

Kelly L. Haws

July 2011

Mays Business School
Texas A&M University
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EDUCATION

PhD, Marketing, May 2007
University of South Carolina, Columbia, South Carolina

MBA, August 2000
Mississippi State University, Starkville, Mississippi

BBA, August 1999
Mississippi State University, Starkville, Mississippi: Business Administration with emphasis in marketing, human resources, and business law. Majority of coursework completed at the United States Air Force Academy.

ACADEMIC POSITIONS

Assistant Professor of Marketing, Texas A&M University, July 2007 – present
Graduate Assistant and Instructor, University of South Carolina, 2003-2007
Instructor of Accounting and Finance, University of South Carolina Sumter, 2001-2003

AWARDS/HONORS

Research

- Mays Faculty Research Fellow, 2011-2014
- Marketing Science Institute Young Scholar, 2011
- AMA Sheth Doctoral Consortium Faculty Fellow, 2010
- Recipient of the Center for Retailing Studies Withers Research Grant 2009, \$10,000
- Selected to participate in the 2009 Transformative Consumer Research Conference at Villanova (competitive and sponsored)
- Mays Business School Performance Grant 2009, 2010
- Mays Research grant recipient 2008-10, \$4,500; \$1,250; \$3,300; \$1500
- Moore School of Business Doctoral Student Research Award, 2007
- AMA Sheth Doctoral Consortium Fellow, 2006
- Moore School of Business W. Pierce Liles Outstanding Doctoral Student Award, 2006
- USC Graduate School Fellowship, 2004-2005 (competitive)
- Darla Moore Fellowship, 2003-2006
- CIBER grant co-participant, 2005-2006

Teaching

- Recipient of Fall 2010 (Student Led) Teaching Excellence Award, Texas A&M University

- Lockheed Martin Excellence in Teaching Award, Mays Business School, Texas A&M University, 2010
- Center for Teaching Excellence Montague Teaching Scholar for Mays Business School, 2010
- Recipient of University wide SLATE teaching award (Student Led Awards for Teaching Excellence), Spring 2010, Texas A&M University
- Recipient of University wide SLATE teaching award (Student Led Awards for Teaching Excellence), Spring 2009, Texas A&M University
- Moore School of Business Outstanding Graduate Student Teacher Award, 2007
- South Carolina Association of Certified Public Accountants Outstanding Educator Award Nominee, 2002

RESEARCH

Publications

Haws, Kelly L., Rebecca W. Naylor, Robin Coulter, and William O. Bearden (2012), "Keeping It all Without Being Buried Alive: Understanding Product Retention Tendency," forthcoming at the *Journal of Consumer Psychology*.

Winterich, Karen Page, and Kelly L. Haws, (2011) "Helpful Hopefulness: The Effect of Future Positive Emotion on Consumption," forthcoming at the *Journal of Consumer Research*, October. Authors contributed equally.

Haws, Kelly L., William O. Bearden and Gergana Y. Nenkov (2011), "Consumer Spending Self-Control Effectiveness and Outcome Elaboration Prompts," forthcoming at *the Journal of the Academy of Marketing Science*.

Haws, Kelly L., William O. Bearden, and Utpal M. Dholakia (2011), "Situational and Trait Interactions among Goal Orientations," forthcoming at *Marketing Letters*.

Keller, Punam Anand, Debra L. Scammon, Pia A. Albinsson, Shalini Bahl, Jesse R. Catlin, Kelly L. Haws, Jeremy Kees, Tracey King, Elizabeth Gelfand Miller, Ann M. Mirabito, Paula C. Peter, and Robert M. Schindler (2011), "Transforming Consumer Health," *Journal of Public Policy & Marketing*, 30 (1), 14-22

Haws, Kelly L., Utpal M. Dholakia, and William O. Bearden (2010), "An Assessment of Chronic Regulatory Focus Measures," *Journal of Marketing Research*, 47 (October), 967-982.

Naylor, Rebecca W., Courtney Droms, and Kelly L. Haws (2009), "Eating with a Purpose: Consumer Responses to Functional Food Health Claims," *Journal of Public Policy & Marketing*, 28 (Fall), 221-233.

Poynor, Cait and Kelly L. Haws (2009), "Lines in the Sand: Using Category Widths to Define and Pursue Self-Control Goals," *Journal of Consumer Research*, 35 (February), 772-787. Authors contributed equally.

- Featured in such media outlets as CNN Health, The National Post, New York Daily News, Medical News Today, and Canada.com

Haws, Kelly L. and Cait Poynor (2008), "Seize the Day! Encouraging Indulgence for the Hyperopic Consumer," *Journal of Consumer Research*, 35 (December), 680-691. Authors contributed equally.

