

**Kelly B. Herd**  
**Assistant Professor of Marketing**  
**University of Connecticut • School of Business**  
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## **Academic Positions**

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### **School of Business, University of Connecticut**

Assistant Professor of Marketing, July 2017 – present

### **Kelley School of Business, Indiana University**

Assistant Professor of Marketing, July 2011 – June 2017

## **Education**

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### **Leeds School of Business, University of Colorado at Boulder**

Ph.D., Marketing, May 2011

### **Washington and Lee University**

B.S., *Magna Cum Laude*, Business Management, June 2003

## **Awards and Honors**

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### **Research**

- American Marketing Association-Sheth Doctoral Consortium Faculty Fellow, 2021
- Society for Consumer Psychology Doctoral Symposium Faculty Fellow, 2021
- OVPR Scholarship Facilitation Fund, University of Connecticut, 2019, 2021
- Behavioral and Experimental Research Grant, School of Business, University of Connecticut, 2018, 2020
- Association for Consumer Research Doctoral Symposium Faculty Fellow, 2015, 2016, 2019
- 3M Faculty Fellow, Indiana University, 2014, 2015, 2016
- Robert Mittelstaedt Doctoral Symposium Faculty Representative, 2015
- Marketing Science Institute's Alden G. Clayton Dissertation Proposal Award, 2010
- Society for Marketing Advances' Best Retail Dissertation Proposal Award, 2010
- American Marketing Association Sheth Doctoral Consortium Fellow, 2010
- Berkeley Behavioral Camp Representative, 2010
- Marketing Division Research Excellence Fellowship, 2010
- Gerald Hart Fellowship, University of Colorado at Boulder, 2007, 2008
- University Fellowship, University of Colorado at Boulder, 2006 – 2011

## Awards and Honors

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### Teaching

University of Connecticut

- American Association of University Professors (AAUP) Teaching Innovation Award, 2021
- Center for Excellence in Teaching and Learning (CETL) Teaching Innovation Award Finalist, 2021
- Marketing Department VOYA Award for Instructional Development, 2020
- School of Business Teaching Innovation Award, 2019

Indiana University

- Sauvain Teaching Excellence Award Finalist, 2015, 2016
- Trustees Teaching Award Finalist, 2014

### Refereed Journal Publications

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Herd, Kelly B., Girish Mallapragada, and Vishal Narayan (Forthcoming), “Do Backer Affiliations Help or Hurt Crowdfunding Success?,” *Journal of Marketing*. (Co-Principal Investigator)

Herd, Kelly B. and Ravi Mehta (2019), “Head vs. Heart: The Effect of Objective versus Feelings-Based Mental Imagery on New Product Creativity,” *Journal of Consumer Research*, 46 (1), 36-52. (Co-Principal Investigator)

Krishna, Aradhna, Kelly B. Herd, and Nilufer Z. Aydınoğlu (2019), “A Review of Consumer Embarrassment as a Public and Private Emotion,” *Journal of Consumer Psychology*, 29 (3), 492-516. (Co-Principal Investigator)

Xu, Lidan, Ravi Mehta, and Kelly B. Herd (2019), “Look at Me! Or Don’t...: How Mere Social Presence Impacts Innovation Adoption,” *Journal of the Association for Consumer Research*, 4 (3), 269-79.

Krishna, Aradhna, Kelly B. Herd, and Nilufer Z. Aydınoğlu (2015), “Wetting the Bed at Twenty-one: Embarrassment as a Private Emotion,” *Journal of Consumer Psychology*, 25 (3), 473-486. (Co-Principal Investigator)

Moreau, C. Page, Leff Bonney and Kelly B. Herd (2011), “It’s the Thought (and the Effort) That Counts: How Customizing for Others Differs from Customizing for Oneself,” *Journal of Marketing*, 75 (September), 120-133.

Moreau, C. Page and Kelly B. Herd (2010), “To Each His Own? How Comparisons with Others Influence Consumers’ Evaluations of Their Self-Designed Products,” *Journal of Consumer Research*, 36 (February), 806-819.

