

# Kelly Goldsmith

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Yale University  
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## Education

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*Ph.D., Marketing, June 2009 (Expected)*  
Yale University

*M.Phil., Marketing, June 2007 (Expected)*  
Yale University

*M.A., Marketing, December 2006 (Expected)*  
Yale University

*B.A. with Honors, Sociology, June 2001*  
Duke University

## Research Interests

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Goals, motivation and consumer behavior; emotions and judgment; uncertainty and decision making; the effects of construal level on preference

## Publications & Manuscripts in Preparation

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Goldsmith, K., Kim, E., & Dhar, R. (2006). *Getting More Out of Guilty Pleasures*.

Goldsmith, K. & Amir, O. (2006). *Going Where Uncertainty Takes Us: When Less Information Means More Interest in Incentives*.

Goldsmith, K. & Dhar, R.. (2006). *The Counter-Intuitive Ways in which "Looming Losses" Motivate Behavior*.

Goldsmith, M. & Goldsmith, K. (2006). Helping People Achieve Their Goals. *Leader to Leader*, 39, 24-29.

Goldsmith, M. & Goldsmith, K. (2006). Why Coaching Clients Give Up and How Effective Goal Setting Can Make a Positive Difference. In Marshall Goldsmith and Lawrence Lyons (Eds.), *Coaching for Leadership* (pp.153-160). San Francisco, CA: Pfeiffer.

## Select Research in Progress

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Meyvis, T., Goldsmith, K., & Dhar, R. (2006). *Beyond Survival of the Fittest: The Influence of Mindsets on Consumers Response to Brand Extensions*.

Goldsmith, K. & Dhar, R.. (2006). *Exposing Our Inner-Altruists: How Working to Benefit others Enhances Motivation*.

Goldsmith, K. (2006) *The Effects of Construal Level on Prediction* (with David Armor)

### **Scholarships & Awards**

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Whitebox Advisors Doctoral Fellow, International Center for Finance, Yale University (2006 - 2007)  
Yale University Graduate Fellowship (2004 - 2008)  
Cum Laude Graduate, Duke University  
Alpha Kappa Delta Sociology Honor Society (2001)  
Dean's List (1997-2001)  
Phi Eta Sigma Honor Society (2001)  
National Society of Collegiate Scholars (2001)

### **Conference Presentations**

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Goldsmith, K., Kim, E., & Dhar, R. (2006). *Getting More Out of Guilty Pleasures*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Houston, Texas.

Meyvis, T., Goldsmith, K., & Dhar, R. (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.

Goldsmith, K., Kim, E., & Dhar, R. (2006). *Getting More Out of Guilty Pleasures*. Paper presented at the Winter American Marketing Association Conference. St. Petersburg, Florida.

### **Conference Posters**

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

Goldsmith, K., Kim, E., & Dhar, R. (2006). *Getting More Out of Guilty Pleasures*. Paper presented as a poster at the Behavioral Decision Research in Management Conference. Santa Monica, California.

### **Chaired Symposia**

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Goldsmith, K. (2006). Symposium Chair. *Paradoxes in Expected and Experienced Pleasure*. Society for Judgment and Decision Making, Houston, Texas. Other speakers: Tom Meyvis, Ayelet Fishbach, Daniel Lieb.

Goldsmith, K. & Amir, O. (2006). Symposium Co-Chairs. *When and Why We Love Uncertainty*. Society for Judgment and Decision Making, Houston, Texas. Other speakers: Michael I. Norton, Nina Mazar, Jolie M. Martin. Discussant: George Wu.

Goldsmith, K. & Meyvis, T. (2006). Symposium Chair. *Challenges and Extensions to Standard Beliefs in Branding Research*. Association for Consumer Research, Orlando, Florida. Other speakers: Sanjay Sood, Bernd Schmitt. Discussant: C.W. Park.

**Teaching Interests**

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Marketing Management, Consumer Behavior, Marketing Communications, Marketing Research, Behavioral Decision Making

**Experience**

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Fall 2005, Teaching Assistant, Marketing Strategy. Instructor: Ravi Dhar. Yale School of Management.

Fall 2006, Teaching Assistant, Marketing Strategy. Instructor: Ravi Dhar. Yale School of Management.

Spring 2001 Instructor, Gender in the Media. Duke University.