- Featured in such media outlets as EurekAlert!, Science Daily, Eureka! Science News, PhysOrg.com, and Thaindian News

Haws, Kelly L. and William O. Bearden (2006), "Dynamic Pricing and Consumer Fairness Perceptions," *Journal of Consumer Research*, 33 (December), 304-311.

Manuscripts in the Review Process

Redden, Joseph and Kelly L. Haws, "Healthy Satiation and Self-Control," invited for 3rd round review at the *Journal of Consumer Research*.

Lamberton, Cait Poynor, Rebecca W. Naylor, and Kelly L. Haws, "Same Destination, Different Paths: The Effect of Observing Others' Divergent Reasoning on Choice Confidence," invited for 3rd round review at the *Journal of Consumer Psychology*.

Haws, Kelly L., Utpal M. Dholakia, and Yeosun Yoon, "Control over What? A Theoretical and Empirical Examination of General and Domain-Specific Self-Control," *revision invited at the Journal of Consumer Research*.

Haws, Kelly L., and Karen Page Winterich, "Supersized Pricing: Trading off Health for Thrift in a Supersized World," *revision invited at the Journal of Marketing*.

Bearden, William O. and Kelly L. Haws, "The Many Dark Sides of Uncontrolled Spending," invited for revision at the *Journal of the Academy of Marketing Science*.

Haws, Kelly L., Cait Poynor Lamberton, Hristina Dzhogleva, and Gavan Fitzsimons, "A Life in Balance or a Slippery Slope? Exploring the Use and Effectiveness of Moderation versus Avoidance Self Control Strategies".

Haws, Kelly L., Karen Page Winterich, and Rebecca Walker Naylor, "Seeing the World through GREEN-tinted Glasses: How Green Consumers' Use Motivated Reasoning to Prefer Environmentally Friendly Products".

Selected Work In Progress

Haws, Kelly L., Gergana (Yordanova) Nenkov, and Min Jung Kim, "How To Think about the Future Best: Optimizing Outcome Elaboration Strategies for Goal Achievement," *preparing for submission*.

Komarova, Yuliya, Kelly L. Haws, and Amar Cheema, "Mental Accounts and Spending: The Role of Affect and Cognitive Load," manuscript invited for resubmission to the *Journal of Consumer Research*.

Lowe, Michael and Kelly L. Haws, "Better Smileage: Towards an Optimal Consumption Strategy and Well-Being."

Lowe, Michael, Kelly L. Haws, and Rebecca Schelgel, "I've Got This Song in My Head': How Music Influences Identity and Product Preference," *data collection in progress*.

Haws, Kelly L., and Karen P. Winterich, "What are GREEN Consumer Values and How Do They Influence Consumer Responses to Environmentally Friendly Products."

"Examining the Impact of Physicians' Approaches to Addressing Consumers' Lifestyle Issues," with Leonard Berry, Kathleen Seiders, Andrea Godfrey, and Steve Quach, *data collection in progress*.

Books

Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research, 3rd Edition, Sage Publications, (2010), with William O. Bearden and Richard E. Netemeyer.

CONFERENCE PRESENTATIONS/PROCEEDINGS

Lowe, Michael, Kelly L. Haws, and Rebecca Schelgel, "I've Got This Song in My Head': How Music Influences Identity and Product Preference," presented at the 2011 Society for Consumer Psychology Conference in Atlanta, GA.

Lin, Wang-Tin and Kelly L. Haws, "Not Everyone Loves Buffets: Pricing Preference of Frugal Consumers," *data collection in progress*, presented at the Association of Consumer Research conference in Jacksonville, FL.

Lowe, Michael and Kelly L. Haws, "Anticipate, Go Big, Enjoy, Repeat: Towards an Optimal Consumption Strategy and Well-Being," presented at the Association of Consumer Research conference in Jacksonville, FL.

Haws, Kelly L., Rebecca W. Naylor, William O. Bearden, and Robin Coulter "It's Mine to Keep! Understanding Product Retention Tendency," presented at the Association of Consumer Research conference in Jacksonville, FL.

Haws, Kelly L., Karen P. Winterich, and Rebecca W. Naylor, "Seeing the World through GREEN-tinted Glasses: Motivated Reasoning and Consumer Response to Environmentally Friendly Products," presented at the Association of Consumer Research conference in Jacksonville, FL.

Poynor, Cait, Rebecca W. Naylor, and Kelly L. Haws, "Same Destination, Different Paths: The Effect of Observing Others' Divergent Reasoning on Choice Confidence," presented at the Association of Consumer Research conference in Jacksonville, FL.

Redden, Joseph and Kelly L. Haws, "Healthy Satiation and Self-Control," presented at the Association of Consumer Research conference in Jacksonville, FL.