## **Research Impact**

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**Google Scholar Citations (10/15/21): 461**

### **Selected Media Coverage**

Business and Technology Media (e.g., *Fast Company*; *Forbes*; *Gizmodo*; *Marketing News*)

Health and Science Media (e.g., *Men's Health*; *Health.com*; *Mental Floss*; *eScience News*)

Other National and International Media (e.g., *Glamour*; *New York Magazine*; *Yahoo!*)

Local Media (e.g., *Indianapolis Post*; *UConn School of Business Dean's Report*)

## **Manuscripts Under Review/In Revision**

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Ferguson, Kristen, Kelly B. Herd, and Stefan J. Hock, "Crowding and Creativity," Revising for 2<sup>nd</sup> Round Review, *Journal of Marketing Research*. (Co-Principal Investigator)

Kim, Claire Heeryung, Kelly B. Herd, and H. Shanker Krishnan, "The Creative Touch: The Role of Haptics on Creativity," Revising for 2<sup>nd</sup> Round Review, *Marketing Letters*. (Co-Principal Investigator)

Hock, Stefan J. and Kelly B. Herd, "The Impact of Mobile Devices on Donation Behavior," Revising for Resubmission, *Journal of Marketing Research*.

Kim, Tae Woo, Adam Duhachek, and Kelly B. Herd, "The Role of Contagion Beliefs and Consumer Goals in Secondhand Retail Markets," Revising for 2<sup>nd</sup> Round Review, *European Journal of Marketing*.

## **Selected Research in Progress**

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Herd, Kelly B. and C. Page Moreau, "How Beautiful Products Motivate Consumer Performance," Manuscript in preparation.

Herd, Kelly B. and C. Page Moreau, "Self-Expression in Creative Endeavors: The Surprising Benefits of a Small Toolbox," Manuscript in preparation.

Herd, Kelly B., Aradhna Krishna, and Nilufer Z. Aydınoğlu, "Mitigating Consumer Embarrassment," Manuscript in preparation.

Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd, "Focusing on Histories of Unintentional Outcomes Increases Ideation," Manuscript in preparation.

Coulter, Robin A., Yuliya Strizhakova, Kelly B. Herd, and Sampurna Nandi, "Brand Hubris," Manuscript in preparation.

Ferguson, Kristen and Kelly B. Herd, "Creativity and Embarrassment," Data collection in progress.

## Book Chapter

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Herd, Kelly B. and C. Page Moreau (2015), "Product Aesthetics and the Self," *The Psychology of Design: Creating Consumer Desire*. Ed. Rajeev Batra, Diann Brei, and Colleen Seifert. Armonk, NY: M.E. Sharpe, Inc.

## Publications in Refereed Conference Proceedings

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Taly Reich, Kelly Herd, and Alexander Goldklank Fulmer (2020), "A History of Failed Intentions: When Focusing on Unintentional Outcomes Promotes Ideation," in NA - Advances in Consumer Research Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN: Association for Consumer Research, 614-614.

Herd, Kelly B. and C. Page Moreau (2019), "Inspirational Aesthetics: How Beautiful Products Motivate Performance," in NA - Advances in Consumer Research, Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, 320-325.

Herd, Kelly B., Nilufer Z. Aydinoglu, and Aradhna Krishna (2019), "The Self-Conscious Consumer: Understanding and Mitigating Consumer Embarrassment," in NA - Advances in Consumer Research, Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, 117-122.

Xu, Lidan, Ravi Mehta, and Kelly B. Herd (2019), "The Role of Mere Social Presence on Innovation Adoption," in NA - Advances in Consumer Research, Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, 914.

Herd, Kelly B. and C. Page Moreau (2017), "Making Meaning: How Consumers Build Their Identity Into Their Own Creative Outcomes," in NA - Advances in Consumer Research, Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research, 31-35.

Tang, Chenying (Claire), Adriana Samper, Keisha M. Cutright, and Kelly B. Herd (2014), "Creating the Unthinkable: Hard to Imagine, Easy to Act," in NA - Advances in Consumer Research, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 813.

Herd, Kelly B. and Ravi Mehta (2013), "Heart Versus Head: Examining Differential Effects of Empathy Versus Perspective Taking on Creative Product Design," in NA - Advances in Consumer Research, Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 60-61.

Herd, Kelly B. and C. Page Moreau (2012), "The Influence of Identity on Creative Outcomes," in NA - Advances in Consumer Research, Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 53-57.

Herd, Kelly B., Leff Bonney, and C. Page Moreau (2011), "For You Or For Me? How the Intended Recipient Influences the Customization Experience and Valuations of Customized Products," in NA - Advances in Consumer Research, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 197-198.

Herd, Kelly B. and C. Page Moreau (2011), "Identity Representation in Customization," in NA - Advances in Consumer Research, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 599-600.

