

**Kelly B. Herd**  
**Assistant Professor of Marketing and 3M Faculty Fellow**  
**Kelley School of Business • Indiana University**  
**1309 E. Tenth Street • Bloomington, IN 47405**  
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## 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, 2003

## Current Position

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**Kelley School of Business, Indiana University**  
Assistant Professor of Marketing, July 2011 – present

## Awards and Honors

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- 3M Faculty Fellow, Indiana University, 2014, 2015, 2016
- ACR Doctoral Symposium Faculty Fellow, 2015, 2016
- Sauvain Teaching Excellence Award Finalist, Indiana University, 2015, 2016
- Robert Mittelstaedt Doctoral Symposium Faculty Representative, 2015
- Trustees Teaching Award Finalist, Indiana University, 2014
- Winner of Marketing Science Institute's Alden G. Clayton Dissertation Proposal Award, 2010
- Winner of Society for Marketing Advances' Best Retail Dissertation Proposal Award, 2010
- AMA 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
- L.K. Johnson Marketing Management Award, Washington and Lee University, 2003

## Research Interests

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Product Design, Creativity, Social Cognition, Identity, Emotions

## Publications

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Krishna, Aradhna, Kelly B. Herd, and Nilufer Z. Aydinoglu (2015), "Wetting the Bed at Twenty-one: Embarrassment as a Private Emotion," *Journal of Consumer Psychology*, 25 (3), 473-486. (Equal authorship)

Select Media Coverage: *Forbes*, *New York Magazine*, *Men's Health*, *Glamour*, *Health.com*

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.

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.

## **Papers Under Review/In Revision**

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Herd, Kelly B. and Ravi Mehta, “Integrating Consumers Into the New Product Design Process: Empathy or Perspective Taking?,” In preparation for third-round review, *Journal of Consumer Research*. (Equal authorship)

Herd, Kelly B. and C. Page Moreau, “How Beautiful Products Motivate Consumer Performance,” Invited revision, *Journal of Marketing Research*.

## **Select Research in Progress**

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Herd, Kelly B. and C. Page Moreau, “How Identity Motivation Influences the Design and Evaluations of Consumers’ Creative Products,” Working paper, manuscript available upon request.

Herd, Kelly B., Girish Mallapragada, and Ashok K. Lalwani, “How Does Power Influence Creativity?: The Role of Holistic Thinking,” Working paper, manuscript available upon request.

Kim, Claire Heeryung, Kelly B. Herd, and H. Shanker Krishnan, “The Creative Touch: The Role of Haptics on Creativity,” Working paper, manuscript available upon request.

Kim, Claire Heeryung, Adam Duhachek, Kelly B. Herd, and H. Shanker Krishnan, “The Effect of Political Ideology on Consumer Creativity,” Manuscript in preparation.

Kim, Tae Woo, Adam Duhachek, and Kelly B. Herd, “Activation of an Ideal Self Promotes Contagion-Based Performance Effects,” Manuscript in preparation.

“The Cognitive Processes Underlying Private Embarrassment,” with Aradhna Krishna and Nilufer Z. Aydinoglu, Data collection in progress.

## **Invited Talks**

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University of Connecticut, 2016  
Colorado State University, 2016  
3M Corporate Headquarters, 2014  
Department of Psychology, Indiana University, 2013  
The Ohio State University, 2010  
Boston College, 2010  
Harvard Business School, 2010  
University of British Columbia, 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

### **Conference Presentations (\* denotes presenting author)**

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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.

"It's Not Just About You: Social Influences on Creative Outcomes," Session co-chair with Ravi Mehta, 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.\* 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.

## **Teaching Experience**

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**Kelley School of Business, Indiana University, Consumer Behavior**  
Spring 2012, 2013, 2014, 2015, 2016

- 3 most recent teaching ratings: 6.8, 6.7, 6.9 out of 7

**Leeds School of Business, University of Colorado at Boulder, Buyer Behavior**  
Fall 2007, 2008, 2009; Spring 2011

## **Service to School**

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**Behavioral Subject Pool Faculty Coordinator, Indiana University**  
2012 – present

**Marketing Department Doctoral Program Committee, Indiana University**  
2011 – present

**Faculty Recruitment Committee, Indiana University**  
2011 – present

**Undergraduate Policy Committee, Indiana University**  
2014 – present

**Women in Business Panel Participant, Indiana University**  
2014

**Kelley Living Learning Center Faculty Presenter, Indiana University**  
2014

**The Center of Excellence for Women in Technology (CEWiT), Indiana University**  
2015 – present

**Doctoral Student Paper Review Committee, Indiana University**

Hyejin Lee, Second year paper, 2016  
John Bullock, First year paper, 2016  
Hyejin Lee, First year paper, 2015  
Tae Woo Kim, First year paper, 2014  
Claire Heeryung Kim, Second year paper, 2013  
Lura Forcum, Second year paper, 2012

**Hutton Honors College Faculty Sponsor, Indiana University**

Stephanie Simpson, 2013 – 2014

**Service to Field**

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**Association for Consumer Research Program Committee**

2015 – present

**Dissertation Committee Member**

Claire Heeryung Kim, Indiana University (expected graduation 2017)  
Abigail Schneider, University of Colorado (graduated 2014)

**External Qualifier Committee Member**

Melis Ceylan, Koç University

**Ad-hoc Reviewing**

*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Management Science*  
*Journal of Consumer Psychology*  
*Journal of Retailing*  
*Journal of the Association for Consumer Research*  
*Social Influence*  
*Marketing Letters*  
*Association for Consumer Research North American Conference*  
*Society for Consumer Psychology Conference*  
*AMA Summer Marketing Educators' Conference*  
*AMA Winter Marketing Educators' Conference*  
*Academy of Marketing Science Conference*  
*John A. Howard/AMA Doctoral Award Competition*

**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