**Membership**

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Academy for Consumer Research  
 American Marketing Association  
 Society for Consumer Psychology  
 Society of Judgment and Decision Making  
 Society of Personality and Social Psychology

**Related Course Work**

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Behavioral Decision Theory I	Instructor: Ravi Dhar
Behavioral Decision Theory II	Instructor: Nathan Novemsky
Quantitative Marketing Seminar	Instructor: Dina Mazylin
Social Cognition	Instructor: John Bargh
The Psychology of Freewill	Instructor: John Bargh
The Psychology of Memory	Instructor: Marcia Johnson
The Self and Identity	Instructor: David Armor

*Other Related Courses:* Statistics (3 courses); Experimental Economics (with Shyam Sunder)  
 Policy Modeling (with Ed Kaplan)

**References**

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<p><i>Ravi Dhar</i>                  School of Management                  Yale University                  Tel: (203) 432-4619                  E-mail: <a href="mailto:Ravi.Dhar@Yale.edu">Ravi.Dhar@Yale.edu</a></p>	<p><i>Nathan Novemsky</i>                  School of Management                  Yale University                  Tel: (203) 436-4261                  E-mail: <a href="mailto:Nathan.Novemsky@Yale.edu">Nathan.Novemsky@Yale.edu</a></p>
<p><i>Joseph Simmons</i>                  School of Management                  Yale University                  E-mail: <a href="mailto:Joseph.Simmons@Yale.edu">Joseph.Simmons@Yale.edu</a></p>	<p><i>On Amir</i>                  Rady School of Business                  University of California, San Diego                  Tel: (617) 233-9319                  E-mail: <a href="mailto:OAmir@USCD.edu">OAmir@USCD.edu</a></p>

## **Appendix Description of Research**

Goldsmith, K., Kim, E., & Dhar, R. (2006). *Getting More Out of Guilty Pleasures.*

A “guilty pleasure” illustrates for many how pleasurable consumption can often be accompanied by guilt. Our research explores the direction of the relationship between feelings of guilt and predicted or experienced pleasure from consumption. Prior work has shown that the ambiguity of an experience can influence the cues which consumers use to construct their evaluations of that experience (Hoch & Ha, 1986). In a series of studies, we show that the relationship between guilt and pleasure is moderated by the ambiguity of the consumption experience. Specifically we find that when the consumption experience is unambiguous, guilt reduces pleasure, whereas when the experience is ambiguous, guilt increases pleasure.

Goldsmith, K. & Amir, O. (2006). *Going Where Uncertainty Takes Us: When Less Information Means More Interest in Incentives*

Despite its reputation, we believe uncertainty is not all bad. Recent research suggests there may be motivational advantages accruing from uncertain cues. Building on these results, we investigate the effects of promotions that offer vague or uncertain rewards. We indeed find there are instances when such promotions seem more attractive and generate greater propensity to act. For example, a lottery between small and large rewards is as attractive as receiving the large reward for certain. Moreover, we find that this holds because consumers intuitively entertain a sense of myopic optimism. Finally, we outline boundary conditions for this positive effect, such as elaboration, type of reward, and role of a-priori attitudes. We discuss the practical implications these results have for marketers.

Goldsmith, K. & Dhar, R.. (2006). *The Counter-Intuitive Ways in which “Looming Losses” Motivate Behavior.*

“Looming losses” may exert a counter-intuitive influence on behavior. We find that on challenging tasks framing an incentive in terms of potential losses as opposed to gains increases persistence (Experiment 1) and performance (Experiment 2). We obtain this result despite the fact that people generally predict that gains would be more motivating than losses (Experiment 3). This research attempts to bridge the gap between the existing work on framing, loss aversion and motivation by testing if the threat of incurring a loss can increase motivation beyond that incited by the possibility of accruing a gain. We conclude by discussing the practical implications these results have for managers.

Meyvis, T., Goldsmith, K., & Dhar, R. (2006). *Beyond Survival of the Fittest: The Influence of Mindsets on Consumers Response to Brand Extensions*

Previous brand extension research has identified the fit between the brand and the extension category as a critical requirement for favorable extension evaluations. We propose that the importance of fit depends on the mindset of the decision maker. When consumers adopt a hypothetical, abstract mindset, they will rely more on general marketplace principles – and consequently will be more sensitive to fit. However, when consumers instead adopt a more concrete, pragmatic mindset, they are more likely to be sensitive to factors that indicate immediate benefits. Accordingly, we observe a preference shift to extensions of lower fit, but higher quality brands when consumers are making choices rather than evaluations and when they can easily visualize the extensions.