Herd, Kelly B. and C. Page Moreau (2011), "Designing Memories," in NA - Advances in Consumer Research, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 40-41.

Moreau, C. Page and Kelly B. Herd (2010), "To Each His Own? How Comparisons to Others Influence Consumer Self-Design," in NA - Advances in Consumer Research, Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, 102-106.

Herd, Kelly B., Ethan Pew, and Caleb Warren (2009), "Product Meaning and Consumer Creativity," in NA - Advances in Consumer Research, Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 875-876.

Herd, Kelly B. and C. Page Moreau (2008), "Developing a Better Understanding of Co-Creation: Consumers' Motivations to Create and the Underlying Processes," in NA - Advances in Consumer Research, Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 927.

### **Conference Presentations (\*denotes presenter)**

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Alexander G. Fulmer\*, Reich, Taly, and Kelly B. Herd, "Embracing Unintentionality: Why Focusing on Unintentional Outcomes in Malleable Domains Promotes Ideation," Society for Judgment and Decision Making Annual Conference, San Diego, CA. November 2021.

Herd, Kelly B.\*, "Beyond Beauty: How Can Aesthetics and Design Be Leveraged to Enhance Consumer and Societal Wellbeing," Roundtable discussion participant, Association for Consumer Research Annual Conference, Virtual Conference. October 2021.

Ferguson, Kristen\*, Kelly B. Herd, and Stefan J. Hock, "The Impact of Social Distancing on Creativity," Association for Consumer Research Annual Conference, Virtual Conference. October 2021.

Herd, Kelly B.\*, "Consumer Well-being: The Roles of Innovation and Embarrassment," American Marketing Association-Sheth Doctoral Consortium Conference, Bloomington, IN. October 2021.

Herd, Kelly B.\*, "Effectively Managing Your Early Career," Plenary Session Panelist, American Marketing Association-Sheth Doctoral Consortium Conference, Bloomington, IN. October 2021.

Kelly B. Herd\*, "Data Collection During the New Normal: Innovative Methodologies for Field and Consequential Contexts," Society for Consumer Psychology Doctoral Symposium, Virtual Conference. March 2021.

Ferguson, Kristen\*, Kelly B. Herd, and Ravi Mehta, "Communicating the Role of A.I. as Product Designer: Implications for Consumer Responses," Society for Consumer Psychology Annual Conference, Virtual Conference. March 2021.

Reich, Taly, Kelly B. Herd, and Alexander G. Fulmer\*, "A History of Failed Intentions: When Focusing on Unintentional Outcomes Increases Productivity," Society for Consumer Psychology Annual Conference, Virtual Conference. March 2021.

Reich, Taly, Kelly B. Herd, and Alexander G. Fulmer\*, "A History of Failed Intentions: When Focusing on Unintentional Outcomes Increases Productivity," Association for Consumer Research Annual Conference, Virtual Conference. October 2020.

Herd, Kelly B.\* and Page Moreau, "Inspirational Aesthetics: How Beautiful Products Motivate Performance," Association for Consumer Research Annual Conference, Atlanta, GA. October 2019.

Herd, Kelly B.\*, Nilufer Z. Aydinoglu, and Aradhna Krishna, "The Self-Conscious Consumer: Understanding and Mitigating Consumer Embarrassment," Association for Consumer Research Annual Conference, Atlanta, GA. October 2019.

Xu, Lidan\*, Ravi Mehta, and Kelly B. Herd, "The Role of Mere Social Presence on Innovation Adoption," Association for Consumer Research Annual Conference, Atlanta, GA. October 2019.

Herd, Kelly B.\*, "Enhancing Innovation at Both the Individual and Firm Level," Session chair, American Marketing Association Winter Conference, New Orleans, LA. February 2018.

Herd, Kelly B., Girish Mallapragada\*, and Vishal Narayan, "Does Connectivity Hurt Crowdfunding Success," American Marketing Association Winter Conference, New Orleans, LA. February 2018.

Herd, Kelly B.\* and Page Moreau, "Making Meaning: How Consumers Build their Identity into Their Own Creative Outcomes," Association for Consumer Research Annual Conference, San Diego, CA. October 2017.

Herd, Kelly B.\*, "Everyday Consumer Aesthetics," Roundtable discussion participant, Association for Consumer Research Annual Conference, San Diego, CA. October 2017.

