

Kelly Goldsmith

Professor of Marketing at Vanderbilt University

Nashville, TN, US

Expert in marketing, market research, and consumer behavior focusing on the impact of scarcity and sales on shoppers' mindsets.

Biography

Professor Goldsmith is a behavioral scientist and a marketing professor. Her research is highly interdisciplinary in nature, drawing upon theories and methods from a variety of areas, including anthropology, cognitive and social psychology, economics, evolutionary biology, and marketing. Because her research bridges theory and practice, it contributes not only to more nuanced theories of consumer decision making, but also to new techniques for marketers, firms, and policy makers. Professor Goldsmith's work has appeared in several top marketing and psychology journals and has been featured in hundreds of media outlets including the BBC, Time Magazine, the New York Times, the Wall Street Journal, and many more. She has been recognized as one of the "Top 40 Most Outstanding Business School Professors in the World Under 40" (Poets& Quants) and one of "Eight Young Business School Professors on the Rise" (Fortune Magazine). At Vanderbilt, she is the E. Bronson Ingram Chair, a full professor, the Marketing Area Coordinator, and award-winning teacher and researcher. She recently received both the Research Productivity Award (2021) and the Dean's Award for Teaching (2020), in addition to being recognized as a Chancellor's Faculty Fellow. Prior to coming to Vanderbilt, she obtained her undergraduate degree from Duke University and her Ph.D. in Behavioral Marketing from Yale University. She then worked at the Kellogg School of Management as a marketing professor for eight years, where she was a highly decorated researcher and teacher, receiving several awards including the Richard M. Clewett Research Chair, the McManus Research Chair, the Sidney J. Levy Award for Excellence in Teaching (2012, 2014), and two Faculty Impact awards. Fun fact: Goldsmith was once a contestant on "Survivor" and says the lessons she learned about scarcity during that experience have impacted her scholarship today.

Areas of Expertise

Sales, Consumer Behavior, Market Research, Marketing, Scarcity, Shopping

Affiliations

Co-Editor, Journal of Consumer Psychology, Co-editor, Journal of the Association for Consumer Research, Editorial Review Board, Journal of Consumer Psychology

Education

Yale University

M.Phil.

Yale University
Ph.D.

Yale University
M.S.

Duke University
B.S.

Accomplishments

Faculty Impact Award Winner
Faculty Impact Award Winner

Marketing Science Institute (MSI) Young Scholar
Marketing Science Institute (MSI) Young Scholar

Sidney J. Levy Award for Excellence in Teaching
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Grant Winner
Provost Research Studio

JCR Outstanding Reviewer Award
JCR Outstanding Reviewer Award

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