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 – 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, 2026
- 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)

Reich, Taly, Alexander Fulmer†, and Kelly B. Herd (Forthcoming), "Unintentional Outcomes as a Catalyst for Brainstorming," *Personality and Social Psychology Bulletin*. [LINK]

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

Google Scholar Citations (5/15/26): 880

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

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.

Spencer, Madison†, Kelly B. Herd, and Kristen Ferguson, "To Reveal or Conceal: How Revealing Inclusive Design Origins Shapes Brand Outcomes," Under review.

Choe, Yuna, Kristen Ferguson, Christina Kan, and Kelly B. Herd, "How Expense Variety Impacts Perceptions of Bang-For-Your-Buck," Under review.

Ferguson, Kristen†, Kelly B. Herd, and Stefan J. Hock, "Digital Discretion: How Smartphones Mitigate Embarrassment Toward Stigmatized Healthcare Treatments," Under review.

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

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.

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

Herd, Kelly B.*, "Breaking Barriers – How to Conduct Multi-Method Consumer Research," Session Co-Chair, American Marketing Association Summer Conference, Denver, CO. July 2026.

Herd, Kelly B.*, "Scholarly Impact: From Idea to Contribution – A Hands-On Developmental Workshop for Early-Career Scholars," Small Group Mentor, American Marketing Association Summer Conference, Denver, CO. July 2026.

Hamilton, Ryan* and Kelly B. Herd*, "Putting the AI in Retail and High Tech in High Street: A Thematic Overview of Technological Change in Merchandising," Thought Leader Conference on AI and Tech in Retail, Boston, MA. May 2026.

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

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

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

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)

Ph.D. Dissertation Committee

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

Lukas Schnabel, University of Connecticut (expected graduation: 2027)

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

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
UConn Marketing Society Guest Speaker, 2023
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
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 – 2026
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

Association for Consumer Research
American Marketing Association
Society for Consumer Psychology

Industry Experience

New Media Strategies — **Arlington, VA**

Senior Analyst — October 2005 – July 2006
Analyst — November 2004 – October 2005

Brodeur Worldwide — **Boston, MA**

Assistant Account Executive — June 2004 – August 2004
Account Coordinator — August 2003 – June 2004