the Association for Consumer Research North American Conference, Memphis, Tennessee.

35. Goldsmith, Kelly, Nathan Novemsky and Ravi Dhar (2007). *Exploring Health Related Product Perceptions among Low-Income Consumers.* Poster presented at the Transformative Consumer Research Conference, Tuck School of Business, Hanover, New Hampshire.

36. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2006). *Getting More Out of Guilty Pleasures*. Paper presented as a poster at the Society for Personality and Social Psychology Annual Conference, Memphis, Tennessee.

37. Goldsmith, Kelly and On Amir (2006). *Wishful Thinking: How Uncertainty Can Improve Promotions*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Houston, Texas.

38. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2006). *Getting More Out of Guilty Pleasures*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Houston, Texas. **Served as symposium chair.**

39. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2006). *Getting More Out of Guilty Pleasures*. Paper presented at the Association for Consumer Research North American Conference, Orlando, Florida.

40. Goldsmith, Kelly, Eunice Kim and Ravi Dhar (2006). *Getting More Out of Guilty Pleasures*. Paper presented as a poster at the Behavioral Decision Research in Management Conference. Santa Monica, California.

41. Meyvis, Tom, Kelly Goldsmith and Ravi Dhar (2006). *Beyond Survival of the Fittest: The Influence of Mindsets on Consumers Response to Brand Extensions*. Paper presented at the Association for Consumer Research North American Conference, Orlando, Florida.

INVITED TALKS

Carnegie Mellon University (2013)
University of Texas at Austin (2013)
University of Miami (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 Miami (2008)
University of Southern California (2008)
Washington University in St. Louis (2008)

TEACHING

I teach MKTG 450, *Research Methods in Marketing*. The goal of the class is to train the students to become sophisticated consumers of marketing research.

Teaching ratings (on 10-point scales):

Full-time and Part-time MBA level:	Avg. Score:
Research Methods in Marketing, Spring 2012 (3 classes)	9.0 / 9.3 / 9.6
Research Methods in Marketing, Spring 2012 (3 classes)	8.5 / 9.2 / 9.5
Research Methods in Marketing, Fall 2010 (3 classes)	8.3 / 8.5 / 8.5
Research Methods in Marketing, Spring 2010 (2 classes)	8.2 / 8.3

SELECT DEPARTMENTAL AND SCHOOL SERVICE

Kellogg School of Management, Service:

- 2014, Day at Kellogg, Lecturer
- 2012 – 2013, Marketing Conference, Faculty Advisor
- 2012 – 2013, Retail + Luxury Club, Faculty Advisor
- 2012, Kellogg Marketing Conference, Introductory Remarks

- 2012, Kellogg Neighborhood Business Initiative, Lecturer
- 2012, Kellogg Ph.D. Orientation, Presenter
- 2012, Kellogg Mid-Point and Exit Surveys, Co-author
- 2012, Kellogg CIM Student Competition Judge
- 2010 - 2012, Kellogg Marketing Club, Research Presenter
- 2011, Kellogg Marketing Conference, Panel Moderator

Marketing Department, Service:

- Consumer Insight Competition, Faculty Coach, 2013
- Marketing Junior Faculty Recruiting Committee, 2012, 2011
- Marketing Junior Faculty Recruiting Coordinator, 2011
- Coordinator, Weekly Research Brownbag (KAMP), 2009-2012
- Ph.D. Student Selection, 2009-present

SELECT PROFESSIONAL SERVICE

- Invited Reviewer: *Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Organizational Behavior and Human Decision Processes, Psychological Science,* American Marketing Association (conference), Society for Judgment and Decision Making (conference), Society for Consumer Psychology (conference), Association for Consumer Research (conference)
- Program Committee Member, Society for Consumer Psychology (2012, 2013)
- Graduate Student Coach, Doctoral Consortium, Society for Consumer Psychology, Conference (2013)
- Faculty Fellow, Association for Consumer Research (2013)