

**Kelly B. Herd**  
**Associate Professor of Marketing and Dean's Ackerman Scholar**  
**University of Connecticut • School of Business**  
**2100 Hillside Road, U1041 • Storrs, CT 06269**  
**(860) 486-2667 • [kelly.herd@uconn.edu](mailto:kelly.herd@uconn.edu)**

## **Academic Positions**

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### **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**

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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**

- Dean's Ackerman Scholar, UConn School of Business, 2022 – 2026
- *Journal of Marketing Research* Outstanding Reviewer Award, 2024
- Society for Consumer Psychology Doctoral Symposium Faculty Fellow, 2021, 2024
- *Journal of Marketing* Outstanding Reviewer Award, 2023
- Association for Consumer Research Doctoral Symposium Faculty Fellow, 2015, 2016, 2019, 2022, 2023, 2025
- Best Paper Award, Honorable Mention, UConn School of Business, 2022
- American Marketing Association-Sheth Doctoral Consortium 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 Fellow, 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 Fellow, 2010
- Marketing Division Research Excellence Fellowship, University of Colorado at Boulder, 2010

## 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, †denotes Ph.D. student)

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Hock, Stefan J., Kristen Ferguson†, and Kelly B. Herd (2025), “The Mobile Giving Gap: Examining the Negative Impact of Smartphones on Donation Behavior,” *Journal of Consumer Psychology*, 35 (2), 281-87. [[LINK](#)]

Ferguson, Kristen† and Kelly B. Herd (2024), “The Influence of Creative Thinking on Consumer Embarrassment,” *Marketing Letters*, 35 (4), 519-31. [[LINK](#)]

Kim, Claire Heeryung\*†, Kelly B. Herd\*, and H. Shanker Krishnan (2023), “The Creative Touch: The Role of Haptics on Creativity,” *Marketing Letters*, 34 (1), 113-24. [[LINK](#)]

Herd, Kelly B.\*, Girish Mallapragada\*, and Vishal Narayan\* (2022), “Do Backer Affiliations Help or Hurt Crowdfunding Success?,” *Journal of Marketing*, 86 (5), 117-34. [[LINK](#)]

Kim, Tae Woo†, Adam Duhachek, Kelly B. Herd, and Sunah Kim (2022), “Towards a Goal-based Paradigm of Contagion,” *European Journal of Marketing*, 56 (8), 2105-37. [[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

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**Google Scholar Citations (3/1/26): 859**

### 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., *The New York Times*, *Glamour*; *New York Magazine*; *The Conversation*; *Yahoo!*)

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

## Selected Research in Progress

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Reich, Taly, Alexander Fulmer<sup>†</sup>, and Kelly B. Herd, “Unintentional Outcomes as a Catalyst for Brainstorming,” Under fourth-round review, *Personality and Social Psychology Bulletin*.

Ferguson, Kristen<sup>†</sup>, Kelly B. Herd, and Stefan J. Hock, “The Influence of Device Type on Consumer Embarrassment for Sensitive Products,” Under review.

Hamilton, Ryan, and Kelly B. Herd, “Putting the AI in Retail and the High Tech in High Street: A Thematic Overview of Technological Change in Merchandising,” Under review.

Choe, Yuna, Christina Kan, Kristen Ferguson, and Kelly B. Herd, “How Expense Variety Impacts Perceptions of Bang-For-Your-Buck,” Manuscript in preparation.

Madison Spencer<sup>†</sup>, Kelly B. Herd, and Kristen Ferguson, “Disability-Focused Product Design Messaging and Perceived Innovativeness: How Marketing for Disabled Consumers Shapes Brand Outcomes,” Manuscript in preparation.

Herd, Kelly B., Kristen Ferguson<sup>†</sup>, and C. Page Moreau, “How Beautiful Products Motivate Consumer Performance,” Manuscript in preparation.

Ferguson, Kristen<sup>†</sup>, Kelly B. Herd\*, and Stefan J. Hock\*, “Embracing Space: The Positive Impact of Low Social Density on New Product Co-Creation,” Manuscript in preparation.

## 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.

## **Conference Presentations (\*denotes presenter, †denotes Ph.D. student)**

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Choe, Yuna\*, Christina Kan, Kristen Ferguson, and Kelly B. Herd, “How Expense Variety Impacts Perceptions of Bang-For-Your-Buck,” Society for Consumer Psychology Annual Conference, San Diego, CA. March 2026.

Herd, Kelly B.\*, “The ‘Classic’ Struggle,” Plenary Session Panelist, Association for Consumer Research Early Career Workshop, Washington, DC. October 2025.

Taly Reich and Kelly B. Herd\*, “Why Order Matters in AI-Human Collaboration,” Association for Consumer Research Annual Conference, Paris, France. October 2024.

Ferguson, Kristen\*†, Kelly B. Herd, and Stefan J. Hock, “The Positive Impact of Smartphones on Consumer Embarrassment,” Society for Consumer Psychology Annual Conference, Nashville, TN. March 2024.

Herd, Kelly B.\*, “Good Design is Inclusive,” Roundtable Discussion Participant, Society for Consumer Psychology Annual Conference, San Juan, Puerto Rico. March 2023.

Ferguson, Kristen\*†, Kelly B. Herd, and Stefan J. Hock, “The Impact of Social Density on New Product Creativity,” Society for Consumer Psychology Annual Conference, San Juan, Puerto Rico. March 2023.

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. August 2021.

