

Kelly B. Herd
Associate Professor of Marketing and Dean's Ackerman Scholar
University of Connecticut • School of Business
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Academic Positions

School of Business, University of Connecticut

Associate Professor of Marketing (with tenure), April 2022 – present

Assistant Professor of Marketing, July 2017 – April 2022

Kelley School of Business, Indiana University

Assistant Professor of Marketing, July 2011 – June 2017

Education

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

Research

- Dean's Ackerman Scholar, UConn School of Business, 2022 – 2024
- Best Paper Award, Honorable Mention, UConn School of Business, 2022
- Association for Consumer Research Doctoral Symposium Faculty Fellow, 2015, 2016, 2019, 2022
- 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, UConn School of Business, 2018, 2020
- 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
- University Fellowship, University of Colorado at Boulder, 2006 – 2011

Teaching

- *Poets & Quants* 50 Best Undergraduate Business School Professors, 2022
- American Association of University Professors (AAUP) Teaching Innovation Award, University of Connecticut, 2021
- Center for Excellence in Teaching and Learning (CETL) Teaching Innovation Award Finalist, University of Connecticut, 2021
- UConn Marketing Department VOYA Award for Instructional Development, 2020
- UConn School of Business Teaching Innovation Award, 2019
- Sauvain Teaching Excellence Award Finalist, Indiana University, 2015, 2016
- Trustees Teaching Award Finalist, Indiana University, 2014

Refereed Journal Publications (*denotes equal authorship)

Herd, Kelly B.*, Girish Mallapragada*, and Vishal Narayan* (Forthcoming), “Do Backer Affiliations Help or Hurt Crowdfunding Success?,” *Journal of Marketing*. [[LINK](#)]

Kim, Claire Heeryung*, Kelly B. Herd*, and H. Shanker Krishnan (Forthcoming), “The Creative Touch: The Role of Haptics on Creativity,” *Marketing Letters*. [[LINK](#)]

Kim, Tae Woo, Adam Duhachek, Kelly B. Herd, and Sunah Kim (Forthcoming), “Towards a Goal-based Paradigm of Contagion,” *European Journal of Marketing*. [[LINK](#)]

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. [[LINK](#)]

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. [[LINK](#)]

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. [[LINK](#)]

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. [[LINK](#)]

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. [[LINK](#)]

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. [[LINK](#)]

Research Impact

Google Scholar Citations (6/1/22): 520

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

Ferguson, Kristen, Kelly B. Herd*, and Stefan J. Hock*, "The Impact of Social Distance on New Product Creativity," Revising for 3rd Round Review, *Journal of Marketing Research*.

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

Selected Research in Progress

Ferguson, Kristen and Kelly B. Herd, "The Influence of Creative Thinking on 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.

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

Ferguson, Kristen A., Christina Kan, and Kelly B. Herd, "The Influence of Creative Thinking on Perceptions of Time Scarcity." Manuscript in preparation.

Ferguson, Kristen A. and Kelly B. Herd, "The Impact of Nostalgia Appeals on Consumers' Preference for Innovations," Data collection in progress.

Ferguson, Kristen A., Stefan J. Hock, and Kelly B. Herd. "The Impact of Smartphones on Consumer Embarrassment," Data collection in progress.

Book Chapter

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

Taly Reich, Kelly Herd, and Alexander G. 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)

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, Bloomington, IN. October 2021.

Herd, Kelly B.*, "Effectively Managing Your Early Career," Plenary Session Panelist, American Marketing Association-Sheth Doctoral Consortium, 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. Aydınoğlu, 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

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

University of Connecticut

Honors Introduction to Marketing: Fall 2017, 2018, 2019, 2020, 2021; Spring 2019, 2020, 2021, 2022
Introduction to Marketing: Fall 2017, 2018, 2019, 2020, 2021

Indiana University

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

University of Colorado at Boulder

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

Student Advising

Ph.D. 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

Ph.D. General Exam Committee

Sandip Roy, University of Connecticut, 2022, Member
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

Ph.D. Qualifying Paper Committee

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

Undergraduate Honors Thesis

David Garces, University of Connecticut, 2022-2023, Advisor

Service to the Department and School

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

Student Commencement Speaker Committee, 2022
Undergrad Introductory Course Assessment Committee, 2022 – present
Student Recruitment Open House, 2021
Honors Program Committee, 2017 – 2018
Women in Business Guest Speaker, 2018

University

Innovate Wellness Center, Faculty Mentor, 2021 – present
Leadership Legacy Experience Faculty Advisor, 2021 – present
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

Service to the Field

***Journal of Marketing*, Editorial Review Board, 2021 – present**

Society for Consumer Psychology Conference, Program Committee, 2023

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

Association for Consumer Research Conference, Program Committee
2015, 2016, 2017, 2018, 2019, 2020, 2021

American Marketing Association Academic Conference, Associate Editor, 2018

Ad-hoc Reviewer

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
Psychology & Marketing
Journal of Behavioral Decision Making
Association for Consumer Research North American Conference
Society for Consumer Psychology Conference
AMA Winter Marketing Educators' Conference
AMA Summer Marketing Educators' Conference
Academy of Marketing Science Conference
AMA Marketing and Public Policy Conference
Academy of Marketing Science Conference
MSI Alden G. Clayton Dissertation Proposal Competition
John A. Howard/AMA Doctoral Award Competition

Professional Memberships

Association for Consumer Research
American Marketing Association
Society for Consumer Psychology

Industry Experience

New Media Strategies

Senior Analyst
Analyst

Arlington, VA

October 2005 – July 2006
November 2004 – October 2005

Brodeur Worldwide

Assistant Account Executive
Account Coordinator

Boston, MA

June 2004 – August 2004
August 2003 – June 2004