Herd, Kelly B.\* and Page Moreau, "Impress Yourself: Product Design and Self-Signaling," Society for Consumer Psychology Conference, San Francisco, CA. February 2017.

Kim, Claire Heeryung\*, Kelly B. Herd, Adam Duhachek, and Shanker Krishnan, "The Effects of Political Ideology on Consumer Creativity," Society for Consumer Psychology Conference, San Francisco, CA. February 2017.

Kim, Tae Woo\*, Adam Duhachek, and Kelly B. Herd, "Activation of an Ideal Self Makes Successful Performance Contagious," Society for Consumer Psychology Conference, Phoenix, AZ. February 2016.

Herd, Kelly B.\* and Page Moreau, “Impress Yourself: Product Design and Self-Signaling,” Society for Consumer Psychology’s Advertising and Consumer Psychology Conference: The Psychology of Design, Ann Arbor, MI. May 2014.

Kim, Claire Heeryung\*, Kelly B. Herd, H. Shanker Krishnan, and Robert Potter, “Touch and Creativity,” Society for Consumer Psychology Conference, Miami, FL. March 2014.

Herd, Kelly B.\* and Ravi Mehta, “Heart Versus Head: Examining Differential Effects of Empathy Versus Perspective Taking on Creative Product Design,” Association for Consumer Research Annual Conference, Chicago, IL. October 2013.

Herd, Kelly B.\* and Ravi Mehta, “It’s Not Just About You: Social Influences on Creative Outcomes,” Session co-chairs, Association for Consumer Research Annual Conference, Chicago, IL. October 2013.

Kim, Claire Heeryung\*, Kelly B. Herd, and H. Shanker Krishnan, “Touch and Creativity,” Association for Consumer Research Conference, Chicago, IL. October 2013.

Herd, Kelly B.\* and Page Moreau, “The Influence of Identity on Creative Outcomes,” Association for Consumer Research Annual Conference, Vancouver, BC, Canada. October 2012.

Herd, Kelly B.\* “Building a Successful Research Program,” Invited roundtable discussion participant, Association for Consumer Research Annual Conference, St. Louis, MO. October 2011.

Herd, Kelly B.\* and Page Moreau, “Identity Representation in Customization,” Association for Consumer Research Annual Conference, St. Louis, MO. October 2011.

Herd, Kelly B. and Page Moreau\*, “Designing Memories,” Association for Consumer Research Annual Conference, Jacksonville, FL. October 2010.

Moreau, Page, Leff Bonney, and Kelly B. Herd\*, “For You or For Me? How the Intended Recipient Influences the Customization Experience and Valuations of Customized Products,” Association for Consumer Research Annual Conference, Jacksonville, FL. October 2010.

Herd, Kelly B. and Page Moreau\*, “Customization in Context,” La Londe Conference in Marketing Communications and Consumer Behavior, La Londe, France. June 2009.

Moreau, Page\* and Kelly B. Herd, “Is Beauty in the Eye of the Beholder? Understanding the Factors Influencing Consumer Self-Design,” Marketing and Operations Innovation Conference, Park City, UT. February 2009.

Moreau, Page and Kelly B. Herd\*, “To Each His Own? How Comparisons to Others Influence Consumer Self-Design,” Association for Consumer Research Annual Conference, Pittsburgh, PA. October 2009.

Herd, Kelly B.\*, Caleb Warren, and Ethan Pew, “Product Meaning and Consumer Creativity,” Association for Consumer Research Annual Conference, San Francisco, CA. October 2008.

Herd, Kelly B.\* and Page Moreau, “Developing a Better Understanding of Co-Creation: Consumers’ Motivations to Create and the Underlying Processes,” Association for Consumer Research Annual Conference, October 2007.

## **Invited Talks**

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Stony Brook University, 2021  
Harvard Business School, 2019  
University of Massachusetts, 2018  
University of Connecticut, 2016  
Colorado State University, 2016  
3M Corporate Headquarters, 2014  
Indiana University Department of Psychology, 2013  
The Ohio State University, 2010  
Boston College, 2010  
University of British Columbia, 2010  
Harvard Business School, 2010  
University of Arizona, 2010  
Indiana University, 2010  
University of Miami, 2010  
Temple University, 2010  
University of Arkansas, 2010  
Clemson University, 2010  
Texas Christian University, 2010

## **Teaching Experience**

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### **University of Connecticut**