Herd, Kelly B.\*, “Effectively Managing Your Early Career,” Plenary Session Panelist, American Marketing Association-Sheth Doctoral Consortium, Bloomington, IN. August 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,” 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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Colorado State University/University of Wyoming Border Roar Conference, 2025  
Stony Brook University, 2025  
Tuck Marketing Camp, Dartmouth College, 2024

Product Services and Innovation Conference (Keynote Speaker), 2024  
University of Arizona Marketing Camp, 2023  
Indiana University, 2023  
The University of Texas Rio Grande Valley, 2023  
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**

Consumer Behavior Ph.D. Seminar: Fall 2025

Honors Introduction to Marketing: Fall 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024;  
Spring 2019, 2020, 2021, 2022, 2023

Introduction to Marketing: Fall 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

### **Indiana University**

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

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

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

## **Service to the Field**

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### ***Journal of Marketing***

Associate Editor, 2025 – present  
Developmental Editor, 2024 – 2025  
Guest Associate Editor, 2024 – 2025  
Editorial Review Board, 2021 – 2025

### ***Journal of Marketing Research***

Associate Editor, 2025 – present  
Editorial Review Board, 2023 – 2025

### ***Journal of Consumer Research***

Editorial Review Board, 2024 – present

### **Society for Consumer Psychology**

Doctoral Symposium Co-Chair, 2024  
Conference Program Committee, 2023  
Conference Associate Editor, 2021, 2022

### **Association for Consumer Research**

Conference Associate Editor, 2024  
Conference Program Committee, 2015, 2016, 2017, 2018, 2019, 2020, 2021

### **American Marketing Association**

Conference Track Chair, 2018, 2026  
AMA TechSIG Young Scholar Award Committee, 2025

### **Ad-hoc Reviewer**

*Management Science*  
*Journal of Consumer Psychology*  
*Organizational Behavior and Human Decision Processes*  
*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*

### **Student Advising (\*denotes Committee Chair)**

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#### **Ph.D. Dissertation Committee**

Madison Spencer, University of Connecticut (expected graduation: 2028)\*

Lukas Schnabel, University of Connecticut (expected graduation: 2026)

Kristen Ferguson, University of Connecticut (2023, placement: University of Notre Dame)\*

- Honorable Mention, 2024 John A. Howard/AMA Doctoral Dissertation Award
- Second Place, 2022 Product Development and Management Association (PDMA) Doctoral Dissertation Proposal Competition

Alex Fulmer, Yale University (2023, placement: Cornell School of Hotel Administration)

Qizhou Wang, University of Connecticut (2021, placement: Numerator)

Claire Heeryung Kim, Indiana University (2017, placement: McGill University)

Abigail Schneider, University of Colorado (2014, placement: Regis University)

### **Ph.D. General Exam Committee**

Madison Spencer, University of Connecticut, 2025\*  
Lukas Schnabel, University of Connecticut, 2024  
Sandip Roy, University of Connecticut, 2022  
Justin Sieow, University of Connecticut, 2021  
Kristen Ferguson, University of Connecticut, 2020\*  
Francesco Zanibellato, University of Connecticut, 2020  
Sampoorna Nandi, University of Connecticut, 2019

### **Ph.D. Qualifying Paper Committee**

Angie Pantuasco, University of Connecticut, 2026  
Samantha Davey, University of Connecticut, 2026  
Madison Spencer, University of Connecticut, 2024\*  
Lukas Schnabel, University of Connecticut, 2023  
Justin Sieow, University of Connecticut, 2020  
Kristen Ferguson, University of Connecticut, 2019\*  
Sampoorna Nandi, University of Connecticut, 2018

### **Undergraduate Honors Thesis Advisor**

David Garces, University of Connecticut, 2022-2023

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

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### **University of Connecticut**

#### Marketing Department

Academic Director, Master's in Social Responsibility & Impact in Business  
(MSSRIB), 2025 – present  
Program Chair, Accelerated Master's in Social Responsibility & Impact in Business  
(MSSRIB), 2024 – 2025  
Introduction to Marketing (MKTG 3101) Coordinator, 2017 – 2024  
Behavioral Lab Committee, 2017 – present  
Doctoral Program Committee, 2017 – 2018, 2022 – present  
Promotion, Tenure and Reappointment (PTR) Committee, 2022 – present  
Undergraduate Policy Committee, 2017 – 2024  
Undergraduate Assessment Committee, 2019 – 2024  
VOYA Colloquium Co-organizer, 2018, 2022  
Faculty Search Committee, 2018, 2019, 2021  
Behavioral Lab Faculty Coordinator, 2017 – 2019  
Department Honors Advisor, 2017 – 2018

#### School of Business

Business and Society Task Force, 2022 – present  
Women in Business Faculty Advisor, 2022 – present  
Accelerated Business Programs Committee, 2024 – present  
Undergrad Introductory Course Assessment Committee, 2022 – 2024  
UConn Marketing Society Guest Speaker, 2023  
Student Commencement Speaker Committee, 2022, 2023  
Women in Business Guest Speaker, 2018, 2022  
Honors Program Committee, 2017 – 2018

## University

University Senate, 2023 – 2026  
Faculty Standards Committee, 2023 – present  
Innovate Wellness Center, Faculty Mentor, 2021 – present  
Leadership Legacy Experience, Faculty Advisor, 2021 – 2023  
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

## Professional Memberships

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Association for Consumer Research  
American Marketing Association  
Society for Consumer Psychology

## Industry Experience

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### 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