# Kelly Goldsmith

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**EDUCATION**

Ph.D., Marketing, Yale University

M.A. & M.Phil., Marketing, Yale University

B.A., Cum Laude, Sociology, Duke University

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**HONORS, AWARDS & GRANTS**

- Clewett Chair Recipient, Kellogg School of Management
- Honorable Mention, SCP-SHETH Doctoral Dissertation Competition
- Winner, Levy and Weitz AMA Doctoral Dissertation Competition
- Recipient, International Commerce Institute Unilever Grant ($54,000)
- Fellow, AMA-Sheth Doctoral Consortium
- Recipient, Whitebox Doctoral Grant, International Center for Finance, Yale University
- Invited Participant, Seventh Annual Invitational Choice Symposium
- Graduate Fellowship, Yale University
- Cum Laude Graduate, Duke University
- Dean's List, All semesters, Duke University
- Alpha Kappa Delta Sociology Honor Society
- Phi Eta Sigma Honor Society

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**RESEARCH INTERESTS**

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

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**PUBLICATIONS & WORKING PAPERS**

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

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

Meyvis, Tom, Kelly Goldsmith and Ravi Dhar. **Brand Extensions and the Consumer Decision Environment: Pictures and Comparisons Shift Consumers' Emphasis from Fit to Quality.** *Journal of Marketing Research, forthcoming.*

Goldsmith, Kelly, Eunice Kim and Ravi Dhar. **When Guilt Begets Pleasure: The Positive Effect of a Negative Emotion.** *Conditionally accepted at the Journal of Marketing Research.*

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Goldsmith, Kelly George Newman and Ravi Dhar. **When More Is Less: Construal Level and the Effects of Secondary Benefits on Pro-Social Motivations**. *Revising for invited second round review at the Journal of Consumer Psychology.*

Goldsmith, Kelly and Ravi Dhar. **Incentive Framing and Task Motivation: The Intuitive Appeal of Gains and the Actual Efficacy of Losses.** *Revising for invited second round review at the Journal of Experimental Psychology: Applied.*

**The Pursuit of Happiness: Can it Make You Happy?** (with David Gal, Raj Raghunathan and Lauren Cheatham). *Under review.*

Goldsmith, Kelly and Ravi Dhar. **Ironic Effects of Goal Activation on Choice.** *Working paper.*

**Why We Buy More: How Mindset and Choice Context Interact to Drive Preferences.** (with Jing Xu and Ravi Dhar)**.** *Working paper.*

**Giving Against the Odds: How Highlighting Tempting Alternatives Increases Willingness to Donate** (with Jennifer Danilowitz and Ravi Dhar). *Working paper.*

**The Uncompromising Unconscious: How Processing Styles Affect Choices in Context** (with Ravi Dhar and Ap Dijksterhuis). *Working paper.*

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**MANUSCRIPTS IN PREPARATION**

**The Cognitive Consequences of Evaluating Brand Extensions** (with Ryan Hamilton).

**Reinforcing "Shoulds": The Effect of Mindsets on Sequential Choices** (with Uzma Khan and Ravi Dhar).

**Predictably Rational: When Reducing Resources Increases Rationality** (On Amir).

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**SELECT RESEARCH IN PROGRESS**

**Scarcity and Moral Flexibility: Do Desperate Times Call for Desperate Measures?** (with Caroline Roux and Andrea Bonezzi). *Five studies completed.*

**Envy as Motivation** (with Jin Youn). *Three studies completed.*

**Choosing Outside the Box: When Unusual Contexts Lead to A-Typical Preferences** (with Lauren Cheatham). *Three studies completed.*

**It Wasn't Me: The Effect of Context on Judgments of Others' Actions** (with Hal Ersner-Hershfield). *Three studies completed.*

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**CONFERENCE PRESENTATIONS**

1. 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.

2. 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.

3. 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.

4. 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, Las Vegas, Nevada.

5. 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.

6. 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, Atlanta, Georgia.

7. 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.

8. 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.

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

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

11. 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.

12. 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.

13. 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. **Served as symposium co-chair.**

14. 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.

15. 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.

16. 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.

17. 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.

18. 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.

19. 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.

20. 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.**

21. 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.

22. 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.**

23. 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.

24. Goldsmith, Kelly with 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.

25. 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.

26. 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.

27. 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.**

28. 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.

29. 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.

30. 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. **Served as symposium co-chair.**

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| **INVITED TALKS** | Davidson College<br>Emory Univ.<br>INSEAD<br>New York Univ.<br>Stanford Univ. | U.C.S.D.<br>Univ. of Chicago<br>Univ. of Miami<br>Univ. of Southern California | Univ. of Pittsburgh<br>Washington Univ. in St. Louis |
| **TEACHING** | Marketing Research (MKTG 450); Part-time and Full-time MBA level | | |
| **SELECT DEPARTMENTAL SERVICE** | • Rookie Faculty Recruiting Coordinator, 2011<br>• Coordinator, Weekly Research Brownbag, 2009-present<br>• Ph.D. Student Selection, 2009-present | | |
| **SELECT PROFESSIONAL SERVICE** | **Invited Reviewer:** *A.C.R. (conf.), Journal of Consumer Research, Journal of Marketing Research, Organizational Behavior and Human Decision Processes, S.C.P. (conf.)* | | |