Honors Introduction to Marketing: Fall 2017, 2018, 2019, 2020; Spring 2019, 2020, 2021  
Introduction to Marketing: Fall 2017, 2018, 2019, 2020

### **Indiana University**

Consumer Behavior: Spring 2012, 2013, 2014, 2015, 2016, 2017

### **University of Colorado at Boulder**

Buyer Behavior: Fall 2007, 2008, 2009; Spring 2011

## **Doctoral Student Advising**

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### **Dissertation Committee**

Kristen Ferguson, University of Connecticut (expected graduation: 2023), Chair  
Alex Fulmer, Yale University (expected graduation: 2023), Member  
Qizhou Wang, University of Connecticut (graduated 2021), Member  
Claire Heeryung Kim, Indiana University (graduated 2017), Member  
Abigail Schneider, University of Colorado (graduated 2014), Member

### **General Exam Committee**

Justin Sieow, University of Connecticut, 2021, Member  
Kristen Ferguson, University of Connecticut, 2020, Chair



Francesco Zanibellato, University of Connecticut, 2020, Member  
Sampoorna Nandi, University of Connecticut, 2019, Member

### **Qualifying Paper Committee**

Justin Sieow, University of Connecticut, 2020, Member  
Kristen Ferguson, University of Connecticut, 2019, Chair  
Sampoorna Nandi, University of Connecticut, 2018, Member

## **Service to the Department and School**

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### **University of Connecticut**

#### Marketing Department

Introduction to Marketing (MKTG 3101) Coordinator, 2017 – present  
Behavioral Lab Committee, 2017 - present  
Undergraduate Policy Committee, 2017 – present  
Undergraduate Assessment Committee, 2019 – present  
Faculty Search Committee, 2018, 2019, 2021  
Behavioral Lab Faculty Coordinator, 2017 – 2019  
Department Honors Advisor, 2017 – 2018  
Doctoral Program Committee, 2017 – 2018  
VOYA Colloquium Co-organizer, 2018

#### School of Business

Honors Program Committee, 2017 – 2018  
Women in Business Guest Speaker, 2018

#### University

UConn IDEA Grant Reviewer, 2019 – present

### **Indiana University**

#### Marketing Department

Behavioral Lab Faculty Coordinator, 2012 – 2017  
Doctoral Program Committee, 2011 – 2017  
Faculty Search Committee, 2011 – 2017

#### School of Business

Undergraduate Policy Committee, 2014 – 2017  
The Center of Excellence for Women in Technology, 2015 – 2017  
Women in Business Panel Participant, 2014  
Kelley Living Learning Center Faculty Presenter, 2014  
Hutton Honors College Faculty Sponsor, 2013 – 2014

## **Journal Editorial Review Board and Ad-hoc Reviewing**

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### **Editorial Review Board**

*Journal of Marketing*

## **Ad-hoc Reviewer, UConn Marketing Department A (Premier) Journals**

*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Management Science*  
*Journal of Consumer Psychology*  
*Journal of the Academy of Marketing Science*  
*International Journal of Research in Marketing*  
*Journal of Retailing*  
*Marketing Letters*  
*Journal of the Association for Consumer Research*  
*Personality and Social Psychology Bulletin*  
*Social Influence*  
*Journal of Behavioral Decision Making*

## **Professional Association Service and Memberships (\*)**

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### **Association for Consumer Research\***

Association for Consumer Research North American Conference Program Committee  
Association for Consumer Research North American Conference Reviewer

### **Society for Consumer Psychology\***

2022 Society for Consumer Psychology Conference Associate Editor  
2021 Society for Consumer Psychology Conference Associate Editor  
Society for Consumer Psychology Conference Reviewer

### **American Marketing Association\***

2018 American Marketing Association Academic Conference Associate Editor  
American Marketing Association Winter Marketing Educators' Conference Reviewer  
American Marketing Association Summer Marketing Educators' Conference Reviewer  
John A. Howard/American Marketing Association Doctoral Award Competition Reviewer  
American Marketing Association Marketing and Public Policy Conference Reviewer

### **Academy of Marketing Science**

Academy of Marketing Science Conference Reviewer

## **Industry Experience**

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### **New Media Strategies**

**Arlington, VA**

Senior Analyst  
Analyst

October 2005 – July 2006  
November 2004 – October 2005

### **Brodeur Worldwide**

**Boston, MA**

Assistant Account Executive  
Account Coordinator

June 2004 – August 2004  
August 2003 – June 2004