- Berry, Leonard, Kathleen Seiders, Kelly L. Haws, and Andrea Godfrey, "Examining the Impact of Physicians' Approaches to Addressing Consumers' Lifestyle Issues," presented at the American Marketing Association conference, Boston, MA.
- Naylor, Rebecca W., Cait Poynor, and Kelly L. Haws (2010), "Same Destination, Different Paths: The Effect of Observing Others' Divergent Reasoning on Choice Confidence," presented at the 2010 Society for Consumer Research Conference in St. Petersburg, FL.
- Haws, Kelly L. and Gergana Y. Nenkov (2009), "Enhancing Self-Control through Future Consequence Elaboration," presented at the 2009 Association of Consumer Research Conference in Pittsburgh, PA.
- Komarova, Yuliya, Kelly L. Haws, and Amar Cheema, "Mental Accounts and Spending: The Role of Affect and Cognitive Load," presented at the 2009 Association of Consumer Research Conference in Pittsburgh, PA.
- Raghunathan, Rajagopal, Rebecca W. Naylor, Kalpesh Desai, and Kelly Haws (2009), "Evil Intuitions: Why Belief in the 'Unhealthy = Tasty' Intuition Leads to Unhealthy Food Choices," presented at the 2009 Association of Consumer Research Conference in Pittsburgh, PA.
- Winterich, Karen P., and Kelly L. Haws (2009), "Helpful Hopefulness: The Impact of Hope on Self-Control," presented at the 2009 Association of Consumer Research Conference in Pittsburgh, PA.
- Winterich, Karen Page and Kelly L. Haws (2009), "Differential Effects of Positive Emotions on Consumption Behaviors," presented at the 2009 Society for Consumer Research Conference in San Diego, CA.
- Haws, Kelly L. and Cait Poynor (2008), "Seize the Day! Encouraging Indulgence for the Hyperopic Consumer," presented at the 2008 Association for Consumer Research Conference in San Francisco, CA.
- Haws, Kelly L. and Cait Poynor (2008), "Seize the Day! Encouraging Indulgence for the Hyperopic Consumer," presented at Marketing Science in Vancouver, Canada.
- Haws, Kelly L. and William O. Bearden (2008), "Consumer Spending Self-Control: Conceptual Developments and Applications," presented at the Spring 2008 Society for Consumer Research Conference in New Orleans, LA.
- Haws, Kelly L., Rebecca W. Naylor, William O. Bearden, and Robin Coulter (2007), "To Have and To Hold? Consumer Disposition Tendencies," presented at the Association for Consumer Research Conference in Memphis, TN.
- Bearden, William O. and Kelly L. Haws (2007), "Chronic Goal Orientation: Extending Prior Consumer Research and Regulatory Focus Theory," presented at the Spring 2007 Society for Consumer Research Conference in Las Vegas, NV.
- Naylor, Rebecca W., Courtney Droms, and Kelly L. Haws (2007), "Eating with a Purpose: Consumer Responses to Functional Food Health Claims," presented at the Spring 2007 Society for Consumer Research Conference in Las Vegas, NV.

Komarova, Yuliya and Kelly L. Haws (2007), "Incidental Mood and Consumer Evaluation of Price," presented at the Spring 2007 Society for Consumer Research Conference in Las Vegas, NV.

Haws, Kelly L. and Cait Poynor (2006), "Lines in the Sand: Using Category Widths to Define and Pursue Self-Control Goals," presented at the Association for Consumer Research Conference in Orlando, FL. Order of authorship is random.

Haws, Kelly L. (2006), "Construing Out of Self-Control Failure: A Construal Level Theory Approach to Understanding Self-Control Strategies," presented as a working paper at the Association for Consumer Research Conference in Orlando, FL.

Haws, Kelly L. and William O. Bearden (2005), "Consumer Spending Self-Control: Conceptual and Measurement Refinements," presented at the Summer 2006 American Marketing Association Educators' Conference in Chicago, IL.

Wood, Stacy L. and Kelly L. Haws (2005), "Conscious and Nonconscious Elements in Habitual Consumption Behavior: Building a Triadic Framework of Habits, Practices, and Compulsions," presented at the 2005 Association for Consumer Research conference in San Antonio, TX.

Haws, Kelly L. and William O. Bearden (2005), "Dynamic Pricing and Consumer Perceptions of Price (Un)Fairness," presented at the Summer 2005 American Marketing Association Educators' Conference in San Francisco, CA.

Haws, Kelly L. and Cait Poynor (2005), "Inside the Price Signal: The Relationship between Price and Perceived Innovativeness," Poster session at the Spring 2005 Society of Consumer Psychology conference in St. Petersburg, FL.

Wood, Stacy L. and Kelly L. Haws (2004), "Anticipating Returns: Preemptive Compensation as a Double-Edged Sword," Poster session at the Fall 2004 Association for Consumer Research conference in Portland, OR.

Haws, Kelly, Debbie Thorne, and Linda Berns Wright (2000), "Extended Price Consideration Process: Identifying New Internet-Based Consumer Purchase Decision Variables," in *Marketing Advances in the New Millennium*, D. Deeter-Schmelz and T. Hartman, eds, Society for Marketing Advances, Athens, OH, 35-36. *Best Paper Award, Track.*

INVITED PRESENTATIONS (POST JOB MARKET)

- "To Have and To Hold? Consumer Product Retention Tendencies," presented in Research Seminar Series, Texas A&M University, Spring 2008
- Marketing Department Research Camp, Texas A&M University, Spring 2010
- Cognitive Psychology, Texas A&M University, Spring 2010
- Social Psychology, Texas A&M University, Spring 2010
- Sponsors Forum for the Center for Retailing Studies, Texas A&M University, Spring 2010
- Texas Colloquium, University of Texas San Antonio, Spring 2010
- Department of Agricultural Economics, Texas A&M University, November 2010
- University of Texas San Antonio Research Seminar, Spring 2011

TEACHING

Graduate Courses Taught

- Analyzing Consumer Behavior, MKTG 650, Texas A&M, Fall 2010

Undergraduate Marketing Courses Taught

- Consumer Behavior, Fall 2010, 2 sections, Texas A&M
- Consumer Behavior, Spring 2010, 3 sections; Texas A&M
- Consumer Behavior, Spring 2009, 3 sections; Texas A&M
- Consumer Behavior, Spring 2008, 3 sections; Texas A&M
- Principles of Marketing, 2005; University of South Carolina
- Marketing Research, 2004; University of South Carolina
- Consumer Behavior, 2003; University of South Carolina Sumter
- Principles of Marketing, 2002; University of South Carolina Sumter

Undergraduate Non-Marketing Courses Taught (University of South Carolina Sumter):

- Financial Statement Analysis; Corporate Finance; Financial Accounting; Managerial Accounting

SERVICE

External Service Activities:

- Track Co-chair for Consumer Psychology and Behavior track for the AMA Summer Educators' Conference, 2012
- Invited faculty participant for the 2011 ACR Doctoral Symposium
- Track Co-chair for Consumer Psychology and Behavior track for the AMA Summer Educators' Conference, 2011, San Francisco.
- Reviewing:
 - Journals:
 - *European Journal of Social Psychology*
 - *International Journal for Research in Marketing*
 - *Journal of Consumer Psychology*
 - *Journal of Consumer Research*
 - *Journal of Marketing*
 - *Journal of Marketing Research*
 - *Journal of Retailing*
 - *Journal of Public Policy & Marketing*
 - *Journal of the Academy of Marketing Science*
 - *Journal of Interactive Marketing*
 - Conferences:
 - Association for Consumer Research
 - Society for Consumer Psychology
 - American Marketing Association
 - Competitions:
 - SCP Dissertation Proposal Competition, 2008-2010
 - Howard-Sheth Dissertation Competition, 2010
- Program Committee Member for ACR 2010, ACR 2011
- Program Committee Member for SCP 2011

Internal Service Activities:

- Member of the University Human Subjects Working Group
- University-level committee: Brown-Rudder and Gates-Mueller top student awards selection committee, Spring 2011
- Student participant pool administrator, Marketing Department, Texas A&M, 2007 – present
- Faculty judge for MBA Professional Study Consulting Project, 2009, 2010
- Defining Excellence Committee Member, Marketing Department, Texas A&M, 2006-7
- Research Seminar Council Member, Marketing Department, Texas A&M, 2007-8
- Faculty Recruiting Committee Member, Marketing Department, Texas A&M, 2008, 2009, 2010
- Doctoral Program Council Member, Marketing Department, Texas A&M, 2008-2009, 2010-present
- Faculty representative for the 2009 University of Houston Doctoral Symposium
- Dissertation/Thesis Committees:
 - Philip Gable, Texas A&M Social Psychology
 - Sarah Flores, Texas A&M Social Psychology
 - Shane Bench, Texas A&M Social Psychology
 - Woo Jin Choi, Marketing
 - Michael Lowe, Marketing, chair
 - Min Jung Kim, Marketing
 - Meghan Wall, Masters' Thesis
 - Thomas Price, Texas A&M Social Psychology

POST-UNDERGRADUATE WORK EXPERIENCE

2001-2003: Instructor of Accounting and Finance, University of South Carolina, Sumter, SC.

- Full time instructor of Accounting and Finance
- Also taught marketing courses
- Designed and taught a total of six different courses
- Served on a variety of university committees

2000-2001: Loan Officer Specialist, McCullough Mortgage and Financial, Phoenix, AZ.

- Sales, specializing in refinancing of mortgages
- Facilitated training of new loan officers

ACADEMIC AFFILIATIONS

- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association